







Digitized by the Internet Archive  
in 2014

<https://archive.org/details/housebeautiful98julnewy>



Every person who maliciously cuts, defaces, breaks or injures any book, map, chart, picture, engraving, statue, coin, model, apparatus, or other work of literature, art, mechanics or object of curiosity, deposited in any public library, gallery, museum or collection is guilty of a misdemeanor.

Penal Code of California,  
1915, Section 623.

✓237751







# House Beautiful

237751

U.S. GOVERNMENT PRINTING OFFICE  
PUBLISHED BY THE  
McGraw-Hill Building Division

JULY 50c

*House Beautiful's*

**Pace Setter House for 1956**







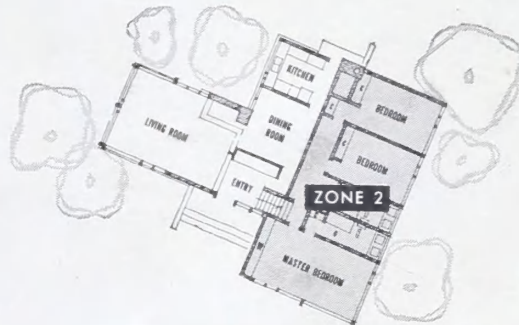
# Everyone lives better in a Zone-Controlled house



## Living Area, (Zone 1)

*separate thermostat control—cool for leisure.*

When friends drop in on a summer evening, the ability to increase the cooling in the living area without affecting the rest of the house is important for real comfort. Zone Control, with two or more thermostats, allows you to put your cooling where you want it, when you want it.



## Bedroom Area, (Zone 2)

*separate thermostat control—cool for sleeping.*

Only Zone Control enables you to adjust temperatures according to the way you use your rooms. A thermostat in the sleeping area allows you to provide your children with just the amount of cooling they need for healthful rest in hot weather.



Zone Control means dividing your house into two or more areas, each controlled by a separate thermostat. This gives you the temperatures you want, when and where you want them—summer and winter.



*The Honeywell Round*

MINNEAPOLIS  
**Honeywell**



*Zone Control*

*Ask your architect or heating dealer about zoning the house you plan to build or buy.*



# It's living as



**LIKE TO LIVE GRACIOUSLY?** You'll love the splendor of a broad-windowed room like this, protected from heat and glare by the overhanging roof. It's the livable kind of living room many builders are putting into homes these days. Room

for entertainment with plenty of floor space, built-in snack bar . . . a room that's comfortably lighted with indirect ceiling lights and well-staged "spots." And there's room for contentment, too, in the master's den just a few steps away.

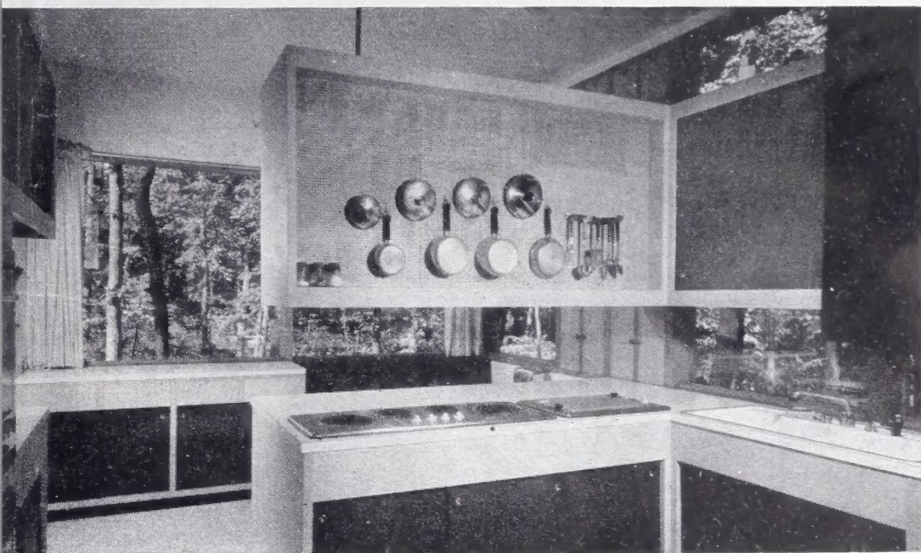


# you like it...

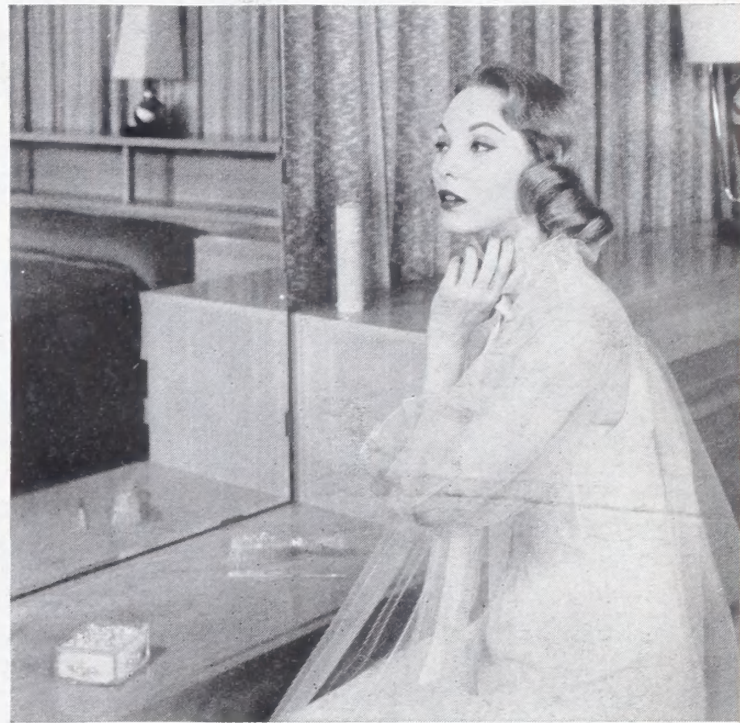
IN A NEW HOME OF YOUR OWN!



**LIKE TO LIVE MODERNLY?** You're living in the latest in a rambling ranch-style home like this, designed by George Fred Keck and William Keck. (This is the exterior of the house whose living room is shown at the left, kitchen below.) Long, low and lovely, it provides all the advantages of spacious living—greater privacy, greater convenience, greater sense of freedom. Yet an expansive home like this needn't be expensive, when you take advantage of your local builder's planning ingenuity.



**LIKE TO LIVE CONVENIENTLY?** Then imagine yourself in this kitchen, with everything you need at your fingertips—built-in range with griddle, oven and broiler, extra-wide sink, sunny breakfast nook. And look at the cabinet space; the handy overhead rack for storage and display of cooking utensils. Nothing "kitcheny" about this delightful kitchen except its design for convenient living.



FURNITURE BY YORK COUNTY CHAIR COMPANY, RED LION, PA.

**LIKE TO LIVE BEAUTIFULLY?** Make sure your new home has Lennox All-Season Air Conditioning! In that clean, filtered, humidity-controlled air, complexion and hair *thrive*: no cold-weather drying out, no hot-weather "melting out." Entertaining is a joy. A joy for decorating—be gay as you like: light colors stay bright in Lennox-filtered air!

**LIKE TO DO YOUR LIVING NOW?** Then see your local builders—now! They've wonderful new home to show you—so attractive, so modern, so livable, so easy to pay for. Do it this very weekend, and you'll be on your way to—*living as you like it!*

## 7 SATISFACTIONS OF OWNING A NEW HOME

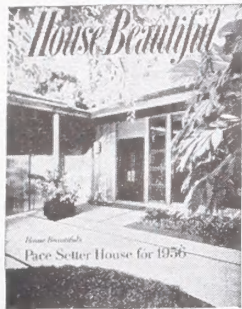
1. THE PRIDE OF LIVING in a home as up-to-date as your new car.
2. BETTER LIVING, in a home designed for today's tastes.
3. GREATER VALUE, through modern materials and building methods.
4. MORE COMFORT, with the latest, most efficient materials and equipment.
5. LESS UPKEEP, with everything in your house brand-new.
6. LESS HOUSEWORK, thanks to improved house design and many built-in conveniences.
7. SECURITY FOR YOUR FUTURE, with your money invested in a readily marketable property—a modern home.

More families buy **LENNOX** through more than 5,606 home comfort experts

LENNOX INDUSTRIES INC.—founded 1895. Marshalltown and Des Moines, Iowa; Syracuse, N. Y.; Columbus, Ohio; Ft. Worth, Texas; Los Angeles, Calif.; Salt Lake City, Utah; Decatur, Ga. In Canada: Toronto, Montreal, Calgary.







ERNEST BRAUN

**Our Cover:** This year we have chosen as our Pace Setter a house built about 1910 and recently remodeled. Why? Because we believe that often remodeling is the best way to achieve the best in living and because our 1956 Pace Setter brings to a climax this year's Operation Home Improvement.

# House Beautiful

Vol. 98, No. 7

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

JULY 1956

## HOUSE BEAUTIFUL'S PACE SETTER FOR 1956

Why We Chose a Remodeled House as Our 1956 Pace Setter **53-63**Progress With Permanence **64-69**The Master Bedroom **70-71**The Master Bath, Study and Dressing Room **72-74**Continuity With Its Own Past **75-77**The Lovely Old Grounds Were One Big Reason They Remodeled **78-79**A Room For a Little Lady **80-83**The Boy's Room **84**The Indoor Playroom **85**The Outdoor Playground **85**The New Lanai—Center of Home Fun **86-87**High Lights and Hardware **88-89**The Breakfast Room **90-91**The New Pace Setter Kitchen **92-97**Pace-Setting Living Comes From Such Small Perfections **98-101**A Philosopher Looks at This Pace Setter House **102**

## BUILDING AND DECORATING

House Beautiful's Pace Setter for 1956 **53-102**Decorator's Diary **44**

## GARDENING

The Lovely Old Grounds Were One Big Reason They Remodeled **78-79**The Outdoor Playground **85**The New Lanai—Center of Home Fun **86-87**Practical Back-Yard Games **122**

## OTHER FEATURES

Window Shopping **14-43**It's Worth Mentioning **8**How To Leave Home and Like It **50**How To Enjoy a Symphony—VI **49**

## ADVERTISING INDEX 125

House Beautiful is published monthly by the Hearst Corporation, 572 Madison Ave., New York 22, N. Y. Richard E. Berlin, President; John Randolph Hearst, Vice-Pres.; George Hearst, Vice-Pres.; Richard E. Deems, Exec. Vice-Pres. of Magazines; Fred Lewis, Vice-Pres. and Gen. Manager of Magazines; John R. Miller, Vice-Pres. for circulation; Richard A. Hoefer, Vice-Pres. for House Beautiful; G. O. Markuson, Vice-Pres. & Treasurer; R. F. McCauley, Secretary. © 1956 by the Hearst Corporation; all rights reserved. Advertising offices: 572 Madison Ave., New York 22; 1132 Park Square Bldg., Boston 16; 11 No. Wacker Dr., Chicago 6; 1712 Fisher Bldg., Detroit 2; 715 Keith Bldg., Cleveland 15; 1709 West 8th St., Los Angeles 17; 530 Hearst Bldg., San Francisco 3; 1447 Peachtree St. N. E., Atlanta 9; P.O. Box 3142, Tyler, Texas. Chamber of Commerce Bldg., Miami 32, Fla. Subscription prices: United States and possessions and Canada, \$5 for one year; \$7.50 for two years; \$10 for three years. All other countries, \$10 for one year. For change of address, give old address as well as the new, with postal zone number if any, and allow five weeks for change to become effective. Manuscript material submitted will be handled with care, but the magazine assumes no responsibility for it. No unsolicited manuscripts will be returned unless accompanied by full return postage and return envelope. The following trademarks registered in U. S. Patent Office: "House Beautiful's Building Manual," "House Beautiful's Buying Guide For the Bride," "House Beautiful's Practical Gardener," "The Bride's House," "Good Buys," "House Beautiful," "House Beautiful Combined With Home & Field," "Better Your Home—Better Your Living," "Climate Control," "Window Shopping," and "Pace Setter." Re-entered as second-class matter October 25, 1943, at the post office, New York, N. Y. under the Act of March 3, 1879. Authorized as second-class mail, Post Office Department, Ottawa. Printed in the U. S. A.

NOTICE TO POSTMASTER: Please send notifications regarding undeliverable magazines to  
House Beautiful, 250 West 55th Street, New York 19, N. Y.

ELIZABETH GORDON  
Editor

JOSEPH A. BARRY  
Editorial Director

RICHARD E. DEEMS  
Executive Vice-President

RICHARD A. HOEFER  
Publisher

FRANCES TAYLOR HEARD  
Home Furnishings Editor

WALLACE F. HAINLINE  
Art Director

RALPH G. MARTIN  
Executive Editor

MARION GOUGH  
Feature Editor

DR. JOSEPH E. HOWLAND  
Technical Editor

MARION ROWLAND  
Copy Editor

PATRICIA GUINAN  
Window Shopping

ROY McMULLEN  
Contributing Editor

CAROLYN S. MURRAY  
West Coast Editor

MARVA SHEARER  
Family Editor

CECILE STARR  
16mm Movies for Home Use

RICHARD WILLIAMS  
Music

## HOME FURNISHINGS AND DECORATING

LAURA TANNER  
Decoration

SARA LITTLE  
Decoration

KENNETH YOUNG  
Decoration

HELEN LITTLE  
Decoration

ROBERT BURCHETTE  
Decoration

ELAINE NEAL  
Decorating Adviser

## ARCHITECTURE AND BUILDING

JOHN DEKOVEN HILL  
Architectural Editor

ROBERT MOSHER  
Building Editor

MILES COLEAN  
Economic Consultant

RAYMOND D. RITCHIE  
Consultant on Construction  
and Specifications

HENRY WRIGHT  
Climate Control and  
Air Conditioning

## FOOD AND APPLIANCES

POPPY CANNON  
Food Editor

NANCY CRAIG  
Home Service Editor

JULIE POLSHEK  
Food Products

PRISCILLA LANGEWIESCHE  
Researcher

VIRGINIA STANTON  
Party Editor

MARY ELIZABETH WILEY  
Researcher

HAROLD KNAPIK  
Researcher

## GARDENING

JEAN LAWSON  
Horticulture and Landscaping





Turns "LAWNING" TIME INTO LOUNGING TIME:

**GOODYEAR**

**UNDERGROUND LAWN SPRINKLING SYSTEM**

A moment's thought and you'll realize over half your weekly lawn-care time is consumed by watering. This is a tiresome chore which can easily and economically be converted into hours of leisure by installing an *all-rubber* Underground Lawn Sprinkling System by Goodyear.

But there's more than lounging time to be gained with a Goodyear system. Not only does your lawn get the controlled, raindrop watering it needs for healthy deep-root growth, but you save on water bills.

Moreover, being *all-rubber* sets the

Goodyear system apart from all others. The flexible rubber pipe and fittings easily fit any lawn, can be installed without tearing up the turf. And they won't rust or rot—won't clog with scale—won't split on freezing—last indefinitely. Best of all, it's surprisingly low in cost.

In a nutshell: You can save time—save money—save your lawn—with a twist of your wrist, with an *all-rubber* Underground Lawn Sprinkling System by Goodyear. Details are available at garden supply outlets everywhere. Or fill out the coupon.

**The Goodyear Tire & Rubber Company, Inc.**  
P.O. Box 52, Akron, Ohio

Please send me full details on the *all-rubber* Goodyear Underground Lawn Sprinkling System.

Name \_\_\_\_\_

Address Street \_\_\_\_\_

City \_\_\_\_\_

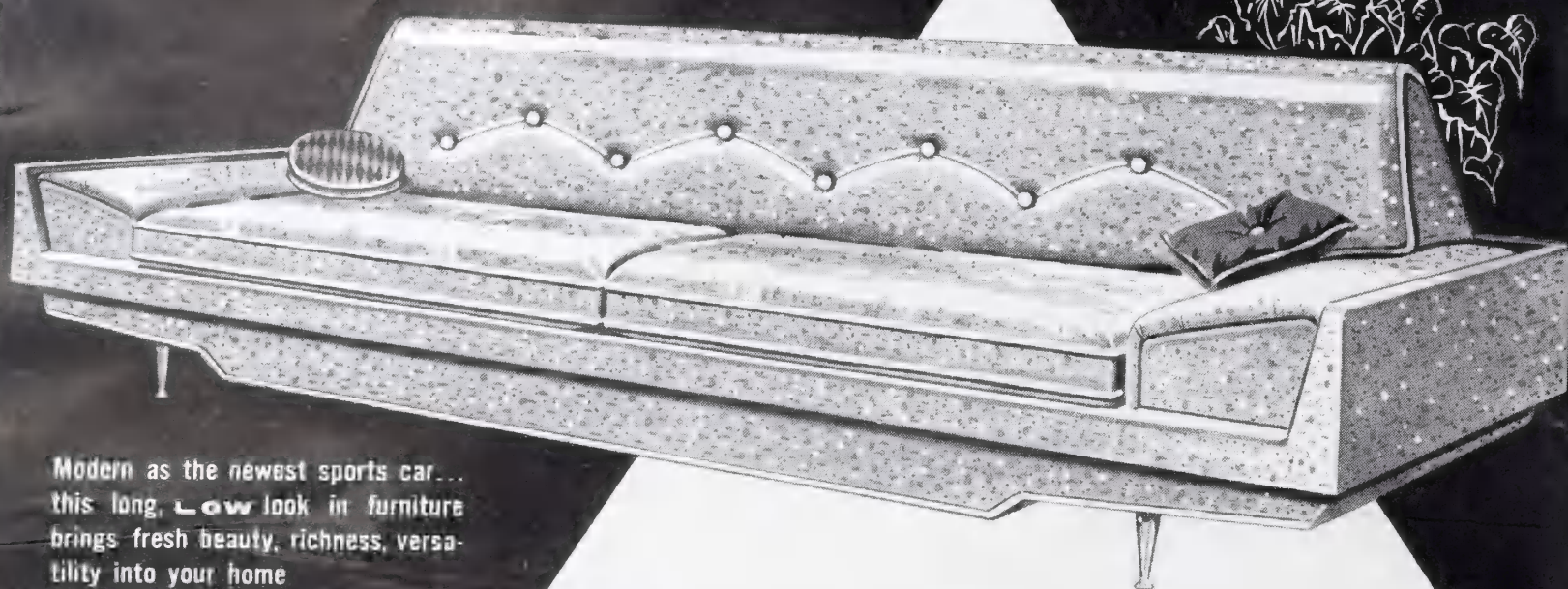
Zone \_\_\_\_\_

State \_\_\_\_\_

**The workless way to water lawns that outperforms ALL others — BECAUSE IT'S ALL-RUBBER**



# LOW... and Behold!



Modern as the newest sports car... this long, **LOW** look in furniture brings fresh beauty, richness, versatility into your home with a

LIVING ROOM by

## Diamond

"THE SYMBOL OF LASTING BEAUTY"

Take a long, long look at the exciting, new DIAMOND "Eldorado" grouping . . . from the studios of J. Gordon Perlmutter, outstanding American furniture designer.

sofa \$139 • occasional chair \$89

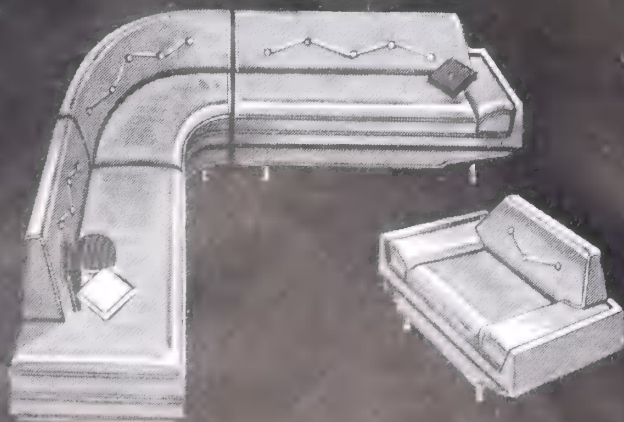
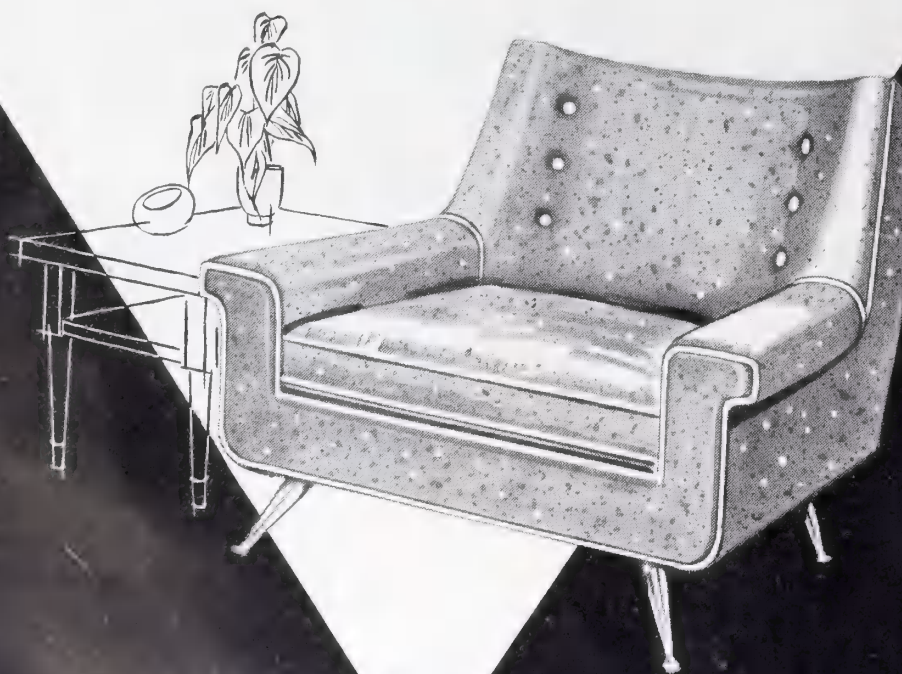
curved center \$119

left or right sectional \$109

armchair \$89

left or right bumper sectional \$109

prices in fabrics shown . . . slightly higher for Airfoam cushions



LOOK FOR THIS TAG  
Postur-Perfect Furniture®  
exclusive in  
Living Room by DIAMOND



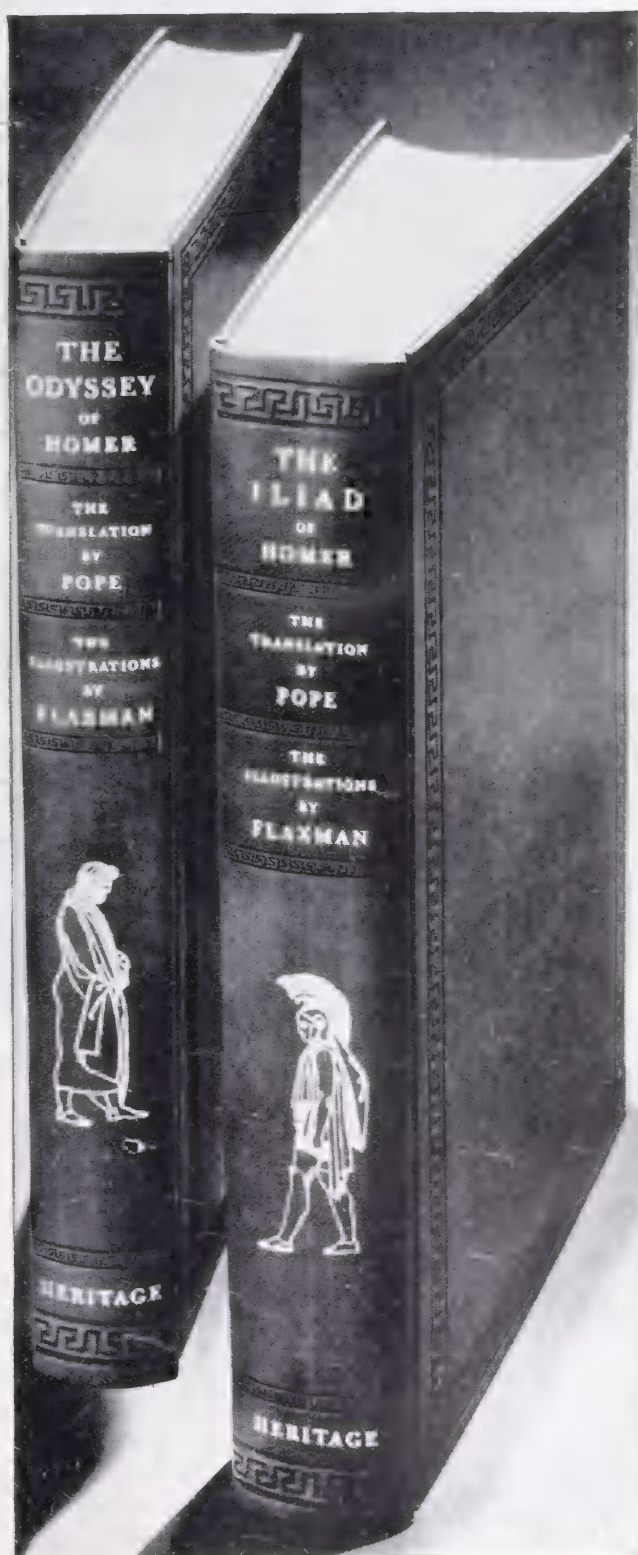
With magic "V" seating®  
the right angle  
for constant comfort

Write for FREE FOLDER and name of dealer nearest you, DIAMOND BROS.—Trenton, N.J. • Plants in Trenton, N.J. and Coal City, Ill.



# BOTH FREE! WITH A *New Membership* IN THE HERITAGE CLUB: THE ODYSSEY OF HOMER AND THE ILIAD OF HOMER

When the membership rolls close again  
—as they must in a few short weeks!—  
you will be glad you seized this opportunity  
to obtain a unique collection of the world's  
classics, especially illustrated by the greatest  
artists and well printed on special papers—  
for the same price as rental library novels!



▶ THE STORY of the travels of Ulysses is of course divided into two parts, *The Iliad* forming the first part, *The Odyssey* the second. Together, they have often been called "the first great novel." Pope's translation is one of the great poems of his age. The classical drawings which John Flaxman made in illustration are among the great drawings of the world. Now, in these two volumes, they have been gathered together for the first time!

These two big, almost enormous, quarto volumes were, when first distributed, among the greatest successes of The Heritage Club. They have been out-of-print for nearly a dozen years. Because of the great demand from the members, the directors of the Club have now re-issued both volumes. AND—they have decided to *present* both volumes to each person who applies for a *new* membership as a result of reading this advertisement!

NOW YOU MAY KNOW—indeed, you *should* know—that the membership rolls of The Heritage Club are not always open for new members. When it does happen, you are offered an unusual opportunity which you should seize.

For now The Heritage Club is preparing the announcement of the Twenty-first Series of its fine books. For this Twenty-first Series, the membership rolls are opened to new members for a brief time—for a brief time *only!*—and, if you seize the opportunity to get a new membership for yourself *at this time*, you can obtain copies of *The Odyssey* and *The Iliad* as a GIFT.

THE HERITAGE CLUB distributes to its members "the classics which are our heritage from the past, in editions which will be the heritage of the future." These books are not falsely *de luxe*, nor are they old editions dressed up for a new market. In all the crush of "book clubs" there is none at all like The Heritage Club. For the Heritage books are especially designed by the most famous typographers in the world, they are illustrated by the greatest of the world's artists, they are carefully printed by leading printers on papers which have been chemically tested to assure a life of at least two centuries, and they are handsomely bound and boxed.

So you may find this next statement hard to believe; but nevertheless it is true, and it seems a principal reason for the continuing success of this Club's co-operative plan: *the members obtain these books for the same price that they are called upon to pay for ordinary rental library novels!* Each member pays only \$3.95 for each book—or even as low as \$3.55 each if he pays for the books in advance!

NOW a handsome Prospectus is being prepared for this Twenty-first Series. In this Prospectus are described the twelve books now being made especially for the members of the Club.

If you apply in time, you will be able to obtain books like these:

Carlyle's *The French Revolution* illustrated with paintings made in Paris by Bernard Lamotte; and *Twenty Thousand Leagues under the Sea* illustrated with colored gravures by Edward A. Wilson; and Dostoevsky's *The Idiot* illustrated by Fritz Eichenberg; and *The*

*Last Days of Pompeii* illustrated with engravings made in the ruins of Pompeii by Kurt Craemer; and Dickens' *Dombey and Son* illustrated by Henry C. Pitz; and *Peer Gynt*; and *The Voyage of the Beagle*...

These are only a few of the titles!

Yet, if it should happen that you do not desire to have any of these books, you are given a list of fifty Heritage books-in-print—from which to select substitutions!

THERE HAVE BEEN great book bargains before, of course, and there will be again. But it seems safe to say that never in the history of book publishing has a *greater* bargain than this been offered to wise buyers of books.

Indeed, you are now invited to put that statement to the test! If you will fill out the coupon printed below and mail it to The Heritage Club, you will be sent a copy of the descriptive Prospectus. Also, one of the remaining *new* memberships will be reserved for you—and presentation copies of *The Odyssey* and *The Iliad*, too!



## Reservation Coupon

To THE HERITAGE CLUB,  
595 Madison Ave., New York 22

Please send me a copy of your new Prospectus, in which are described the books to be distributed to the members in the Twenty-first Series. I understand that, if I send you my application at this time, I will be entitled to have a copy of THE ILIAD and a copy of THE ODYSSEY without cost; and that you will now reserve a membership for me, awaiting receipt of my application.

NAME \_\_\_\_\_ PLEASE PRINT

ADDRESS \_\_\_\_\_

CITY & STATE \_\_\_\_\_



For the Finest . . . Look to

*Fancher*



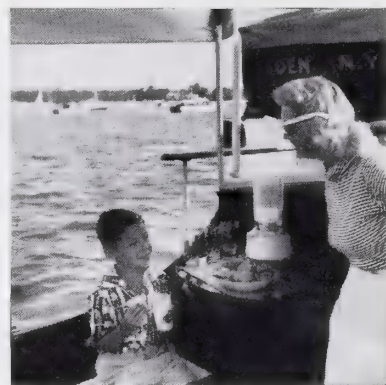
Send 25c for illustrated folder Dept. Hb-5

**FANCHER FURNITURE COMPANY**  
SALAMANCA, NEW YORK

# IT'S WORTH MENTIONING

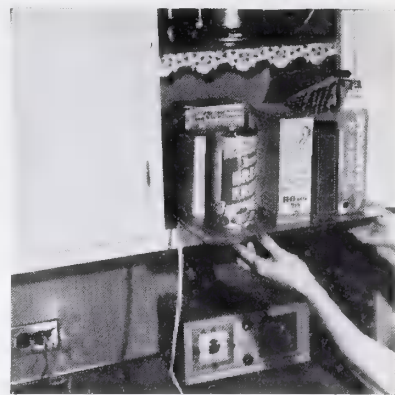
By JULIE POLSHEK

**Mariner Waring Blendor** (32-volt, DC.) gives boat-owners the never-ending convenience of an electric blender for concocting frosted drinks, sauces, soups, cocktails, etc. The 2-speed blender can be equipped with electric Ice-Jet (\$19.50 extra), an attachment which replaces blender bowl to create snowy, pulverized ice for frappés, daiquiris, chilling foods. Blendor unit, \$49.50. From Crow's Nest, 475 Fifth Ave., New York.



You re-color plastic fabrics with Ramcote Flexible Finish, preserving fabric's initial texture and graining. Just apply Ramcote like paint. Ideal to refurbish auto or furniture upholstery, dinette chairs, luggage, etc. Red, brown, yellow, light or dark blue, ivory, tan, gray, white, black, bronze, \$3.50 a pint; thinner and brush cleaner, 75¢. Ramcote formulated for leather can also be had. All from Elm Hardware Co., 871 Seventh Ave., N.Y.C.

To prevent caked salt, limp cereals or crackers and other ravages of dampness on stored foods, Kitchen Krisper is your answer. Just place aluminum 18-watt tray on cabinet shelf and plug cord into an outlet. Foods, even if stacked, remain dry and crisp, salt remains free-pouring. Tray, 10" x 14" x 5/8", with 6-ft. cord over which door closes tightly. \$7.95. AC-DC. Available for 12-, 24-, 32-volt use. Gourmet Shop, Miami Beach 40, Fla.



*Sascha Brastoff*

**CERAMIC ORIGINALS**

CUSTOM MADE LAMPS • FINE CHINA DINNERWARE



Each piece a signed original, combining ceramic fine art with the best in modern lighting. Finest quality...superb craftsmanship throughout, at surprisingly modest prices.

At America's most discriminating stores. Write for illustrated folder.



SASCHA BRASTOFF PRODUCTS, INC. STUDIOS, WEST LOS ANGELES 64, CALIF.

FRED LERNER



Spray of diaper deodorant is released by foot-pedal action of Lawson Diapersol Container. Germicidal compound is dispensed from reservoir in lid. Also usable in rinse water to prevent ammonia formations resulting in odor or skin rash. Diapersol container, vitreous-porcelain pail, 4-oz. bottle Diapersol, \$9.50. Used by many hospitals. Pink, blue, yellow, green or white, 16-qt. capacity. From Bloomingdale's, New York, N. Y.

(Please turn to page 13)





Colors shown above are: Capri Blue and White Tweed with Feature Strip. Brown Kencove Wall Base. Capri Blue KenFlor on Countertops

## The loveliest floor is easiest to clean

Unsurpassed in fine floor elegance, beautiful KenRoyal vinyl comes in "crown-jewel" colors ideal for your proudest rooms. It's glowing, greaseproof, wearproof vinyl from the satin-smooth top clear through to the back of each rugged tile! You'll love its extra-resilient, step-comforting beauty; its exclusive glare-free luxury finish; its easy-to-care-for loveli-

ness that stays fresh, new looking for years. Remember, grease, dirt, grime wipe right off this non-porous vinyl. See KenRoyal now at your Kentile Dealer's. He's listed under FLOORS in your Classified Phone Book.

*It costs less than you'd dream to self-install KenRoyal ...an average 8' x 10' floor in economical Standard Gauge KenRoyal costs approximately \$46.25.*

### KENROYAL

VINYL TILE

by the makers of

KENTILE  
FLOORS



# HOTPOINT'S EXCLUSIVE NEW SPOT•LESS ACTION OUTMODES ALL OTHER DISHWASHING METHODS!



**Skeptical housewives are convinced the new Hotpoint Dishwasher gets everything sparkling clean, as no other dishwashing method can!**

Hotpoint's new electric dishwasher gets dishes *cleaner*, more *sparkling*, more *sanitary* than dishes washed any other way. Yet you just push a button. Everything's done *for you*—even an *automatic pre-rinse* that does away with hand-rinsing.

**Two 5-minute Spot-Less washes**—with fresh detergent each time—scrub away every trace of food-soil and film. In water that's hotter than hands can stand, dishes then get two thorough rinses.

**Spot-Less second rinse** eliminates spots on glass and silver! A few drops of "Rinse-Dry," a super wetting agent, are automatically injected into this rinse. Water spreads so smoothly it can't form drops, can't dry as spots.

**Racks roll out separately** for easy loading, hold complete service for 8. Many families find they hold a full day's dishes. (Upper rack alone holds 31 glasses.)

**Five modern Colortones**, Copertone, white, or satin-chrome finish. 24-inch undercounter models, maple-top mobile models, and 48-inch dishwasher-sinks. See the new Hotpoint Dishwashers soon!



**Your eyes tell you!** Spotted glass (left) was rinsed in plain water. Sparkling glass (right) was rinsed the new Hotpoint Spot-Less way. It gleams like new!

*Every day's a holiday with*

# Hotpoint

Ranges • Refrigerators • Automatic Washers • Clothes Dryers  
Customline • Dishwashers • Disposals® • Water Heaters  
Food Freezers • Air Conditioners

Hotpoint Co.

Chicago 44

(A Division of General Electric Co.)



# B.F. Goodrich

\*A registered trade mark of The B. F. Goodrich Company

*Furniture with a future is cushioned with*

## TEXFOAM\*



### BAUMRITTER MODERN ...

nicely different, quietly luxurious,  
a new contemporary group cushioned  
with Texfoam. It's furniture  
that sees to itself... keeps its  
poise, stays sure in comfort  
... year after year. Make yourself  
happy with Baumritter Modern  
cushioned with Texfoam... for  
luxury, for looks, for life.  
For more information on this  
reasonably priced group,  
write to the address below.

*#3917 sectional and #3910 chair  
are from open stock collection  
for living room, dining room  
and bedroom. All by  
T. Baumritter Co., Inc., New York*



SPONGE PRODUCTS DIVISION

**B.F. Goodrich**

DEPT. G, 206 DERBY PLACE, SHELTON, CONN.





## *The theme is fashion...captured in coral*

You will lose your heart to these glamorous furnishings for luxury bathing. For Eljer offers fixtures of living beauty in vitreous china, cast iron, and formed steel.

Notice the exquisitely formed Cynthia lavatory... in a new pace-setting counter-top design. See the spacious Riviera tub with practical six-inch rim seat.

Fashion-inspired chrome fittings add jewel-like accents to these lovely pastel colors. See your plumbing contractor or write now for colorful bathroom idea booklet. Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania.



Choose Eljer fixtures from six lovely pastel colors or snowy white.

# ELJER

DIVISION OF THE MURRAY CORPORATION OF AMERICA



\* ELJER - the only name you need to know in plumbing fixtures





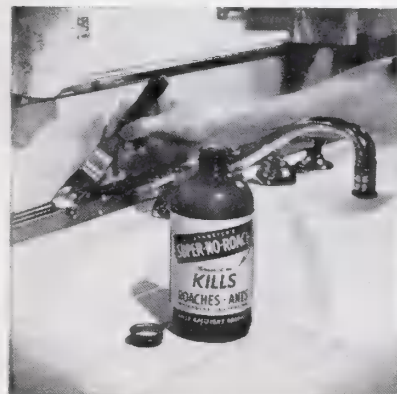
## IT'S WORTH MENTIONING

CONTINUED FROM PAGE 8



**Maggi-Shelf** supports a 50-pound weight and the clips from which fold-away unit is suspended hold without carpentry, even in fiber wallboard. Light-weight shelf, of powerful plated steel rods, creates roomy storage facilities on walls or closet-door backs for storing garden or garage equipment, food, toys, cleaning or bathroom supplies, etc. Size 23" long by 10" deep. \$1.95 each. Jordan-Marsh Co., Boston, Mass.

With the 16-inch waxing head of Master Giant Waxo-Matic, flooring is speedily covered. A further convenience is trigger feed of wax from a 24-ounce reservoir controlled by a spring lever on tubular steel handle; reservoir has tight, snap-on cover. The thick lambs-wool head is easily removed for washing and devised to spread wax uniformly over entire wax-disbursing surface. \$6.95. From Carson's, State Street, Chicago, Ill.



For exterminating resistant varieties of roaches and ants, immune to conventional insecticides, Super-No-Roach by Gaston Johnston is a real find. Organic phosphate compounds, including matethyne, are the ingredients that give this formulation its effectiveness. Simply brush liquid on areas where you suspect roaches. Invisible residual coating remains effective for roach control for months. \$2.98 a quart, from Macy's, New York.

You whip cream in less than a minute with Dazey Mix-er-ator and get like speed in whipping egg whites for meringue. In ten seconds, mixer's twin, perforated disks (stainless steel) blend and aerate frozen juices or powdered milk; a rapid, easy way also to prepare baby formulas, salad dressings, ice-cream shakes. Heavy plastic container (1-qt.) with spout and flanged lid. \$2.49. From Hammacher Schlemmer, New York 22, N.Y.



**Sort-a-Matic** laundry rack provides four bags, each with tub-load capacity, for segregating white, light, dark and miscellaneous-color clothes. Ventilated bags, of sturdy, Onasburg cotton fabric, have elastic tops hung by metal grommets from copper-plated hooks. Strong wood panel, 22" long (ivory with black), is easily installed on wall or closet door. \$5.50 complete. Available from Robeson Co., 5300 Calkins, Flint, Michigan.

25¢ for big beautiful interior decorator's portfolio

Just off the presses—your personal collection of everything new and fashionable from America's most esteemed furniture makers. Looking for new ideas? Contemporary? Provincial? Traditional? You'll find them all in our magnificent decorator's

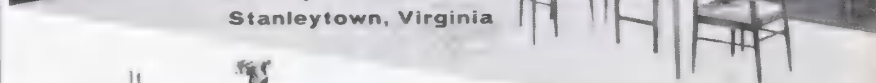
portfolio. Send but 25¢ to cover postage and handling charges.

*C. H. White*

Secretary-Manager  
American Walnut  
Manufacturers' Association



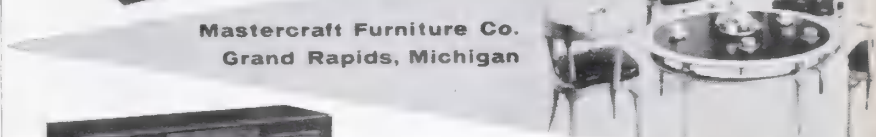
Knoll Associates, Inc.  
New York, New York



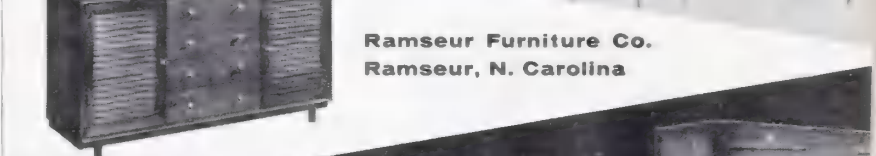
Stanley Furniture Co.  
Stanleytown, Virginia



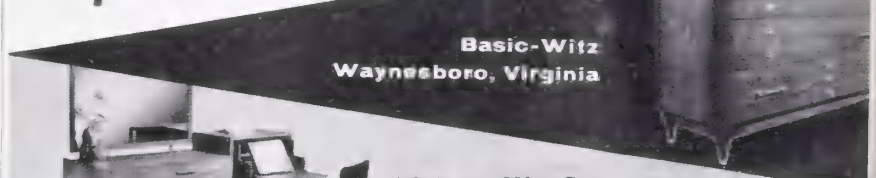
Caldwell Furniture Co.  
Lenoir, N. Carolina



Mastercraft Furniture Co.  
Grand Rapids, Michigan



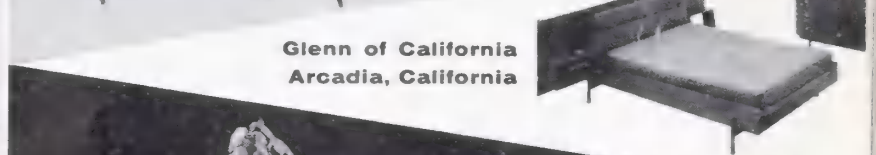
Ramseur Furniture Co.  
Ramseur, N. Carolina



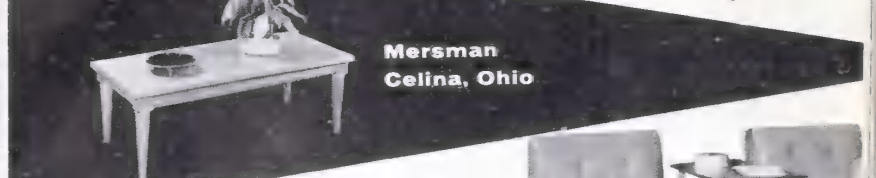
Basic-Witz  
Waynesboro, Virginia



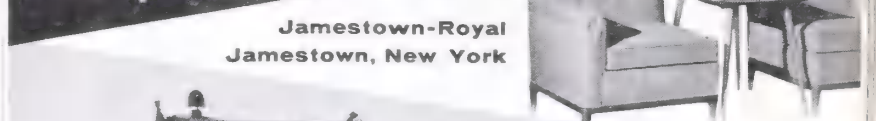
Hickory Mfg. Co.  
Hickory, N. Carolina



Glenn of California  
Arcadia, California



Mersman  
Celina, Ohio



Jamestown-Royal  
Jamestown, New York



Mengel  
Louisville, Kentucky

Look for these tags because **walnut** is the one prestige wood used in only the world's finest furniture.

**american walnut**  
manufacturers' association





The Perfect Answer to  
**Outdoor Living**



### PATIO FENCING

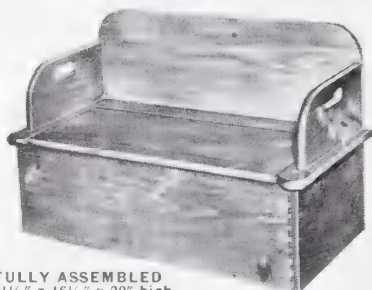
Now you can find all the joys of outdoor living in full privacy. Whether your home is in a spacious subdivision or a crowded urban area, rustic bamboo-like fencing is the perfect partition . . . serves equally well to hide unsightly areas. Sturdily made of bamboo-type reeds. Size, 6'4" by 25' long. \$17.95 freight paid. Money-back guarantee. Write for free booklet on uses and installation.

### PATIO SPECIALTY CO.

Dept. H, 1101 Sutton Ave.

Mobile, Ala.

### Early American TOY-CHEST BENCH



FULLY ASSEMBLED  
31 1/2" x 16 1/2" x 20" high

You'll bless this chest that keeps toys under control (and not under foot!) . . . you'll love its charming Colonial flavor . . . and you'll find many other uses for this decorative piece wherever there's a storage problem! Hand-made of solid Pine and dovetailed, it will hold the toys of your children and your children's children. Cut out handles and concealed sliders make it easy to move despite its very solid construction. Direct from our workshop to you.

Write for FREE catalog

Express charges collect  
Send check or Money Order only **\$14.95**  
Quick delivery unfinished  
Satisfaction \$16.95 with hand-rubbed,  
Guaranteed antiqued Pine finish

**Jeff Elliot Craftsmen**

Dept. B-76, Statesville, North Carolina



### THE PLAYHOUSE FOR YOU

This will make the summer a delight for your children. It is built with Maine knotty pine, and is 5 feet long, and 4 feet wide. The peak is 6 feet high. No glass to break—sliding shutters for the windows. A cunning Dutch door. Comes in 7 panels with roof already shingled. Full floor is included. It can be put up in a half hour. Weight is about 250 lbs. Freight is collect. A wonderful value at **\$89.00.**

Sorry, no C.O.D.'s

**EDITH CHAPMAN**

260 Main Street, Nyack, N. Y.

### Your Treasured Wedding Gown Deserves This Special Care

Now it's easy to recapture the wedding day loveliness of your bridal gown. The exclusive Le Boeuf Process SAFELY, gently removes ruinous stains and soil, preserves and protects your gown in sealed full-vision, transparent case against moisture, moths, mildew, etc. Bonded pick-up and delivery wherever you live. Fully insured. Write for free booklet, low prices.

**MOTHERS:** for a thoughtful after-the-wedding gift, have daughter's gown renewed by Le Boeuf.

**Le Boeuf Co.**

234 AMHERST STREET

Bridal Service Division,

EAST ORANGE 4, N. J.

### Dinnerware Booklet FREE!

*Herbert S. Mills*

11 EAST KING ST.,

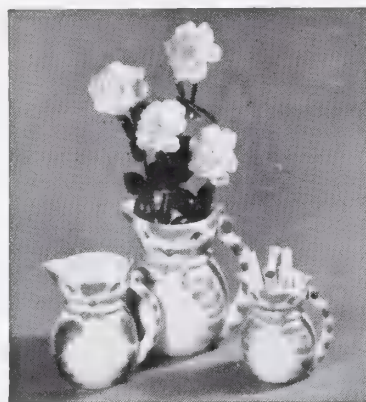


Hamilton, Canada



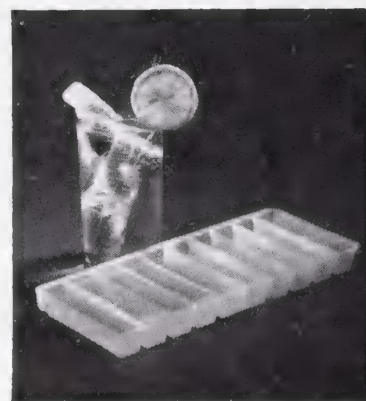
## WINDOW

Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping.



### THREE LITTLE KITTEN PITCHERS

are the Cutie-Pusses of the summer scene. They come in pottery sizes (1/4, 1/2 and 1 cup) that are exactly right for serving melted butter, maple syrup, chocolate sauce. Or you may want to use them for flowers, cigarettes, bread sticks. Only \$1.50 for the set of 3. Add 25¢ postage. Helen Gallagher, 413 Fulton St., Peoria, Illinois.



**ICE STICK TRAYS** freeze icy fingers for your tall summer drinks, and because they have a longer cold surface, they do a better cooling job than the chunky ice cubes. The unbreakable polyethylene tray delivers 14 sticks into your ice bucket with just a twist, and it fits into any ice tray compartment. Two trays are \$1 postpaid. Taylor Gifts, Wayne 1, Pennsylvania.



### LITTLE VEGETABLE PEOPLE

are the gayest salt and pepper shakers we've found for your summer table. They are ceramic in colors as lively as an animated cartoon, and each 3" vegetable has a personality that makes it a candidate for a collector's shelf. There are 3 different pairs; each is \$1. Set of 3 pairs, \$2.75. Ppd. Bryn Mawr Gifts, Bryn Mawr, Pa.



### THEY GO TO YOUR HEAD!

When you're shopping at the supermarket or lunching at the beach club you'll discipline your curls with a golden bobby pin topped with a good-as-gold burnished leaf. \$1 for 3. And when you're cocktail partying or waltzing under the stars, you'll wear the silvery pin with the crown of rhinestones. \$1 for 2. Ppd. Tax included. Salt & Pepper Shop, 90 Park Ave., Park Ridge, N.J.



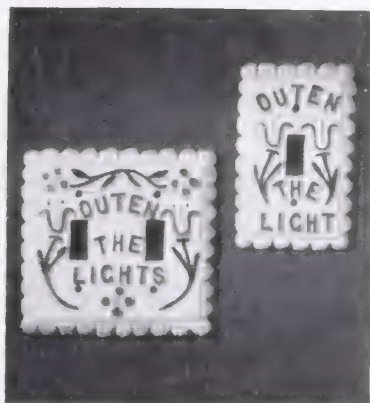
# SHOPPING

WITH

*Pat Guman*



**OUTEN THE LIGHT** is the effective message that marks this switch plate, and prods the memory of forgetful light-leavers-on. Pennsylvania Dutch in design and language, they are white or black iron, hand decorated with Amish designs. In either single or double size, they come with screws for installing. Single switch is \$1.50; double is \$1.95. Postpaid from Ward Phillips Co., Carpentersville 1, Illinois.



**FROM MONACO** comes this illustrated envelope bearing 5 of the official stamps commemorating the Royal Wedding of Her Serene Highness and Prince Ranier. Inside are 200 unsorted postage stamps from his Monaco and her USA. If you followed the wedding, you know how scarce these special issue stamps were! 50c ppd. H. E. Harris & Co., 2881 Transit Bldg., Boston.



**LIGHT FANTASTIC** for the camper, motorist, night fisherman, handyman, is the Magna-Beam Flashlight. A strong magnet on the back holds it to any metal surface. Hinged reflector permits the light beam to move in a 180° arc. Recessed handle is for carrying or hanging. Red and gray polystyrene case with plastic lens, complete with 2 batteries. \$2.50 ppd. Ruth Hampson, 41 East 57th St., New York, N.Y.



**BRIDE'S MEMORY TRAY** is mounted with any souvenirs she sends to this shop: newspaper announcements, invitation, shower invitations, wedding trip tickets, honeymoon mementos. All are arranged in a montage on an 18" x 13" black tole tray, and lacquered. With wall hanger, tray is \$9. Add \$1 for each item to be mounted. Postpaid from Holiday House, 117 Bellevue Theatre Bldg., Upper Montclair, N.J.



## THE WEDDING OF REDWOOD AND ALUMINUM!

### OUTDOOR BEAUTY AND DURABILITY FOREVER!

Redwood barbecue benches and 6 ft. table with heavy duty aluminum legs. **\$49.95**

Canopy ..... **\$29.95**

Also: Redwood Folding Table ■ Bench • Card Table and Chairs ■ End Tables • Cocktail Table • Serving Carts • Club Chairs • Stack Chairs ■ Chaise Lounges



### FOLDING HAMMOCK

Lightweight aluminum frame, extra heavy army duck canvas. Water repellent, mildew resistant. Complete, with foam rubber pillow. Bright yellow, green, or blue. .... **\$29.95**

**FREE!** Write for catalog on other fine Kogen Products.

**Kogen Manufacturing Co., Inc.**  
925 North 21st Avenue HOLLYWOOD, FLORIDA



### ST. FRANCIS FOR YOUR GARDEN

That Birds may flock to the bowl at the feet of their Guardian Saint for their baths all year around. Figure, 26 in. high. Bowl, 18 in. wide, Pompeian stone. \$25.00 f.o.b. New York. Write for our illustrated Catalogue of lovely Garden Ornaments.

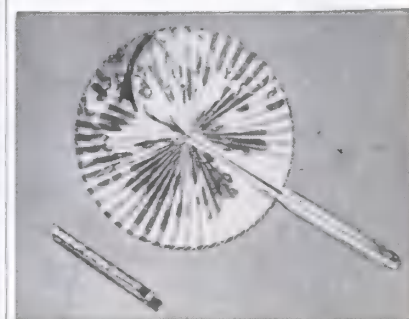
10c, please, for mailing.

You will enjoy visiting our Galleries.

**Erkins Studios**

42 West 40th St. New York City, 18, N.Y.

### FOLD-AWAY CHINESE FAN



For cool beauty! Exquisitely designed with brilliantly colored flowers, accented by rare birds, ancient pagoda, etc. Framed in silvery metal which opens to form a handle for the 8" circle; folds into a 5 1/4" bar for your purse. Made in Hong Kong, it's a delightful party decoration and favor as well. Order by #W163. Satisfaction guaranteed.

75c each postpaid

2 for \$1.35; 3 for \$2.00

Write for Free Gift Catalog

**Shop the Armchair way - DOWNS & CO.**  
DEPT. 1177T, EVANSTON, ILL.



### SHOO-FLY FOOD UMBRELLA

protects your outdoor meals!

Protect your picnic with this clever food cover. Keep flies, insects and dust particles away from food while you dine. Made of gaily colored, sturdy net on a compact, fold-away metal frame, closes like a parasol. 20" square. . . wonderful protection for a platter of sandwiches, your prize cake, other goodies. Buy several for gifts, for yourself.

only **\$1.00** ppd. 3 for **\$2.85**

No C.O.D.'s please.

WRITE FOR FREE CATALOG!

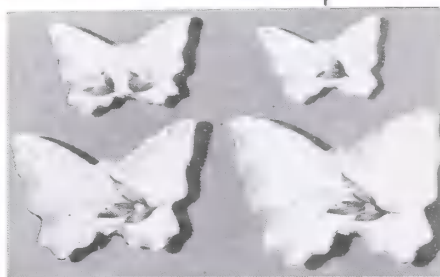
**GREENHALL** Dept. HB-7 1133 Broadway, New York 10, N. Y.

### BUTTERFLY ASH TRAYS

A nest of china ash trays, each shaped like a charming butterfly. White china background with a gay floral sprig as decor. As refreshing as a summer breeze. Small one is about 3 1/2" across; largest is 5 1/2", with two in-between sizes. The set of 4. **\$2.75** postpaid.

No C.O.D.'s, please.

**JEREDITH MANOR**  
P. O. Box 130, Nyack, N. Y.





## Silverware

REPAIRED AND REPLATED



Gold, silver, platinum, brass and special finishes. Jewels—diamond, Stainless steel knife blades installed. Metal instruments repaired and refinished. Write for price list or ship to us for estimate. Our Main plant address is 221 Pryor Street, S.W., Atlanta, Georgia. If estimate is unaffordable, we will repair prepaid. Prices reasonable. We run a large mail order business.

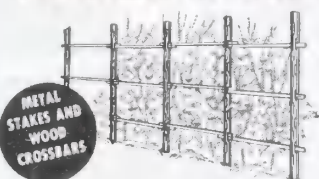
## SIMMONS PLATING WORKS

All Work Guaranteed By Over 60 Years Experience

ATLANTA, GEORGIA



## Easy-to-assemble TRELLIS



METAL STAKES AND WOOD CROSSBARS

### NO BOLTS — SCREWS — OR WIRE

Just push pointed steel stakes into ground, insert and wedge wood crossbars into tapered slots at any height desired. Sets up in a straight line or right angle. Attractive foliage green finish.

### FOR YOUR YEAR 'ROUND USE

**32" kit**—protects corner lots, new grass, shrubs, trees and plants. Two 32" metal stakes and three 32" wood crossbars . . . . . \$1.98

**52" kit**—for garden plants, vegetables, evergreens or lawn fencing. Two 52" metal stakes and four 48" wood crossbars . . . . . \$2.98

**72" kit**—greatly increases the growth and production of climbing vegetables, vines and flowers. Two 72" metal stakes with six 48" wood crossbars—only . . . . . \$3.98

Postage prepaid—no C. O. D.—money back guarantee, circular on request.

### GARDEN ART TRELLIS

ATLAS MFG. CO.

1026 Eustis Street • Saint Paul, Minnesota



## PATIO DRESS—\$19.95

So wonderful for Country Life, Patio Parties, Informal Dances. 1 tiered skirt and V-yoked blouse in fine cotton that needs no ironing, accented with imported braid. All completely washable and color-fast. Stunning color combinations. White with Turquoise or Black. Natural with Coppertone or Coral. Pink with Purple. Sizes 8 thru 20—A real value. **\$19.95**

Order by mail to-day, No C.O.D.'s. Satisfy or

OLD PUEBLO TRADERS, Box 4035, Dept. BPA Tucson, Arizona

The Original Pawleys Island

## HAMMOCK BODY SIZES

54" x 84" . . . . . \$22.50  
60" x 84" . . . . . \$27.50

For Shipping Charges East of Mississippi, add \$1.50. West of Mississippi, add \$2.50.

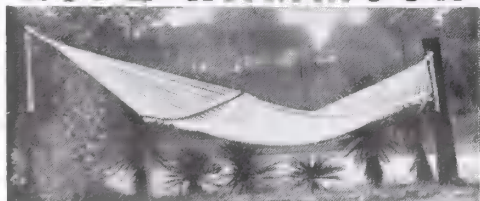
MADE

EXCLUSIVELY BY

## THE HAMMOCK SHOP

PAWLEYS ISLAND SOUTH CAROLINA

## ROPE HAMMOCK



PROMPT ATTENTION TO MAIL ORDERS

## YOUR OLD FUR COAT INTO NEW CAPE, STOLE!

ORDER BY MAIL — 2-3 WEEK DELIVERY I. R. Fox, fur remodeling specialist, restyles your old, worn fur coat into glamorous 1956 cape or stole.

One low price, \$49.95 complete! This low, low price includes cleaning, glazing, repairing, lettering to a new design, REMODEL COMPLETELY plus a lovely NEW LINING and INTERLINING, your monogram. The finished result — a brand new cape, stole.

SEND NO MONEY! Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postcard \$12.95 plus postage when new cape arrives. Or send the FREE Style Book! Write I. R. FOX, 146 W. 29th Street, Dept. T-2, N. Y. C. 1

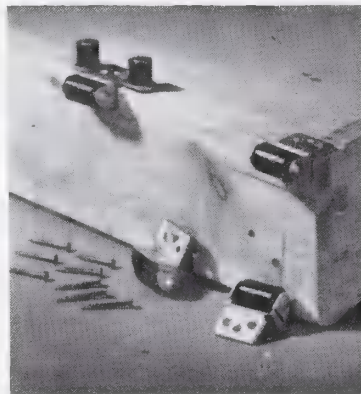
SEND FOR FREE STYLE BOOK

STYLE #77

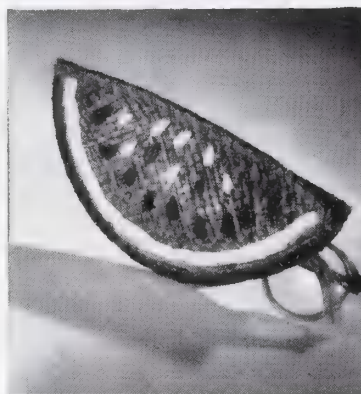
STYLE #55



## WINDOW



**IT'S A DAMP SHAME** the way drawers stick in humid weather. So nail on these Roll-Eze ball-bearing gliders, and end the fuss and fume and broken nails of mulish bureau drawers. Lifetime nylon rollers are mounted on steel pins and frames, can be installed in minutes. Each set of 4 (1 set per drawer) is 50¢, ppd. Mansfield House, 38A Water St., New York 4, N.Y.



## A WATERMELON SLICE

that looks delicious enough to bite into turns out to be a raffia case for your specs. The seeds, the rind, and the fruit are all in true watermelon color, and the 7½" "slice" will take any size glasses, even gooped-up sun goggles. Imported from Italy, it's \$1.95 ppd. Artisan Galleries, 2100 N. Haskell Ave., Dallas 4, Tex.



**FLAME BOY** is a non-liquid barbecue lighter. Dab it on wood, charcoal or briquettes; touch a match to it; and it burns steadily until your fire material gets going. It stores safely, there's no chance of a flash up, nothing to spill, and it's clean, quick, odorless, safe. \$1 for a 4-oz. tube. Ppd. Townsend House, 645 Bergen Ave., Jersey City 4, N.J.

## Handmade IN OLD KENTUCKY



## SOLID CHERRY REPRODUCTIONS

The bed pictured above is an authentic cannon ball reproduction in aged solid wild cherry, even to the side rails — angel wing headboard and double saucer turnings on posts are hand turned and hand finished — when you become the proud owner of an authentic Cherry Shop piece you'll thrill in pointing out to friends the exquisite details, the exact reproduction of old heirlooms, such exactness made possible only when crafted by hand. Bed shown \$160.00 express or freight collect — 25c coin for 32 page catalog of Living room, Bedroom and Dining room pieces.



## The Cherry Shop

425 WEST MAIN STREET LEXINGTON, KY.

## "Tot-Hop" keeps baby entertained, ...joyfully thrilled



You can't imagine the hours of fun baby will have with this ideal baby-tending item.

Easily installed in doorway. Rubber tipped clamp rests securely against the wall and on top of casing without marking or scratching wall or wood-work.

Mother does her work baby always in her view. Easy to move Tot-Hop from doorway to doorway. Simple to install on porch.

A WELCOME GIFT FOR SHOWERS, BIRTHDAYS . . .

**\$7.95** postpaid

Andrews

Send Check to: M. O. Dept. H76 P.O. 8427 Minneapolis 16, Minnesota



# SHOPPING



**\$1.95 A DOZEN** is the small price you pay for these plastic Barbecue Plates whose gay design will make the simplest meal seem like a party. They have a hard, porcelain-like finish, come in a 9½" dinner plate size, and can be washed in hot water. Three divided sections separate hot foods from salad. Same plate available with cocktail design. Add 25¢ post. The Added Touch, Dept. A, Wynnewood, Pa.



**JEWELLED NUT DISH** has three of the ingredients that make for an outstanding gift: the elegance of simplicity; the surprise of the unexpected; the gentleness of the price tag. Added to the pleasing design of the silver-plated leaf dish, there's the sparkling filip of rhinestones on the handle! Very nice for mints or bon bons, too. 4½" wide, \$3.30 incl. tax. Ppd. Bard's, Dept. 1177, Evanston, Ill.



**STRICTLY FOR THE BIRDS** is the Budgie Buggy and it is in truth, a gilded cage! This tote bag looks like a hand-bag, is really a red, navy or natural straw cloth "penthouse" with a clear plastic window. In it, Dickie bird goes away for week ends (and lives in it) or goes walking with you. 10" x 4" x 6" high, \$4.95 ppd. Jeredith Manor, Box 130, Nyack, New York.



## "L-O-V-E My Flea-Scat-Pad!"

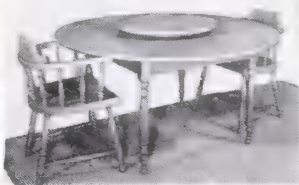
"It's wonderful—kills pesky fleas and doggy odor while I snooze. I love its cedar aroma, its clean comfort." Protects children. Ends all struggles with messy powders, sprays. Stops scratching. Keeps pets off chairs, sofas—no more "B.O." in the house! Pleasant in any room. Economical, lasts for many months. Flea-Scat-Pad, 15x28 in., \$3.49. Super size, 28x36 in., \$4.98.

**Kitty Cootie-Chaser**—the pad for cats. Kills fleas and lice. Stops biting and scratching. 14x18 in., \$2.49. (Extra inner pad, \$1.50).

Send check or M. O. and we pay postage. Money-Back Guarantee. Sudbury Laboratory, Box 30C, South Sudbury, Mass.

## COLONIAL CHARM

For  
Your  
Home



Hand crafted lazy susan table, fashioned from solid native woods—walnut or wild cherry. Hand-rubbed, satin smooth finishes, highly resistant to water, heat, alcohol. \$117.50 up. Two-drawer drop-leaf stand \$74.50 up. Gate-leg, coffee and end tables, chests, chairs, hutch cupboards, dry sinks, cobbler's benches, bedroom pieces. Guaranteed, open stock. Send 25¢ for wood samples, photos, prices. Visitors welcome. Write Dept. B702.



**WINEMILLER'S**  
Colonial Reproductions  
COLDWATER, MICHIGAN

save to ½ by mail



## Beautiful Drapes Custom Made For Your Windows

approx. \$1.50 a yd. including labor

♦ Easy credit terms to fit your budget ♦

Choose from a tremendous color selection in exquisite decorator fabrics—we will custom make draperies to your exact window measurements for less than ready-mades. You'll be delighted with the fabric quality and the fine tailoring, such as tiny overlapped seams, full 3" weighted hems, plastic crinoline headings. Prices, including labor, are approx. \$1.50 a yard. It's easy to order by mail and save.

### SEND 25¢ FOR SWATCHES OF ALL COLORS OF ALL FABRICS

**FORTISAN.** Yardage \$1. The sheer wonder fabric you've been reading about—usually more than twice our price! White, champagne, pink, café, turquoise, sea foam, gold.

**METALLIC PRINT SHANTUNG.** Yardage \$1. Non-tarnishable gold and silver snowflakes printed on white, beige, grey, rose, copper, sea foam.

**SHADOW WEAVE.** Yardage \$1. A dull-finished background highlighted with shiny nubs for a dramatic effect. Straw, white, rose, ice pink, beige, turquoise, natural, rose beige, grey.

**SHEEN WEAVE.** Yardage \$1. When we sold this fabric for \$2 a yard in our San Francisco store, the demand was terrific. Our latest factory order was so large we're able to offer it now by mail for only \$1 a yard—\$1.50 made into draperies. Rose dust, white, gold, turquoise, grey, sea foam, spruce, rose beige, natural, ice pink, beige, straw.

**NUBBY WEAVE.** Yardage \$1. Texture similar to raw silk, subtle colors to enhance any room. Beige, white, grey, spruce, turquoise, leaf green, sea foam, lime, straw, gold, natural, rose beige, ice pink, rose dust, ash rose, tea rose, fawn, cocoa, snow.

**SHANTUNG WEAVE.** Yardage \$1. We've sold over 2 million yards of this fabric! Cross dyed, beautifully textured, perfectly hanging. New colors just added to the line: chamois, gold, pearl, turquoise, beige, cocoa, ash rose, rose dust, sea foam, spruce, leaf green.

**MAKE YOUR OWN DRAPES.** Free instruction booklet. Pleating tape, traverse rods, hooks available. Above fabrics are about 45" wide. By the yard \$1.

**CLIP THIS COUPON AND SEND 25¢ FOR SWATCHES, EASY MEASURING DIRECTIONS, COMPLETE INFORMATION**

**CARABAO SPECIAL PRODUCTS CO. • Dept. HZ7**  
2750 Hyde at Beach • Box 3689 • San Francisco, Calif.

☐ Enclosed is 25¢ for swatches, information, directions for measuring. (Please print)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



**CARABAO**  
SPECIAL PRODUCTS COMPANY

2750 Hyde at Beach • Box 3689  
Dept. HZ7 San Francisco, Calif.  
Our Sixth year of selling direct  
by mail.



# PORTABLE AIR-CONDITIONER \$39<sup>95</sup>

- ABSOLUTELY NEW!
- JUST PLUG IT IN!
- CARRY IT WITH YOU!
- USE IN AUTOS!

Think of it! A real, portable air-conditioner to keep you cool and comfortable through sizzling days and nights for ONLY \$39.95. No costly installation, just plug it into any AC outlet. Hot air is forced over two refrigerant units (which are re-frozen in your own refrigerator) creating a cooling, comfort zone. "Fibreglas Filters" remove dirt, dust, pollen and odors from air. Costs less than 2¢ a day to operate! In white only. Order several for home and office. \$39.95\* each. FOR USE IN AUTOS: Specify 6 volt (in green) or 12 volt (in red). Cool travelling! \$44.95\*

FULL YEAR'S WARRANTY! Guaranteed for 1 year against mechanical or electrical defects. Full approved by Underwriters' Laboratories.



## JEANETTE INTERIORS

DEPT. 12, 727 FILBERT STREET, PHILADELPHIA 6, PENNSYLVANIA

Send check or M.O., No C.O.D.'s.  
Immediate Shipment  
\*Shipped Express Collect (Wt. 18 lbs.)



### DUCK-IN-A-BASKET FLOWER ARRANGER

You don't need luck when you have this duck! He'll make a few pansies, little marigolds or other small flowers into a stunning centerpiece. Holes in the basket lid make a novel arrangement and large tail hole provides easy filling of fresh water. Cute with green onions, too, and cheerful as a nick-nack. 6½" long, 4½" high, 3" wide—green, glazed ceramic with metal handle.

Just \$2 ppd.

HOSTESS HOUSE, Dept. B-7  
5858 Forbes St. Pittsburgh 17, Pa.

### Bell of India

FOR GARDEN OR PATIO  
Romantic WIND BELLS from Brahmin temples handcrafted in solid brass. Hang from branch or beam: the butterfly will flutter in the slightest whisper of a breeze and the bells will sing their gay melodious song. (Note interesting artisan-designed cross-clapper.) Historic story included. A lovely hostess gift.

24" WIND BELL (SHOWN) \$2.95  
32" 3-BELL STRAND \$4.95

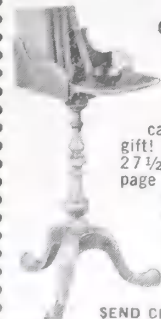
please add 20¢ for postage

HERE'S HOW CO.,  
Dept. HB-7, 27 E. 22 St.,  
New York 10, N.Y.



## COLONIAL MASTERPIECES by Greenbaum Brothers

### SOLID PINE BOOK TABLE



Genuine Pine Shop replica of Early American book table. Superb hand-rubbed and waxed antique finish. A magnificent occasional piece, a perfect gift! 10" wide, 14½" deep, 27½" high. Free 28 page catalog with order, shows America's finest maple, pine and cherry furniture. Satisfaction guaranteed!

SEND CHECK OR MONEY ORDER. \$31.50

NO C.O.D.'S PLEASE. WE PAY SHIPPING.

SEND 25¢ FOR LAVISHLY ILLUSTRATED 28-PAGE CATALOG SHOWING AMERICA'S FINEST EARLY AMERICAN FURNITURE. WE'LL REFUND WITH YOUR FIRST ORDER.

Greenbaum Brothers  
DEPT. HB-656, 101-105 WASHINGTON ST.  
PATerson 1, NEW JERSEY



### Now! PRE-ASSEMBLED, READY TO FINISH AND HANG INTERIOR ADJUSTABLE Shutters

All you need is a screw driver (and some stain or paint) to finish and hang these SHUTTERCRAFT INTERIOR ADJUSTABLE SHUTTERS to fit your doors or windows. Send inside measurements of doors, windows, bars for low price of these beautiful, custom-made shutters, which we will now also trim and rabbit to size for you. No nailing or glueing required. Instructions with each order. We ship all over the world.

Send only 25¢ for new illustrated brochure.

Shuttercraft  
101 NO. SANTA ANITA AVE. ARCADIA, CALIF.



## WINDOW



LETTER PERFECT is the price and style of this ranch mail box in 26 gauge black metal. It attaches to your house or mail post with two gilt brackets that form a magazine holder. Box is 10½" long, 6" deep. And the fabulous price is \$1.98! Ppd. Add \$1 for any name in white script. Merrill Ann Creations, 102HB Warren St., New York 7.



GARDEN PARTY PLACE CARDS are darling flower pots in gay colors, each with a miniature garden stick on which to write a guest's name. Tiny pots are abloom with posies, and you're going to love what they do to your table. Use them for a bridesmaids' luncheon, a summer dinner party. ¾" pots are 2½" high with flowers. 6 assorted for \$1 ppd. Miles Kimball Co., 33 Algoma Blvd., Oshkosh, Wisc.



WHOPPING SATCHEL of natural Mexican straw is hand-bag-tote bag-duffle bag, and it holds practically anything short of the kitchen sink that you want to cram into it. For the beach, or for week-end jaunting, it's great! With outside pocket for wallet, cigarettes, etc., it's 20" x 18". \$4.75. Natural straw peak hat from Ecuador. \$1.25. Both. \$5.75. Ppd. Greenhall, Dept. H, 1133 Broadway, New York 10, N.Y.



### "Lazy Susan" DRYETTE

for washings and ironings

Folds Like An Umbrella

Satisfaction Guaranteed or your money back!  
SNAGPROOF, RUSTPROOF METAL  
Holds more in less space  
Lustrous finish—Perfect for Gifts  
Super Dryette, 12 arms \$8.95 ppd. (23 ft. drying space; strong, sturdy)  
Travel Dryette, 6 arms \$4.95 ppd. (9 ft. drying space; stands in bath-tub, packs in suit case)  
Act now to enjoy easier clothes drying service... order today direct  
DRYETTE CO., DEPT. H7  
P.O. Box #2219 Wichita, Kansas



### YOU'LL LOVE... THESE UNUSUAL EARRINGS

The pendant bells are tiny red clay flower pots that will attract attention and tell the world of your fondness for gardens and flowers. Accent your hobby—indoors or out. Wear them while gardening, at garden club meetings, picnics and other outdoor activities. A charming gift for your gardening friends, a delightful "thank you" present or bridge prize. Attractively packed in plastic case, only

\$1.95 PR. PPD. TAX INCLUDED

No C.O.D.'s please. For quick delivery send cash, check or money order today. Satisfaction guaranteed.

### THE WINDOW CO.

Box 3033-B Evansville, Indiana



# SHOPPING



**DREAMY BLANKET**, whisper-light for summer nights, has the fragile, frothy look of a waltz dress, yet it washes as beautifully as a hankie. For a pretty guest room it's delicious and it will make even your husband's maiden aunt feel like a fairy-tale princess. All white nylon and cotton with a permanently pleated edging, single blanket is \$30; double size is \$35. Ppd. Edith Chapman, 260 Main Street, Nyack, N. Y.



**THESE DOGS ARE COPY-CATS** and the way they ape their elders is enough to make a real live dog sit back on his haunches. For children, they're the next best thing to the real thing. They even squeak! Keith Ward, creator of the Texaco Fire Chief pups, designed them, and they're rubber. About 12" high. Poodle, Cocker, Dachshund, Beagle and Scottie are \$2.75 each ppd. Anders Co., 66 Beaver St., New York 4, N. Y.



**FLOWER-CANDLE FROG** is absolutely marvelous. But if you want a more meaningful endorsement than ours, *this* is the Flower Frog used by Sofu, world-famous Japanese flower arranger! Sixteen wire spirals hold the heaviest flower stems as well as floral tapers. Specially designed suction cup base adheres firmly to your bowl and prevents tipping. \$2.75 ppd. Chalmar, Split Rock Rd., Syosset, New York.



It illuminates!  
It keeps bugs away!  
The NEW Vanity Fair

## TERRACE-TORCH

Transforms patio or garden parties into magic, memorable evenings. Sturdy, 4" steel rod bracket supports handsome, mid-night black torch. Burns kerosene. 1 qt. fuel container, supported by three chains lasts several enchanting evenings. Adjustable wick. Torch cap attached with chain for handy extinguishing. You'll want several at this low price. Only \$2.95 or 3 for \$7.95 postpaid. 3 ft. extensions, \$1 each.

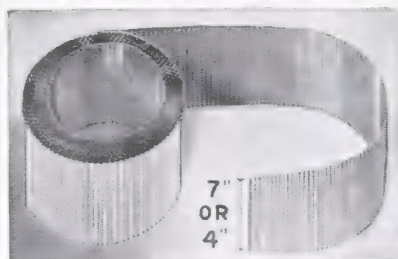
### Terrace-Torch companion ... The ATTRACTIVE TREE-TORCH

Just like the Terrace-Torch except you nail it to tree or post, with rugged steel bracket. Spot them around your garden or patio for night Bar-B-Ques or those very special garden affairs. Only \$2.95 or 3 for \$7.95 postpaid. Sorry, no C.O.D.'s. Guaranteed to delight you and your guests or your money promptly refunded.

**VANITY FAIR**  
Dept. 12a, Box 43, Normal, Ill.



## ALUMINUM GARDEN EDGING



- Keeps Grass Roots out of Flower Beds
- Ideal for Tiered and Pyramid Planting
- Conforms to Circular or irregular Plots
- Easy to Install - Rigid - can be driven in loose Garden Soil at Edge
- Prevents loss of Garden Soil by erosion

**ONLY 12c foot Postpaid**

7 in. high	4 in. high
25 feet—\$ 3.00	25 feet—\$ 2.50
50 feet—\$ 6.00	50 feet—\$ 5.00
100 feet—\$12.00	100 feet—\$10.00

Continuous Rolls

Order by mail direct from manufacturer  
Send check or Money Order

**ALBRO H B, ALUMINUM PRODUCTS CO., INC.**  
329 International Trade Mart  
New Orleans 12, Louisiana



## visit CANADA'S LEADING JEWELLERS

A friendly welcome awaits you at Birks—from coast to coast in Canada. See our displays of fine English China and Leather, Jewellery and Silverware made in our own craftshops, Antique Silver, Crystal, and Objets d'Art from 'round the world.



## BIRKS

MONTREAL • TORONTO  
and other principal  
Canadian Cities



## JAPANESE PARASOL LANTERNS

Transform any bare light bulb into an exotic Japanese lantern. These clever shades open like a parasol, expand at neck to slip over any bulb or fixture. Leave on permanently or collapse for storage. Delicate shade of natural rice paper casts a soft lantern light;—use colored light bulbs to create an exciting oriental tea garden. Wonderful all over the house, porch, patio or garden. Ideal for stringing, too. Only \$1.79 ea., 3 for \$4.50 ppd. Order from,

## RED OAKS

Dept. 163-J, Prairie View, Ill.



## AMAZING NEW "ICER" IS NICER!

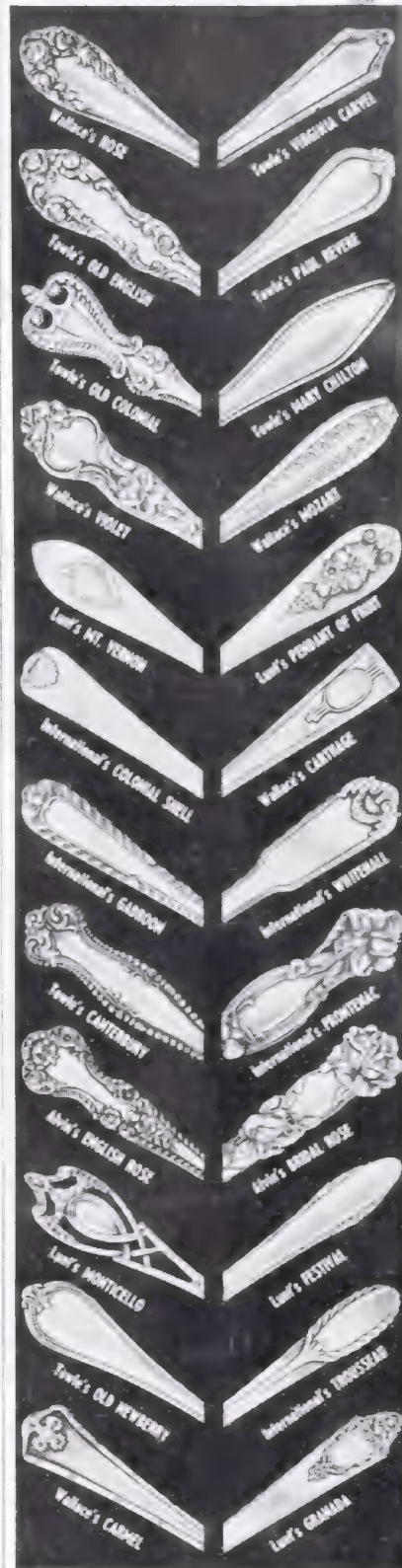
Made of a new type of material — thousands of billowy, air bubbles that give unmatched insulation, lightness, strength. Keeps ice cubes all day! Hot foods stay hot! Unbreakable. Full gallon capacity. Easy to clean. Smart looking with black bucket, white cover. Removable, handled basket. Satisfaction guaranteed! Add 50c for postage. **\$9.95**

**JEB'S** ON THE SANTA FE TRAIL  
WAVERLY, MISSOURI

WRITE FOR FREE CATALOG!

## OVER 500 ACTIVE, INACTIVE and OBSOLETE PATTERNS

FOR IMMEDIATE DELIVERY



Most of the illustrated and 500 other inactive patterns are available immediately. One of the world's largest silver dealers, we will also take your old silver in exchange on a purchase of any one of 100 new, current patterns.

Correspondence Solicited

**JULIUS GOODMAN  
and SON**

Jewelers in Memphis since 1862  
111 Madison Ave., Memphis, Tenn.



"JANUARY SPECIAL 1921"

# Merrin

530 MADISON AVE. (COR. 54TH)  
NEW YORK 27

GENUINE STONES SET IN 14K GOLD




CULTURED PEARL  
14K GOLD  
EARRINGS, \$9.90†

LARGER SIZE,  
NOT ILLUSTRATED \$15†



BLACK STAR SAPPHIRE  
14K GOLD TIE TACK \$25†

LARGER SIZE \$35†



CULTURED PEARL  
GOLD TIE TACK \$5†

LARGER SIZE \$10†



CLUSTER  
EARRINGS  
WITH MATCHED  
CULTURED PEARLS  
AND PERFECT DIAMONDS \$55†

†TAX INCLUDED.  
ALL JEWELRY ACTUAL SIZE

MAIL ORDERS FILLED • POSTAGE PREPAID  
UNCONDITIONALLY GUARANTEED  
WRITE DEPT. HB-7



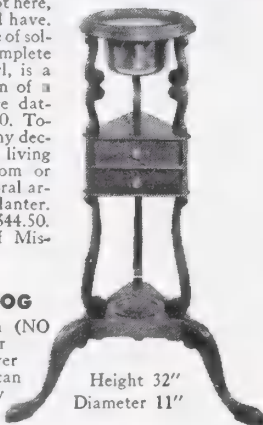
## THE MELODY THAT ELUDED

the Songwriter will never be written now. Because two melodious Eighth Notes decided to become bookends. And here they are, made of solid polished brass, standing 6 1/2" high on a 4"x4" base. \$9.95. In a black satin finish, they're \$4.95. Postpaid.

TENNESSEE CHROMIUM PLATING CO.  
206 Louise Avenue N. Nashville 5, Tenn.

## Queen Anne WIG STAND

George never slept here, but his wig could have. This stand, made of solid mahogany complete with copper bowl, is a true reproduction of a fine English piece dating back to 1750. Today it serves many decorative uses in living room, dining room or hall. Ideal for floral arrangements or planter. Free delivery. \$44.50. Add \$3 West of Mississippi.



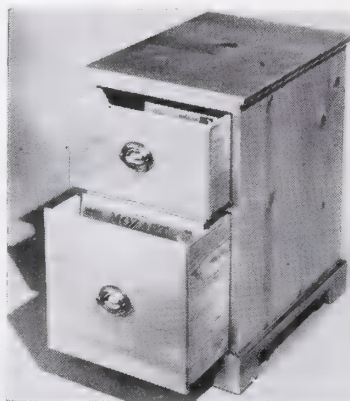
### WRITE FOR CATALOG

Send 25¢ in coin (NO STAMPS) for our new catalog of over 100 Early American and 18th Century reproductions.

Height 32"  
Diameter 11"

*Newcomb's Reproductions*  
BOX 1249 H. DURHAM, N.C.

## WINDOW SHOPPING



**PHONOGRAPH RECORD CABINET.** 7" records go in the top drawer, 10's and 12's in the bottom, in proper stand-up position. Handmade with brass hardware; 16 1/2" x 22 1/2" x 28" high. Unfinished knotty pine, \$29.95; hand-rubbed antiques pine finish, \$32.95; unfinished Tupelo (hardwood), \$32.95; mahogany, maple or walnut finish, \$35.95. Exp. chgs. coll. Jeff Elliot, Dept. HB7, Statesville, N.C.



"**HAWG & HAWG** Pinch Bottom" and "Sudden Discomfort" are the crazy mixed-up labels that decorate these Broken Bottle Ash Trays. In your game room or bar they'll look innocently authentic until a guest does a double-take and discovers they're 100% Spoof! Bottle green ceramic, \$1 each postpaid. Page & Biddle, Haverford, Penna.



**PARIS PLACE MATS.** Four colorful and nostalgic scenes of the city that makes your heart turn over have been reproduced from original water colors. Polystyrene permanently laminated to cork backs, they're waterproof, stain-proof, heat-resistant; won't curl. Set includes: Left Bank; Montmartre; Moulin Rouge; Place de l'Opéra. \$3.95 for 4 ppd. Lee Wynne, 5446-B7 Diamond St., Philadelphia 31, Pa.

(Please turn to page 23)



## GIVE THE GIFT OF LANGUAGE

It's Fun To Learn  
**by LINGUAPHONE**  
The World's Standard Conversational Method

**FRENCH • SPANISH • JAPANESE  
GERMAN • RUSSIAN • ITALIAN**

**MODERN GREEK—34 languages**  
Available for FREE TRIAL AT HOME

A Linguaphone Recorded Language Set is a lasting gift for young and mature—an invaluable asset in business, travel, school, armed services and social life. With LINGUAPHONE's 150-hour recordings, you LEARN another language the same easy, natural way you learned your own—AT HOME you hear 8 to 12 of the world's best native language teachers, both men and women speak. You listen—your understanding "YOU SPEAK." It's like living in a foreign land. Good instruction fully by schools, colleges, and business men, from a million hour study students sent for FREE book and details at Free Trial.

**LINGUAPHONE INSTITUTE**  
T-94-076 Rock Plaza, New York 20, N.Y.

Please send me a FREE TRIAL  
of LINGUAPHONE's 150-hour recordings, of course,  
and a FREE TRIAL of the LINGUAPHONE INSTITUTE.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

World's Standard Conversational Method for  
Home Study a Specialty



## Look Dream Homes You Can Build

**5 BIG BOOKS** of Proven Home Plans!  
Choose from over 600 home plans, all sizes and styles; tops in beauty and comfort. Designed by a staff of experts to give you the soundest construction at the greatest savings; easy to build.

SEND TODAY! Plan Books \$1 Each  
or ANY **3 for \$2**

**NEW! Hillside Homes**—Over 60 plans... \$1  
**Family Room Homes**—New ed., 118 plans \$1  
**New Trends**—154 plans, all sizes... \$1  
**Selected Homes**—115 favorites... \$1  
**Block Masonry**—180 thrifty plans... \$1

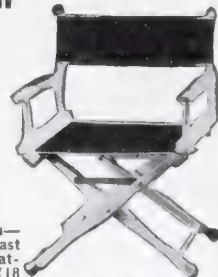
Builder-proved blueprints available for every plan at low, low cost.

**HOME BUILDING PLAN SERVICE**  
Studio D, 2454 N. E. Sandy Blvd.  
Portland 12, Oregon

## Recover Your "YACHT" CHAIRS

only  
**\$2.25**

per set ppd.  
Slip-on Back  
Tack-on Seat



Simple to put on—rugged enough to last for years, these attractive coverings (18 ounce-per-square-yard sailcloth) are designed for a chair seat approximately 16" by 26" and a chair back 7" by 22". Coverings have white piping along edges and are available in red, blue, turquoise, green, coral, black or yellow. Match up your chairs in the color of your choice!



This roll of water-repellent army duck is tops for recovering chairs, swings, gliders etc. Cloth (10.10 ounces per sq. yd.) measures 15" wide and has neat white piping along edges. Specify yardage and color: red, green, or yellow.

Price per yard ..... 89¢ ppd.  
10 yards or more ..... 80¢ ppd.

**EMATOL PRODUCTS CO.**  
Box 95E South Weymouth, Mass.

## Ahhh! Blessed Relief from Biting Insects!



## Hilo Dog Spray

**KILLS and REPELS  
Fleas, Lice, Ticks, Gnats,  
Flies, and Mosquitoes**

New, easy way to rid your dog of tormenting pests. Also stops itching and scratching, relieves summer eczema and helps prevent tape worm. 12 oz. aerosol can, \$1.69 postpaid. Dept. N-7 **THE HILO CO.** Norwalk, Conn.



# BLUE

## OF A SUMMER SKY

Take Beautyware Sky Blue fixtures—complement them with darker shades of blue—contrast with tones of soft yellow and bright orange—and you have a professionally-styled bathroom decor that literally sparkles with natural beauty.

Compatible color is only one of the outstanding qualities of Briggs Beautyware. You will be proud of the smart fixture designs and gleaming, fade-proof finishes. And every member of the family will enjoy the built-in comfort, convenience and safety features.

In every way, Briggs Beautyware will reflect your good judgment in bathroom fixtures—your good taste in bathroom color-styling.



Lowell Lavatory, Marquette Tub, Emperor Closet ..... In Beautyware Sky Blue



Color styling by Howard Ketcham, nationally famous color engineer

### ALTERNATE DECORATING COLORS FOR USE WITH BEAUTYWARE SKY BLUE



# BRIGGS

# BEAUTYWARE





"My worktop\*  
won't **burn, scratch,**  
**dent, stain** or  
**wear out . . . ever!"**

"It's **MOSAIC**® ceramic tile!"

\*"Floor & walls, too!"

For Free Estimates  
on **MOSAIC**® Tile,  
see your phone book  
for the name  
of **Your Tile**  
**Contractor**  
(Ceramic)

Dan Thompson, Tile Contractor  
Photo: George de Gennaro

*If you can afford a  
home, you can afford  
Mosaic ceramic  
tile. Call in your  
Tile Contractor for free estimates.  
Send 25c in coin for this  
exciting tile idea book today.*

*Visit our showrooms in  
34 cities from Coast to Coast  
(see phone book for addresses)*

#### THE MOSAIC TILE COMPANY

Member: Tile Council of America and  
The Producers' Council, Inc.

*America's largest manufacturer of  
ceramic floor, wall and counter top tile*

#### THE **MOSAIC**® TILE COMPANY

Dept. 32-41 Zanesville, Ohio

Here's 25c in coin for my copy of "The Mosaic  
Tile Book of Beautiful Homes."

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_





# WINDOW SHOPPING

CONTINUED FROM PAGE 20

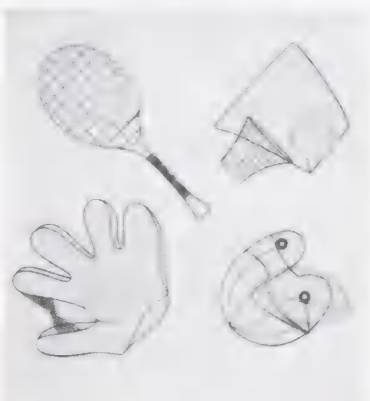
**CLEARLY, A BUY** are sparkling bobèches that dress up a candle holder like a diamond necklace dresses up a simple gown. They catch the light's radiance and reflect your good taste; they catch the candle wax drippings and protect your tablecloth. Set of 4 in clear crystal, \$1.50. Set of 4 in etched crystal, \$2.70. Both ppd. Paulen Crystal, 296 Broadway, New York 7, N.Y.



**PORTABLE HIGH CHAIR** that converts any chair into a high chair folds for traveling or storage. It's solid birch with a non-toxic finish and cadmium-plated hardware. When you remove the full tray, it's a safety chair, fine for automobile trips. Rubber-covered hangers fit over a straight back chair, over-stuffed chair or back of car seat. \$12.95 ppd. Templeton Craftsmen, Templeton, Massachusetts.



**SPORTS ILLUSTRATED** are baseball glove, tennis racket, football helmet and basketball cage, in black wire. Each is topped with its representative ball in brilliantly colored cardboard. These are indeed handsome wall plaques for a Little Leaguer, your son's college dorm, your spectator-sports husband's den. Each is \$2.75. Set of 4, \$10.95. Ppd. Iron Art, Inc., 2509 7th Ave. S., Birmingham, Ala.



**MAKES A BIG SPLASH** **GREATEST VALUE IN AMERICA**

**\$14.95**

**NATIONALLY ADVERTISED**

**PLAY-A-WHILE KIDDIE POOL**

**POPULAR 48"x36" Size**

Waterproof, resistant to abrasion, cracking and leaking. Sewn with rot proof orlon thread. Colors: aqua on inside, green on outside with yellow trim. Sturdy, galvanized rust proof frame.

**RUGGED! Made of top-quality Vinyl-Coated CANVAS**

No C.O.D.'s shipped prepaid — satisfaction guaranteed. Immediate Delivery. **Send for FREE CATALOG of many other Play Pools and Tents.**

**INDUSTRIAL CANVAS PRODUCTS CO.**  
25 FLAX STREET • DELAWARE OHIO

## Ends Window Washing Forever!

**"WINDO-GLEEM"**

- Helps Prevent Dust, Dirt, Rain from Streaking Your Windows!
- Makes Windows Shine Like Finest Crystal!
- No Soap—No Water—No Washing of Windows Ever!
- Complete Money Back Guarantee!

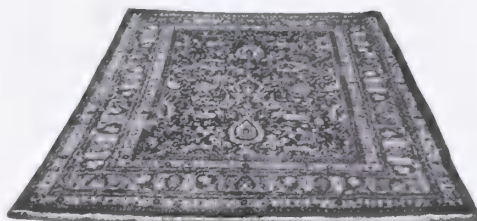
Throw away all those rags and water buckets! Now your windows can be sparkling clean without ever wet-washing them again! Simply glide this amazing WINDO-GLEEM Cloth over your windows. In a jiffy, they're cleaner, brighter than you've ever seen them. WINDO-GLEEM is specially treated with an extraordinary new kind of chemical that gives windows an antidust, dirt and soot treatment that actually is glossier and smoother than glass. Dust and dirt can't cling, rain runs right off without usual streaks and spots. No more back-ache, no more danger, no more soapy, watery mess. Only \$1.00 each, postpaid. **Special—5 for \$4.00.** Makes a wonderful gift. Money back in 10 days if not delighted. Mail order now!

**VIKING MIRACLE PRODUCT**  
Viking Sloane Corp.  
Dept. HB-305, 116 West 14th St., New York 11, N.Y.

The way to select

## ORIENTAL RUGS

is to examine them in your own home



Hundreds of rare antique, semi-antique, and new oriental rugs to choose from; in perfect condition . . . and moderately priced.

SEND FOR DESCRIPTIVE LISTS and Color Photographs . . . then make your choice. Your selection, with additional rugs for comparison, will be sent to you EXPRESS PREPAID.

- 200 Perfect Antique Rugs \$90 to \$200
- 100 Perfect Antique Rugs \$200 and up
- 500 Semi Antique Rugs in Old Designs \$39 and up
- 100 Choice 9 x 12 Rugs from Iran \$325 to \$850

Many giant and unusual sizes

For sale by America's foremost authority and expert on Oriental Rugs, and largest exclusive dealer in natural, untreated rugs

We sincerely believe that our rugs are the best values on the market today. Many customers, from all parts of America, say that similar rugs are offered at double our prices. Good Oriental Rugs are sound investments. No deposit or expense to you in ordering our rugs shipped on approval.

No obligation to buy.

Postcards and inquiries from outside Continental U. S. not answered.

**CHAS. W. JACOBSEN • 401 S. SALINA ST., SYRACUSE, N. Y.**

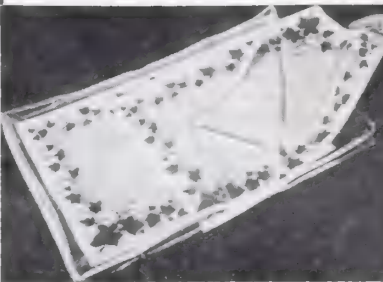
*Handmade*  
**IN OLD KENTUCKY**

**SOLID CHERRY REPRODUCTIONS**

This 34" high, 36" long, 19" deep picture window table, hall piece, console table or server is a true copy of an old washstand found in a famous mansion in the historic Blue Grass region of Kentucky - It's of aged solid wild cherry - hand rubbed to a light reddish brown (almost natural) finish, priced at \$90.00 exp. or figt. collect - one of over 200 authentic Cherry Shop reproductions - each copied from priceless old heirlooms for your living room, bedroom or dining room. Exactness of reproduction is possible only when made by hand, methods and tools used generations ago - we faithfully do this - Send the coin for 32-page catalog.

**The Cherry Shop**  
425 WEST MAIN STREET LEXINGTON, KY.

## ZIPPERED DOILY FILE



Keeps your place mats, doilies and table linens of all kinds wrinkle-free, dust-free and easy to get at . . . ready for use at a moment's notice. Made of see-through plastic, bound with matching tape. Zipper runs around full three sides so it may be opened perfectly flat for ready storage and removal of linens. Generous 13" x 22" with 3" gusset. It holds about 2 dozen mats. Order by No. G627.

Only \$1.00 postpaid  
3 for \$2.85

Satisfaction guaranteed

**BARD'S PRODUCTS INC.**  
DEPT. 1177C, EVANSTON, ILL.

## STUDY INTERIOR DECORATION

**SIX WEEKS' PRACTICAL TRAINING COURSE SUMMER SESSION**

Resident Day Classes

Start July 9th. Send for Catalog S

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

**Home Study Course**

Starts at once. Send for Catalog C

Same training for those who cannot come to New York. Practical, useful and intensely interesting.

**NEW YORK SCHOOL OF INTERIOR DESIGN**  
29 East 72nd St., New York 21, N. Y.

## WASHABLE "DACRON" PILLOW



**KING SIZE 22" x 28" NYLON covered PILLOW** in dainty wild rose print on Pink, Blue, Yellow & White background. Moth, mildew & allergy proof, too! Washes & dries in a jiffy. . . . .

**MATCHING WASHABLE COMFORTERS** plumply filled in "DACRON" . . . . . \$11.95  
cuddly warm, light in weight. Exquisitely quilted . . . won't wilt or mat down. KING cut size, 72" x 90" . . . . . P.P.  
GIANT cut size, 80" x 90" . . . . . \$14.95 P.P.

**COMFORTS — PILLOWS RECOVERED**  
Guaranteed by our Seal of Satisfaction  
Write for Free Samples & Booklet  
**H.G. ORIGINALS**  
104 W. 29th St., N. Y. 1, N. Y.



## distinctive draperies at 1/2 the cost!



## 7 lovely fabrics \$1 a yard

Save money by ordering custom-made draperies and decorator fabrics direct-by-mail from Toni Moran Studio. Choose from 7 distinguished contemporary weaves and 68 exquisite colors. By ordering direct, you pay only \$1 a yard for any fabric in this exclusive collection. You can make your own draperies, or have us custom-tailor them to your window measurements. Either way you save—and get that distinctive custom-decorated look.

## 68 color swatches 25¢

Picking the right fabric and color is easy the Toni Moran way. Simply enclose 25¢. We send complete set of 68 color swatches and detailed information.



**Toni Moran Studio** Dept. D-67  
Box 230, South Pasadena, California  
I enclose 25¢ in coin. Please send swatches and booklet "How to have distinctive draperies at 1/2 the cost."

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Glamourize with PRISM AND BOBECHE SET

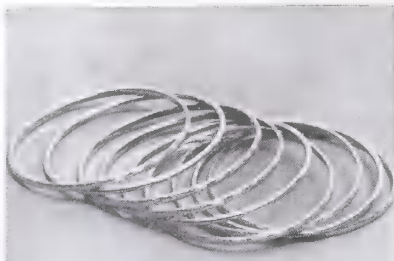


An all-imported crystal set that adds a radiant brightness to candles, scones, chandeliers. Bobeche with 3 1/2" diameter and 1" hole slips down over candle to catch way drips. Prisms that glitter as they catch the flash and fire of the candlelight above. Snap check or money order. Satisfaction guaranteed.

1 Bobeche and set of 12 prisms \$1.95  
1 Bobeche and set of 24 prisms \$2.25

**PAULEN CRYSTAL CO.**

296 Broadway, Dept. HB-76, New York 7, N.Y.



## A jingling armful of GOLDEN BANGLES

—good glitter for Summer clothes. Your choice of 24K gold plate or sterling silver plate, five engraved, four smooth and the set of 9 is only \$1.95. Tax & postage included.

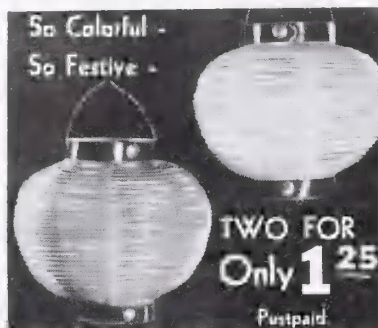
Matching Earrings, \$1.00 pair.

Order early to avoid disappointment.

**ELIZABETH McCAFFREY**

Dept. HB7

Orange, New Jersey



## JAPANESE LANTERNS

You'll think of a dozen uses for these colorful and authentic Japanese lanterns. They're ideal for outdoor parties, for recreation rooms, for sun decks! They're handmade of solid colored paper over a fine bamboo frame. Collapsible for easy storing. Approximately 8 1/2" high and 9" wide. Holds a candle or may be slipped over a low wattage light bulb. These lanterns come at an ideal time; when outdoor living is at its peak! Order today. Six for \$3.25.

Satisfaction Guaranteed or Money Back  
Send for free catalog



413-B7 Fulton Street, Peoria, Illinois



## Nice for Ice

PERSONALIZED NEW ENGLAND  
WOOD BUCKET

Hand made of native pine in a natural lacquer finish. Hand painted with red and black scroll borders and personalized with any name in attractive script. Red or green insulated plastic lining keeps 2 quarts of food hot or 36 ice cubes vigorous for hours. 7 1/2" high. Order by No. HB50—\$4.95 plus 30¢ postage.

WOOD COOKIE BUCKET (same as above, without plastic liner). No HB-10—\$3.75 plus 30¢ postage.

No COD's. Send for FREE Catalog

**GOTHAM GIFTS**

67-85 Exeter Street, Forest Hills 75, N.Y.



## WINDOW



**BLAZER STRIPE TEASE** is a whistle-worthy one-piece play-suit of wrinkle-resistant polished cotton. It's a breeze to slip on; buttons down the front; has 2 big pockets and a plastic belt to match the color of the stripe. Black, yellow, red or turquoise stripes on white; sizes 10-18 and 7-17. \$3.99 plus 20¢ postage. Paris Shop, Dept. HB, 509 Main St., New Rochelle, N.Y.



**LUCKY GIRL** is she whose Best Beau gifts her with this lucky clover for her charm bracelet. 14k gold clover has a genuine cultured pearl in its center and a gold loop for hanging from a bracelet or chain. Clover is 1 1/4" wide. A lovely gift for a lovely price. \$18. The 14k gold charm bracelet is \$12. Tax, post. incl. Merrin Jewelers, 530 Madison Ave., New York 22.



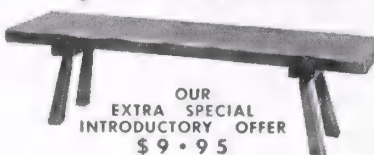
**DRINK AND BE MERRY** because here are disposable beverage cups that you toss out when you've tossed off the contents! You get 15 each highball, old-fashioned and cocktail cups, and 12 rose-gold colored metal Holderettes that fit cocktail and highball cups. \$1.95. Refill pkgs. of 25 cups each: highballs 60¢, old-fashioned 55¢, cocktails 50¢. Ppd. RMS Interiors, 11146 S. Michigan Ave., Chicago 28.

## GREENFIELD NEW HAMPSHIRE INDUSTRIES



### STEP END TABLE \$19.95

Just the end table you have wanted. Step 5 1/2" high. Table top 18" high, 14" wide, 24" long. Finish, Antique Brown Pine, Lacquer sealed. Wt. 18#.



### OUR EXTRA SPECIAL INTRODUCTORY OFFER \$9.95

Seats three adults for TV or Fireside, or Coffee Table. 2' selected N. H. White Pine, 12" x 48", Ht. 13 1/2" Flared Legs, Fluted Edges, rich graining, hand-rubbed, old Pine finish. Wt. 22#. EXPRESS CHARGES are collect.

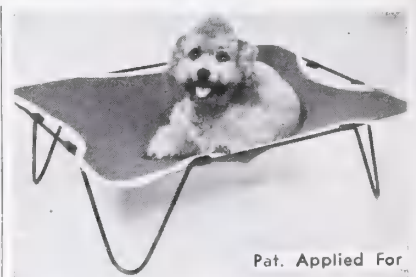
Send Check with Order — No C.O.D.'s Please

[ ] Send Us Free Catalog of Useful Gifts

**GREENFIELD INDUSTRIES**

11 Forest Road

GREENFIELD, N. H.



Pat. Applied For

## Sling Bed!

Clean comfort for your pet. Removable vat-dyed canvas sling, completely washable on sturdy black wrought iron frame. Packs flat for travel ease. Grand gift too, for any dog and cat lover. Black, white, green, yellow, and terra-cotta canvas. Please state second color choice.

Sizes	Price (including Sling)	Extra Slings
18" x 18"	\$4.75	\$1.50
27" x 21"	7.45	2.50
36" x 27"	10.95	6.00

48" x 32" All Above Items Postpaid. \$12.95 \$7.00

Express Charges Collect.

No COD's please. Money refunded if not satisfied.

**THE HITCHING POST**

Dept. HB-7

261 Glen Cove Avenue Sea Cliff, L. I., N. Y.



# SHOPPING



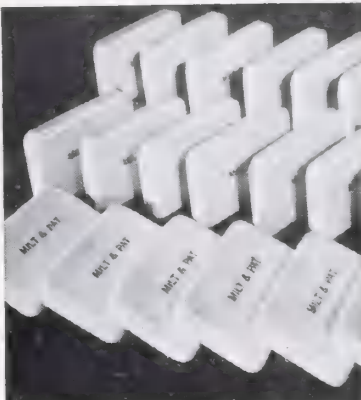
**LEMON CRESCENTS** are delicious salad or dessert plates from Italy, and they make a table setting look like a House Beautiful color photograph!  $9\frac{1}{2}$ " long, they have the texture and color of lemons and are decorated with 3 dimensional baby lemons and leaves. \$2 each; add 50¢ per order. "Lemon Slice" paper napkins are 50¢ for 25; ppd. The Lillian Shoppe, 20 Armat St., Philadelphia 44, Pa.



**SNOOZIES** are plastic shells that fit exactly over your eyes when you're sun tanning, prevent squint lines and let you turn a smooth, golden topaz without leaving the white rim that sun glasses do. Hand painted with goggle-eyes, sound-asleep eyes, or an impudent wink, they come with gold neck cord. \$1.25 each; \$2.35 for 2. Ppd. Red Oaks, Dept. HB, Prairie View, Ill.



**PERSONALIZED SOAP.** Twenty cakes of pure castile soap are permanently personalized with any name you specify. And it lasts as long as the soap! Think what a wonderful hostess or shower present *this* would be! Any two first names, a family name, or monogram appear in black block lettering. Each guest-size cake is  $2\frac{1}{2}$ " x  $1\frac{3}{4}$ ". \$2.95 for 20 ppd. Hostess House, 5858 Forbes St., Pittsburgh 17, Pa.

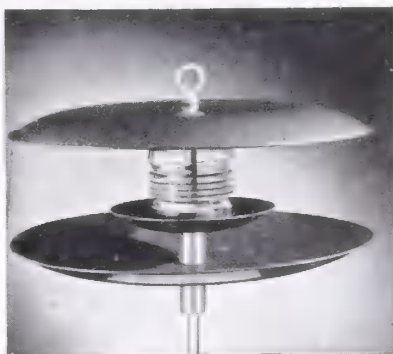


## Exquisite Classical Design Vase FROM THE LAND OF THE DEAD SEA!

A rare treasure of classic beauty! You'll love every line and curve of this exquisite vase, sculptured of stone from the ancient historical Dead Sea—and featuring the inspired artistry of Middle East Craftsmen! **ONLY \$3.00**

Send only \$3.00 cash, check or money order. No C.O.D. No customs duty—but 15¢ foreign postage collected on delivery. Order now!

**GLOBAL TRADING CO., Dept. A**  
164 North St., New Martinsville, W. Va.



## KEPE-NETE BIRD FEEDER Rustproof . . . Aluminum

AN IDEAL GIFT FOR A FRIEND WHO HAS EVERYTHING, and enjoys watching birds flock to new, improved, rustproof wild bird feeder that keeps food both dry and clean. Large  $15\frac{1}{2}$ " aluminum trays finished in palm green baked enamel are attractive and easy to clean. Feeder tray and glass hold  $1\frac{1}{2}$  lbs. Aluminum handle is drilled to mount on iron water pipe  $\frac{3}{4}$ " inside diameter, or can be used for hanging. Simple to take apart. If you feed cardinals now they will bring young to your Kepe-Nete feeder this summer. A high percentage of our customers reorder for friends. You will, too.



Only \$9.95 postpaid  
Satisfaction Guaranteed

**H. B. COWAP**  
2423 Ridgeway Avenue Dept. HB-76  
Evanston, Illinois



**MAILBOX MARKER** style M \$1.95  
fits any mailbox—install in a minute POSTPAID

present your  
name attractively...

GUIDE YOUR FRIENDS—BEAUTIFY YOUR HOME

with  
**DAY-N-NIGHT  
MARKERS**

PERFECT FOR GIFTS  
ANY WORDING YOU WANT\*

Your name gleams in permanent reflector letters on your **DAY-N-NIGHT** Marker—shines brightly in headlights, softly in moonlight! It helps your friends find their way—helps the doctor, mailman and delivery men. Its graceful proportions and quiet good taste make your home more attractive.

The letters are treated with the same material that makes highway signs shine in your headlights, and they are permanent because they are embossed in the background plate.

Shine bright at night  
Easy to read DAY-N-NIGHT

2-sided; raised letters on both sides  
Rustproof—lifetime aluminum throughout

Permanent embossed lettering—raised in solid plates  
Baked enamel finish—black background—white reflector letters  
Attractive size—nameplates  $2\frac{1}{2}$ " x 18", number plates  $2\frac{1}{2}$ " x 7"  
Any wording you want, up to 17 letters and numbers on nameplates, up to 6 on number plates. Same on both sides.

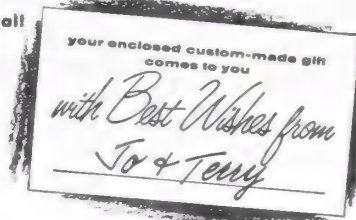
**SATISFACTION GUARANTEED OR YOUR MONEY BACK!**  
**WE SHIP WITHIN 48 HOURS**

THE PERFECT GIFT FOR

*Birthdays*

— or any occasion  
because  
it's personal!

On request we send a smart vellum gift card, inscribed with your name or nickname, to announce your gift.



*Spear* ENGINEERING COMPANY  
370 Spear Bldg., Colorado Springs, Colo.

*Spear* ENGINEERING COMPANY  
370 Spear Bldg., Colorado Springs, Colo.

* ANY WORDING YOU WANT ON ANY STYLE MARKER		STYLE	WORDING—Any wording you want, up to 17 letters and numbers on large plate, 6 on small. Show punctuation but don't count it.	PRICE
		TOP		
		BOTTOM		

SHIP TO: \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ROUTE OR ZONE \_\_\_\_\_ STATE \_\_\_\_\_

TOTAL \_\_\_\_\_

☐ Remittance enclosed, ship postpaid in U.S.  
☐ Ship C.O.D. I will pay C.O.D. fees and postage.

**FRAMED MAILBOX MARKER** attractive wrought aluminum frame style MF \$2.95 POST PAID

**DELUXE MAILBOX MARKER** graceful wrought aluminum frame and scrolls style EM \$3.45 POST PAID

**TWO-LINE MAILBOX MARKER** up to 17 letters and numbers each line style OM \$4.95 POST PAID

**NAME & NUMBER MAILBOX MARKER** up to 6 letters and numbers top line, 17 on lower style NM \$3.95 POST PAID

**LAWN MARKER** wrought aluminum stand, up to 17 letters and numbers style L \$2.95 POST PAID

**NAME & NUMBER LAWN MARKER** up to 6 letters and numbers top line, 17 on lower style NL \$4.95 POST PAID

**BRACKET MARKER** attractive wrought aluminum bracket for wall, post, etc. style B \$3.95 POST PAID

**DELUXE BRACKET MARKER** graceful wrought aluminum scrolls add beauty style EB \$4.45 POST PAID

**NAME & NUMBER BRACKET MARKER** up to 17 letters and numbers top line, 6 on lower style NB \$4.95 POST PAID

**TWO-LINE BRACKET MARKER** up to 17 letters and numbers each line style OB \$5.95 POST PAID





### LIQUID RAW-HIDE REDWOOD COLORED—PRESERVATIVE #4

beautifies redwood or any wood. This popular flat redwood color stain which dries within the wood, provides years of outdoor or indoor protection. RESIN-FREE Behr Process Finishes chemically bond with the natural resins of wood to form a protective coating — an exclusive feature advantage. #4 Preservative does the complete job — primes, seals and finishes. \$1.50 Qt., \$4.85 Gal. Postpaid, Guaranteed.

### LIQUID RAW-HIDE REDWOOD—COLOR PAINT #5

covers all surfaces, even painted wood or metal, resulting in a rich, oiled redwood color. Excellent for decorator ideas where simulated redwood is desired. \$2.25 Qt., \$7.00 Gal. Postpaid, Guaranteed.



Wood finishing pamphlet and color literature describing these and other Behr Process Finishes sent with every order or FREE on request.

### LINSEED OIL PRODUCTS CORP.

1100G S. Fremont Ave., Alhambra, Calif.

## REDWOOD NEEDS



*Liquid Raw-Hide*  
for long life  
for beauty



### Fine China DESSERT SET

In these days of informal living it will be especially nice to serve coffee, cookies or snacks in front of television from this attractive dessert set. Fine white china, decorated with delicate turquoise design. Plate is recessed to hold the cup firmly.

Set of 4 Cups  
and Saucers Ppd.  
Pa. Residents Add  
3% Sales Tax

**\$4.95**  
pp'd.

### Taylor Gifts

WAYNE A7, PENNSYLVANIA

### Freshen up wardrobes and linens with LAVENDER MIST



**AT A TOUCH OF YOUR FINGER**, this aerosol sprays a fine, clear fragrance of lavender that freshens linen closets, lingerie drawers, pillow cases, sheets, hankies, shirts, etc. Doesn't stain, dampen or discolor.

**JUST RIGHT FOR THAT UNUSUAL, DELIGHTFUL GIFT** for Mother, Sister, Daughter or Friend! If you want us to send Lavender Mist direct, send us your list—we'll enclose a card with your name.

Large (6 oz. size) only **\$1.50 POSTPAID**  
(tax and handling chg. included)

GIFT CATALOG ON REQUEST

Send Check or Money Order (no C.O.D.) to  
**THE LAVENDER HOUSE**  
P.O. Box 83, Old Chelsea Station, New York 11, N.Y.

**TOSSING TINES** are the best salad tossers you've ever used. The elimination of unwieldy handles lets you get down to the job at hand without spilling the greens. The Tines rest on the edge of the bowl, no messy spilling on the table. Made of Grained Hardwood with a heat resistant glossy finish, they may be used for many kitchen tasks. They come with a Wall Rack, too! Make wonderful gifts for the "Salad Expert." \$3.95 Ppd. EL RICO Patio Products, Dept. HG, 1000 Williams Mill Rd., NE, Atlanta 6, Ga. Send for Free PATIO Catalog.



### the WICKCRAFT

### Barbecue Server...

Here's the handiest server you've ever seen — and it's styled for outdoor barbecues, too! Beautiful wrought iron stand holds three 14-oz. stainless steel bowls, covered to assure freshness of food. Can be used on your table or on a lawn spike near the barbecue.

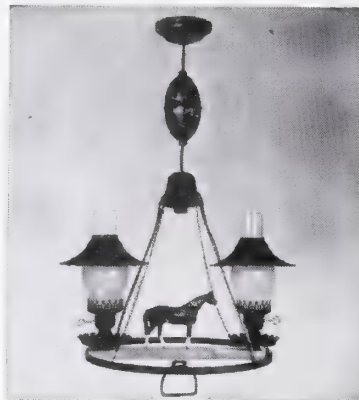
**\$14.95** postage prepaid

**WICKCRAFT ORNAMENTAL  
IRON COMPANY**

Route 1, Box 202-C • Madison, Wisconsin



## WINDOW



### PULL-DOWN RANCH

**LAMP** hangs from den or living-room ceiling, adjusts from 26" to 54" downward. Frosted hurricane lamps have black tole shades, brass turn-key switches, take 100 watt bulbs. Lamp is hand crafted with gold motifs. 16" ring has pine bar with cast horse and stirrup. \$29.95 shpg. chgs. coll. Jenifer House, New Marlboro Stage, Great Barrington, Mass.



### YOUR PLACE IN THE SUN

is right here, under this portable Beach Shade. It provides pleasant relief from the sizzling contact of the sun on your face and in your eyes, and gives you an adjustable head rest, too. Pick it up, and it converts into a beach bag! Folding steel frame is covered with sturdy striped denim. \$4.95 ppd. House of Schiller, Dept. 273, 180 N. Wacker Drive, Chicago 6.



**SHOCKING WHITE**, as dramatically staccato against a tan throat as the click of castanets in a tango, makes this our favorite choker for summertime. The chalk-white faceted beads look cool as peppermints; make a tan look tanner; make a simple sheath look as demure as dynamite. Adjustable choker, \$2.95. Matching petal earrings, \$1.50. Tax and postage included. Aimée Lee, 545 Fifth Ave., New York.



### KILL ALL OUTDOOR INSECTS INSTANTLY WITH BUG-FOG!

Now you can enjoy lawn parties, patio, outdoor activities without pesky flies, mosquitos, bugs, etc.! Bug-Fog is sure death to all flying or crawling insects. Harmless to plants, animals, humans. Follow the easy directions. CHECKED BY UNITED STATES DEPT. OF AGRICULTURE. Just light can; pleasantly scented fog covers entire area. Clears out in 10 minutes. Keeps area free of insects up to 12 hours! Positively amazing! Good idea to stock up NOW! ... **\$1.00** (3 for \$2.85)



Postpaid.  
No C.O.D.  
Guaranteed, of course

225 W. Erie St., Dept.  
F-127, Chicago 10, Ill.



### BANISH WASTE CAN LUGGING WITH "Chore Saver"

This sturdy two-in-one unit is a four-wheeled wonder. Easily hauls two loaded 20 gallon trash cans to street or alley on "pick up day". 500 lbs. capacity. Handy, fold-away handle for pulling. Front wheels jack up automatically—Chore-Saver can't roll until you pull it. Bright red enameled. Rubber tires on two dolly wheels.

### DOZENS OF USES!

Use the Chore-Saver also as a two-wheeled floor truck to haul a trunk, luggage, cartons, outboard motor, etc., or as a 4-wheel cart to carry leaf baskets, boxes, etc. Only **\$7.95**. Send check or money order. Shipped express collect.

**JONCO PRODUCTS**  
BOX 119, WABASH, IND.



# SHOPPING



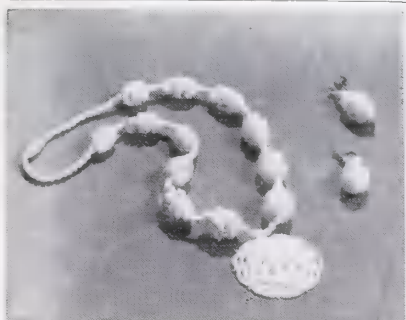
**RADIANT BEAUTY.** For several weeks now we've lived with this Colonial Hurricane Lamp, and every day we love it more. We can't explain it exactly. The design is anything but flamboyant; rather, it has a quiet quality. Shining, solid brass rims the crystal chimney, forms the saucer base. 15" high, 8½" in diameter, it's \$23.50 and worth every penny. Ppd. Valley Forge Braziers, 1624 First Ave., York, Pa.



**KOKESHI LANTERNS,** for a patio barbecue or a Fourth of July dance on the lawn, are made of gay colored rice paper over accordion wire bodies. They fold flat for storage, spring up to a full 9" high for stringing over a line of small light bulbs. \$1 for 2; \$2.89 for 6. Ppd. Foster House, 430 S. Jefferson, Peoria, Illinois.



**STRAW HAT CIRCUIT.** Time has come to play at the beach, dig in the garden, walk in the country, drive a convertible. Here's the hat to do it in! Rhinestone-sparkled Madagascar straw rolls up to about the size of a cigarette package, fits in your purse! In natural, turquoise, salmon, gold, orange or multi-colors; one size fits all. \$3.95 ppd. Elizabeth McCaffrey, Dept. B-7, Orange, New Jersey.



## IVORY THE ARISTOCRAT

Hand made ivory necklace and matching earrings, from India, exquisitely portray For Eastern pageantry. Three elephants, delicately carved by artisans able to take time for perfection, on all sides of each large bead. Earrings repeat pattern. Pendant depicts elephant against lattice background. Set may be had with camels, if preferred. Master craftsmanship combined with exotic Oriental splendor make this set a lifetime possession and fashion treasure for the lady of distinction. Specify elephants or camels. Exceptionally priced at \$31.50 per set, tax included, PPD. Money back guarantee. **Ben E. Ashmore, 4614 N. Paulina St., Chicago 40, Ill.**



## PERSIAN DAISY SLIPPERS PUT A SUMMER GARDEN AT YOUR FEET

Our dainty Persian Slippers pamper your feet and bring a gay dash to all your summer living at home, at the beach or wherever you travel. Made of supple glove kid leather, with baby-soft suede soles and foam rubber inner soles. Elastic "cuff" keeps them snug fitting. Turned up toes and flower-fresh daisies add the final decorative touch. In cardinal red, robin's egg blue and snow white.

Send shoe size Per pair, \$3.95 postpaid  
Specify color only

Send for free catalog

**artisan galleries**

2100-A7 N. Haskell

Dallas, Texas

## RECOVER and Mothproof DOWN COMFORTS before storing them for the summer



Before you put them away for the summer, have ALDEN recover down comforts in your choice of colors in lovely down-proof taffeta. Women of discrimination admire Alden's exquisite craftsmanship! ...

Also recovered in your choice of colors and patterns in down-proof satins and sateens. Wool comforts recovered, too. Heirloom featherbeds transformed into lovely featherfluff comforts by new, exclusive destemming process. Let ALDEN end moth worries through new chemical discovery!

### GUARANTEE:

Any work done by ALDEN is fully GUARANTEED to the ABSOLUTE SATISFACTION of the user!

SEND TODAY FOR FREE ILLUSTRATED FOLDER AND SAMPLES OF MATERIALS

I have ☐ an old Comforter which may need re-covering, or ☐ Featherbed, or ☐ Pillows I might wish to transform into beautiful Alden Heirloom Comforters. Without obligation, mail FREE material samples and literature. I am assured no salesman will call on me.

**ALDEN COMFORT MILLS—HB**  
Box 6070, Dallas, Texas

© 1956

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_



## Personal "NAME-LICENSE" Plates

Available in ALL STATE COLORS!

What a hit they make with boys and girls of all ages! They'll put them on bikes, trikes, scooters, wagons, doors to rooms, etc. Each is personalized with any name (up to 7 letters) embossed in raised letters on a 7" x 2½" steel plate. Tough, baked-enamel finish in ALL STATE COLORS! Ready to attach. Terrific as gifts for birthdays, events, rewards, etc. Order several now! Print name and State plainly!

Satis Guar., Postpaid! Each plate \$1.00

**BERGER PRODUCTS COMPANY**  
QUALITY SINCE 1926

DEPT. HBB, 628 RACE ST., PHILADELPHIA 6, PA.

## Kem-Air Refrigerator Conditioner



Reduce defrosting 75%! A real work saver. Hooks provided to hang on refrigerator shelf. Increases refrigerator efficiency, reduces food spoilage, keeps food fresher, maintains correct humidity, and lowers temperatures. Eliminates food odors and transfer of flavors. Contains a rare mineral found in the California desert. Will last for years without replacement. Order No. K 334.

Only \$3.95 postpaid

Satisfaction guaranteed  
Write for Free Gift Catalog



**DOWNS & CO**  
DEPT. 1177L, EVANSTON, ILLINOIS



**SODA FOUNTAIN GLASSES** are the real ice-cream-parlor McCoy—the kind you usually see only at your favorite ice creamery! And now you can have them at home. The extra-heavy clear glasses hold a whopping 12-oz. concoction. They'll be terrific, too, for summer coolers or a fruit-filled Rum drink. 6 for \$4.50 ppd. Wits' End, 221 Bellevue Ave., Upper Montclair, N. J.

## STICK-ON SUN LENSES



Convert your regular glasses to sun glasses in seconds. Just press these soft plastic Stick-Ons in place over lenses whenever needed. They can be removed and re-applied as often as you want. Keep Stick-Ons in purse or pocket for unexpected glare on picnics, trips, or at sporting events. Save the cost of expensive optically-correct sun glasses. Each pair just 50 cents postpaid. Money-back guarantee.

**WALTER DRAKE & SONS**

197 DRAKE BUILDING  
COLORADO SPRINGS 7, COLORADO





## PATIO CART

Pretty, practical cart makes serving a simple matter on patio, porch, playroom or kitchen. A sturdy piece of fine furniture crafted of smoothly sanded Northern white knotty pine. 18"x29"x24" high, it's easy to assemble in five minutes—then just paint, wax or stain to harmonize with any decor.

**\$798** plus express charges collect (shipping weight 16 lbs.)

Sorry, no C.O.D.'s Write for FREE catalog.

**Merrill Ann Creations**

Dept. H-7 102 Warren St., New York 7, N. Y.



## PERSONAL CABINET FILE

with 6 letter-size drawers

Compact steel file to keep all your papers neatly and efficiently in one handy, safe place. Roomy top lifts open, is completely equipped with A to Z index folders, sturdy lock

and key to insure privacy. Below are six roomy drawers, ready to hold all your stationery, supplies, even tools. 30" high, 12 1/2" wide, 10" deep, in smart hammertone gray, green, or walnut finish.

**\$13.95** shipping charges collect (shipping weight 25 lbs.)  
Jumbo Legal Size, 15" wide—**\$16.95**

**Elf Hollow**

Dept. H-7

Watertown, Conn.



Deluxe A  
21 1/2" x 31"

## BURNS TRASH SAFELY OUTDOORS!

Burns damp, green, dry refuse outdoors safely. Ends fire hazards and neighbor-annoying nuisance of blowing burning paper and sooty ash. Scientific draft design minimizes smoke, smell—burns to fine ash. Simply tilt hood—load—ignite paper—close—forget. Sturdily made of rust-resistant aluminum bonded to steel. Over 150,000 satisfied users. Approved by Fire Depts. Standard 2 bushel model A sent disassembled, prepaid \$13.95. Deluxe A with ash pan base and grate sent prepaid assembled \$22.95. For 3 bushel capacity add \$4.00 to standard and deluxe prices. Money back guarantee.

ALSTO CO. Dept. HB-7, 4007 Detroit Ave., Cleveland 13, Ohio

## STOOLS!

wrought IRON, royal RATTAN, solid OAK FOR BAR, KITCHEN, DEN, PATIO, PLAYROOM! FINE GIFTS!

• **WROUGHT IRON (A)** Of 1/2" round, black iron. Duratweed uphol. seat, 12 1/4" x 12 1/4", in red, grey, chart., pink. Brass ferrules on legs. Ht. 29". (Order 2, 4, etc.) 2 for \$14.95; with back, 2 for \$19.95.

• **ROYAL RATTAN (B)** Imported from British Hong Kong. 29" high, seat 12 1/2" dia. Lightweight, strong. \$10.95 ea.

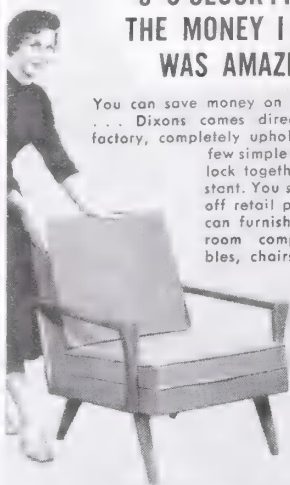
• **SOLID OAK (C)** 4 sizes. Smoothly sanded, natural lacquer finish. Rugged construction. Contour seats of flat fibre in red, green, brown or combination—padded to insure longer life! (Cane or fibre rush seats \$2 extra.)

12"—\$2.95 18"—\$3.95 24"—\$4.95 30"—\$5.95  
FREE FOLDER! **southern craftmasters**

DEPT. H-32 COLUMBIA, TENNESSEE

## I LOVE MY DIXON 5 O'CLOCK... AND THE MONEY I SAVED WAS AMAZING!

You can save money on Dixons, too... Dixons comes direct from the factory, completely upholstered, in a few simple sections that lock together in an instant. You save over 1/3 off retail prices. Dixon can furnish your living room completely, tables, chairs and sofas.



Chair shown  
\$69.50

25c brings you this beautiful 12-page catalog including actual wood samples of available finishes, actual swatches of over 30 fine fabrics. Send today.

**DIXONS FURNITURE CO.**  
DEPT. J-82, ELLICOTTVILLE, NEW YORK

## Amazing NEW Lawn Tool!



### "Regal-Saw" LAWN EDGER

TRIMS • CLOSERS!  
• QUICKER!  
• EASIER!

- LIGHT WEIGHT!
- ALL-METAL!
- SELF-SHARPENING!

**\$2.95**

Postpaid! No COD's. Satis. Guaranteed!

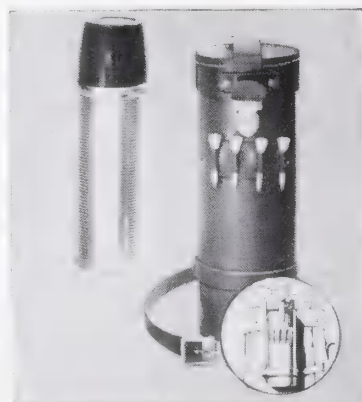
**C. A. REGELE, Mfgs.**  
DEPT. R, 408 MARKET ST., LANCASTER, PA.



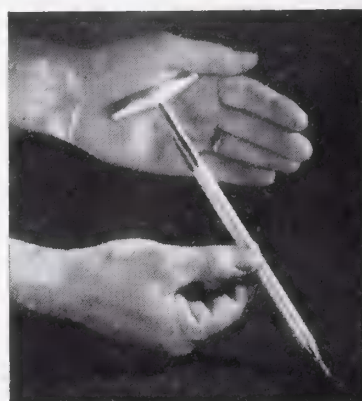
## WINDOW



**BIRTHDAY CHARMER.** If you like big, jingly "gold" bracelets, here's a lalalalooza! A gold-plated link chain dangles a 1 1/2" sphere which frames a fat little cherub who holds your birthstone. The jewel is fake, of course, but even so, the whole thing looks like a million dollars instead of \$1.10! Tax and post. incl. Breck's of Boston, 401 Breck Bldg., Boston 10, Mass.



**GOLF OASIS** is a lightweight beverage caddy fitted with a pint vacuum bottle that clips onto a golf bag and serves you lemonade, clear cold water, or hot coffee anywhere on the course. The golfer with stomach ulcers will fill it with cold milk! In leather-like Texon, \$6.95; in cowhide with brass catch and de luxe vacuum bottle, \$9.95. Add 50¢ post. J. L. Alan Co., Dept. HB, Box 85, East Norwich, N.Y.



**RAMMER HAMMER** is a fine little tool that drives a nail into a tight spot without a single smashed finger. Here's how it works. Insert nail or brad into the nozzle, phonograph needle-fashion. Magnetic tip holds it in place. Place on spot where nail is to be driven. Short raps on the handle with your palm send nail home. 8 1/4" long. \$2 ppd. Carol Beatty Co., 7410B Santa Monica Blvd., Los Angeles 46.



## TAKES THE CAKE!

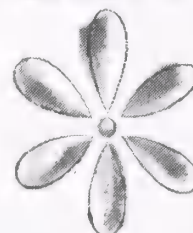
Slice and serve your cake the easy, Modern Way with no danger of embarrassing fumbling or crumbling—and not a finger in the frosting. Spread the shining blades to the size slice you want, press the sharp cutting edges through the cake—simply lift and serve. Made of gleaming stainless steel with attractive ebony black handles. A treasure for the smart hostess. This elegant server is 10" long. Every penny refunded if you're not delighted.

Write for my free Gift Catalog. Only **\$225** Postpaid

**Grandma Pennypincher**  
1216 Yale Street Houston 11, Texas

## ABOUT OUR STERISKED ADVERTISERS

An asterisk next to a name in our Index of Advertisers means that that advertiser offers literature to HOUSE BEAUTIFUL readers. Look for the asterisks. Send for their helpful booklets.



**House Beautiful**  
MAGAZINE

572 Madison Avenue, New York 22, N. Y.

(advertisement)



# SHOPPING



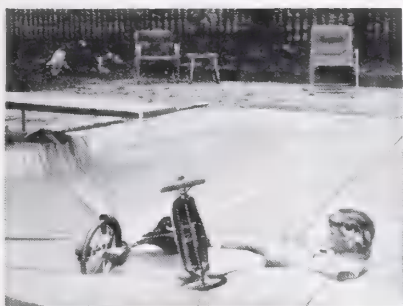
**ADJUSTABLE HEAD-BOARD** with sliding cushions can be hung on wall behind Hollywood bed or applied over an old headboard. Padded in muslin it can be covered to match draperies or spreads. Honey tone, maple, mahogany or walnut finish on hardwood. Twin size, 1 cushion, 23" x 41", \$16.95; double size, 2 cushions, 23" x 56", \$19.95. Exp. chgs. coll. Yield House, Dept. HB, No. Conway, N.H.



**LONGTONG** was made by a top hardware company at the request of outdoor cooks, and every man who has ever broiled a steak, barbecued a chicken or roasted corn should have it. It replaces the meat-puncturing fork, and the strong steel tongs have non-slip serrated jaws with a husky grip. With red insulated plastic handles, 15" long, it's \$1.98 plus 20¢ post. Here's How Co., 27H E. 22nd St., New York 10.



**BUG-BLITZER BULB** with non-toxic Insectrol tablets emits odorless vapors that are sure death to moths, roaches, ants, flies, mosquitoes, but harmless to humans and animals. Same bulb with Deodorizing tablets banishes unpleasant odors. Bulb with 6 Insectrol and 12 Deodorizing tablets, \$1.49. 12 Insectrol refills, or 24 Deodorizing refills, 98¢ each. Ppd. Elron, 225 W. Erie St., Chicago 10.

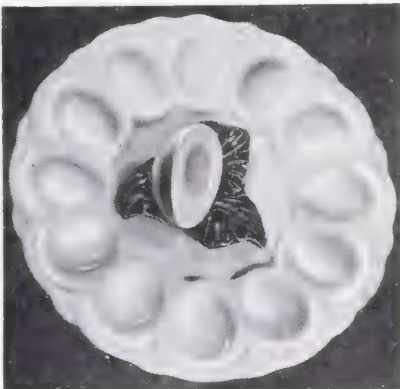


## Carefree Safety, Economy For Your Pool NEW KROHOME POOL COVER

New Krohome Pool Cover safeguards children, adults. Keeps pool cleaner, lowers operating costs. In tests, Krohome has supported 12 people. Keeps leaves, rubbish out of pool; reduces chlorine loss, keeps pool warmer. Pays for itself in as little as 1 year. Durable, lightweight vinyl plastic; custom made 18¢ a sq. ft. Send blue print or dimensions for free estimate.

Ask for free literature.

**KROHOME INDUSTRIES**  
Mt. Diablo Blvd., Dept. H7  
Walnut Creek, Calif.



## DEVILED EGG PLATE

Deviled eggs look mighty tempting when served in this china plate. The real-as-life center egg rests on pretty green leaves, making a charming addition to any table decor. Holds 12 egg halves, measures 9" in diam. Especially delightful as a bread and butter gift.

**\$2.50** ppd.

Sorry no C.O.D.'s

Write for free catalog.

**ANDERS COMPANY**  
66 Beaver Street New York 4, N. Y.

## HI-SPEED HOME & CAR WASHER

with 2 washing heads

REGULAR  
**4 98**

NOW

**1.98**  
COMPLETE

- Wash Cars • Floors
- Windows • Screens

NOW in one simple operation you can scrub, suds, rinse! Attach Hi-Speed washer to garden hose... wash cars, windows, porches, floors, screens, outside home in HALF time. No splashing! New improved model has 2 wash heads. Change over in seconds. Automatic Hydraulic Sudser built in! Save labor, time, money. Wash outside walls—save repainting. No back or arm strain. Wash car, tiles, awnings, storm windows, floors, in minutes without getting messy. New 3 section handle—extends from 1 to 3 ft.

**2 Heads are Better Than 1**

Use BRUSH head for washing dirt; circular SQUEEGEE head for smooth surfaces, windows, etc. WIPES as it washes. Order now as 7 day home trial. Send 1.98 for COMPLETE kit; 3 section handle, 2 heads, automatic sudser, plus liberal supply Magic Detergent Pellets FREE. Satisfaction guaranteed or money back. COD's plus postage. Order by No. 44.

No Splash!



## AUTO PRINTS—SET OF 8 FOR 1 PPD.

We were thrilled to find these collector's items. They are beautiful color prints of America's very first automobiles; Rambler 1902; Studebaker 1904; Stanley Steamer 1908; Buick 1908; Ford 1908; Hudson 1909; Maxwell 1908; Chevrolet 1913. Each print is 5½" x 8½" and faithfully reproduced in full color on heavy white stock. Other Early American prints available, also 8 for \$1 ppd.: Locomotives, Fire Engines. Quick delivery. Satisfaction guaranteed. Send check or money order.

**Hobi**

Dept. B-76, 15 West 57th St.,  
New York 19, N. Y.



## 98¢ AIR CONDITIONER

That's right! 98¢ buys this air conditioner that fits over any electric fan in a jiffy. Cools the hot air like a sea breeze. Large-capacity styron tank holds water; specially-designed sponge assures cool air circulation. Fits warm air outlets for use as humidifier in winter. Stop sweltering right now; we ship your air conditioner in 48 hours. Your money back if it doesn't keep you cool and comfortable!

*only 98¢ postpaid*

**WALTER DRAKE & SONS**  
197 Drake Building Colorado Springs 2, Colorado

## Longer Finger Nails

now yours with this new Liquid Nail discovery

Complete  
\$2.98  
Kit  
ONLY

BEFORE

AFTER

## ... NOT A FALSE NAIL but a "treatment" that builds up your short or broken nails fast!

This new LIQUID NAIL discovery changes short, broken, jagged nails into beautiful, tapering, LONGER LOOKING nails in just minutes. Not a false nail or polish—but an amazing plastic formula you brush on. Dries quickly to a smooth, neat appearance. Virtually becomes part of your nail—GROWS OUT with it. Forms a strong durable surface that won't rub off, can't break or crack! Do heavy housework, wash dishes, type—without damaging your nails. COMPLETE KIT—Reg. 2.98 value—now only \$1.00 plus 10¢ tax. Kit includes: nail forms, nail building liquid, applicator brush, measuring cup, measuring spoon—all for only \$1.00. Why pay more? Sent to you on 10-day home trial money-back basis. Try it. Test it at our risk. This offer may be withdrawn at any time. Therefore, rush 1.10 check, cash or m.o. NOW and ensure yours! Order by No. 77.

**THORESEN'S, Dept. 19-G**  
352 Fourth Avenue, New York 10, N. Y.

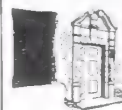
## Clever New "Onion" OIL AND VINEGAR SET



4 PIECES—Oil, Vinegar,  
Salt and Pepper

This whimsical set has four matching pieces, each fashioned to look like a garden vegetable. They're made of highly glazed porcelain in colors of rich burnt orange, green and cream. The expressions are hilarious: Pepper and Vinegar "cry" and Salt and Oil "laugh"! Bottles for oil and vinegar have cork stoppers.

ORDER TODAY AT THIS LOW PRICE  
Satisfaction Guaranteed or Money Back  
Send for free catalog



**Foster House**

430-B7 S. Jefferson St.,  
Peoria, Illinois



**NOW!**

PERFUME by

Etienne

etienne, inc.  
calle condado 650  
santurce, p. r.

We Ship All-Over-The-World  
postage paid wherever you are

½ OUNCE \$ 3.00  
1 OUNCE \$ 5.00

no C.O.D.'s please.  
Send Check or Money Order

## LIGHT UP YOUR GARDEN OR DRIVEWAY



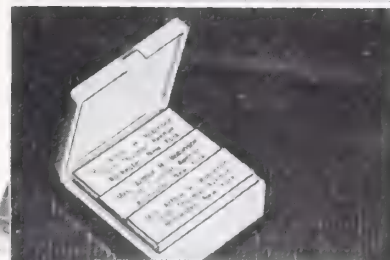
**Hagerstrom Garden Light** sheds light where you need it most. Just stick it in the ground. Dome is spun steel, bluish-gray baked enamel outside, white inside, 17" diam. Stem is galvanized pipe, ground spike cast aluminum. Uses any watt bulb. 10-ft. rubber cord is weather-resistant. Outlet box at base enables you to use as many Garden Lights as you need. \$10.95 postpaid.

Write for Free Catalog

**Hagerstrom** METALCRAFT STUDIO

Handcrafted Specialties since 1922—Lanterns, House Signs, Mail Boxes, Weather-vanes, etc.

Dept. HB, Old Milwaukee Road, Wheeling, Ill.



Mrs. Arthur H. Robinson  
1035 Thurmal Avenue  
Rochester, New York

## 1000 Name and Address Labels \$1

Your name and address printed on 1000 fine quality gummed labels. Packed with handy, hinged purse-size plastic gift box. Padded for easy handling. You'll find dozens of uses for them including:

Stationery  
Phonograph Records  
School Books  
Pencil Boxes  
Greeting Cards  
Umbrellas  
Manuscripts  
Eye Glass Cases  
Checks  
Sheet Music  
Labels Boxes  
Wallets  
Card Tables  
Brief Cases  
Hats & Caps  
Toys

Your choice of 3 lines printed on fine quality gummed paper. 1000 for only \$1.00. SPECIAL OFFER: Add \$1.00 extra for 10 Personalized Labels make a wonderful holiday present. Money back if not delighted. Send \$1.00. 712 Jasperwood Bldg., Currier City 1, Calif.

## FRENCH ESSENCE PERFUME NO DUTY TO PAY!

Two Parisienne Fragrances

## KISMET MEDIA LUZ

Etienne's enchanting scents seem to follow wherever you go.

Etienne offers you perfume that's mysterious, feminine and very special.

So highly concentrated, they endure from your refreshing awakening hour, right through for an enchanting evening.



## WINDOW SHOPPING



**KING-SIZE BEDDING.** Hard to find? Not at this shop! White Cannon percale sheets, 108" x 122½", \$7.95; with scalloped hemline in aqua, white or rose, \$8.95. Cases, \$1.15. Kenwood summer-weight all-wool blanket (90" x 108") in rose, blue, green, pink or white, \$19.95. Mattress pad, 76" x 84", \$10.95. Add 90¢ post. to total order. Colten's, 1351 Beacon St., Brookline 46, Mass.



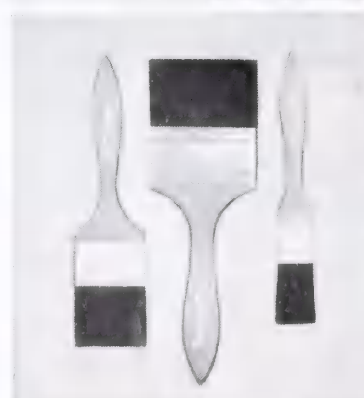
**LOOK WHO'S GOT A PORCH!** Mr. Fuss Budgie himself. From it he'll watch the world go by, scold and cluck and titter and sing, and use it as a landing platform when he returns from his constitutionals. Strong spring connects Kepe-Nete Porch to cage. Wire hook holds cage door open. Natural wood with in-cage metal seed trough. \$1 ppd. H. B. Cowap, Dept. B-7, 2423 Ridgeway Ave., Evanston, Ill.



**GUEST STARS** for a pretty bathroom are these four little china jars. They come in white accented with gold and colors, and lettered for Peroxide, Cologne, Cotton and Salts. This is the wonderful kind of present that fills practically any gift bill, so remember them for a weekend hostess, a shower, a housewarming. About 6" high, \$4.95 the set ppd. Glasscraft Mfg. Co., 920B Chicago Ave., Evanston, Ill.



**LADY RONSON** is a superb electric shaver designed exclusively for women. With two finely-honed trimming edges, it has one side marked for Legs, one for Underarms. AC current only, it comes beautifully boxed, with an extra drawer for accessories. In Blush Pink, Turquoise, Blue Heaven or Black Magic, the shaver is studded with a rhinestone! \$14.95 ppd. Edwin Jay, 49 East 34th St., New York 16.



**PAINT BRUSH BONANZA.** This is the kind of bargain your husband will appreciate, what with zealous helpers enthusiastically lending a hand and neglecting to clean their brushes at job's end. A set of three genuine bristle brushes, vulcanized in rubber, in 1", 2" and 3" sizes, is \$1.29. No more than 3 sets per customer. Add 25¢ post. Matthew Day Co., Inc., Dumont, New Jersey.

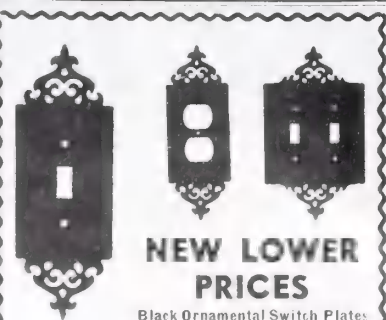


## MUSICAL JUMP ROPE

What a lovely ideal! As an applecheeked little girl skips rope, a merry tune fills the air because the handles of the bright colorful rope are self-contained music boxes! Postpaid just \$1.50

Penna. Residents Add 3% Sales Tax  
Sorry No Stamps or C.O.D.'s Please.  
Send For New Gift Catalog.

**Page & Biddle**  
21 STATION ROAD, HAVERFORD B7, PA.



## NEW LOWER PRICES

Black Ornamental Switch Plates  
Single \$1.25 POST PAID  
Double \$1.50 POST PAID  
Outlet \$1.25

Complete Line Available  
Send for new Catalog of 1001 Unusual Home Accessories.

## SPREAD EAGLE

A classic symbol of early American life, the eagle is a true masterpiece. Antique black finish, 17" x 7".

\$3.95 POST PAID



**William  
Spencer**

RANOCAS WOODS, NEW JERSEY

(Please turn to page 33)



# Here's how to AIR CONDITION EVERY ROOM *without ripping your house apart*



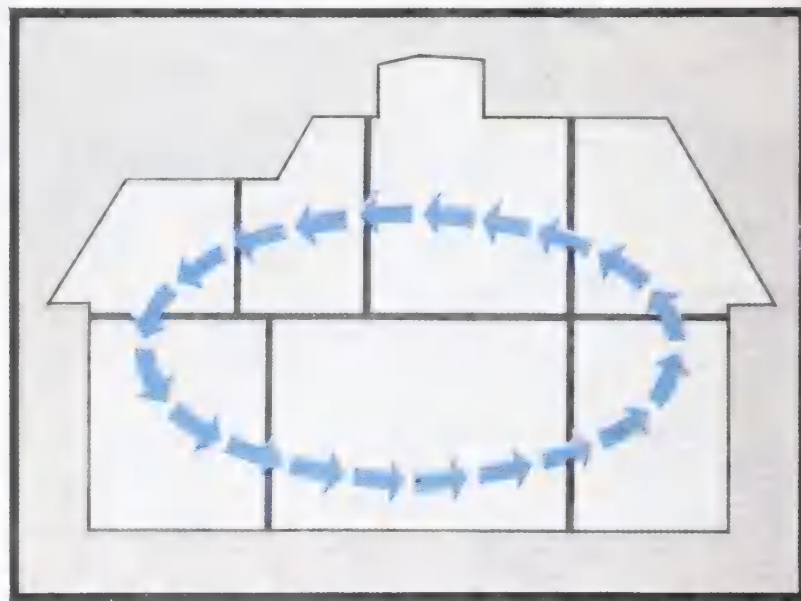
**1 LOOK AT YOUR FURNACE.** If it's a fairly modern forced air unit, all you need is an American-Standard *add-on* air conditioner to enjoy cool, cool comfort in every part of your house. Furnace old? Replace with an American-Standard *year 'round* model.



**2 SEE YOUR NEARBY DEALER** who specializes in American-Standard Air Conditioning. He'll make a cooling survey free of charge and recommend the most economical size and type of unit, either water-cooled or air-cooled. Latter requires no water.



**3 ONE "PACKAGE" IS ALL YOU NEED.** American-Standard air conditioners are factory assembled for easy installation next to your furnace or wherever you have a few square feet of space. Air-cooled type uses *no* indoor space—goes outside the house.



**4 PERFECT COMFORT IN EVERY ROOM.** All you do is set the thermostat. Your entire house is cool in summer, warm in winter, with air that's always fresh and clean with the right humidity for comfort. You get *year 'round* air conditioning at its best at low cost.

Now the *greatest* name in HEATING  
is your *greatest* buy in COOLING . . .



**AMERICAN-Standard**  
AIR CONDITIONING DIVISION

MAIL  
COUPON  
TODAY

American-Standard Air Conditioning Division  
40 West 40th Street, New York 18, N. Y.

☐ Please send American-Standard Year 'Round Air Conditioning Booklet and complete specification sheets on units available. Enclosed is 10c to cover cost of handling.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

HB 7-6





## *ITALIAN MODERN IN GENUINE WALNUT*

Finished in tawny or regular walnut . . . send for free booklet.  
The Mersman Bros. Corporation, Dept. HB-76, Celina, Ohio

MERSMAN  
TABLES

*Mersman Tables*

"the costume jewelry of the home"

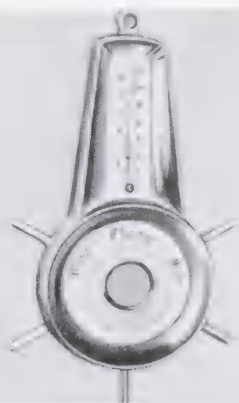




# WINDOW SHOPPING

CONTINUED FROM PAGE 30

**PINK MEANS RAIN.** Purple means you can expect a change in the weather. And Blue means it should be a Lovely Day! With this instrument on the wall, weather forecasting is child's play. Combination thermometer and color barometer is made of plastic in a tarnish-proof finish that resembles brass. 9½" high, \$1 ppd. Mrs. Dorothy Damar, 742 Damar Bldg., Newark 5, New Jersey.



**FIRE-RESISTANT FILE** stores valuable papers in file folders, keeps them under lock and key, and protects them against fire. Insulated with a ¼" thickness of Johns Manville Asbestos, the steel file safeguards contracts, bonds, policies, etc. With starter set of file folders, it's 10½" x 12¾" x 10½" high, weighs 21 lbs. \$14.95 exp. chgs. coll. Elf Hollow, Box 65, Watertown, Conn.



**TERRIFIC STUFF** is this silicone spray that's a water-repellent and a spot-stain resistant. Use it on luggage, suede shoes and bags, hats, awnings, etc., to make them water-repellent. Use it on rugs, upholstery, the children's school uniforms, to make them resistant to spots and stains. Sprayer covers from 25 to 45 square feet. \$2 ppd. Fabrix Fair, 170 Fifth Ave., New York 10.



**DANCE, BALLERINA, DANCE.** These little ballerina earrings are an adorable pair to pirouette and *pas de deux* vivaciously by a pretty face. As gay and colorful as the ballet itself, they're handmade of wood, hand-painted, imported from Italy. \$1 the pair; 3 pairs for \$2.75. Post-paid from Rodolfo Imports, Dept. H, 3554 Santa Carlotta St., La Crescenta, California.



**GET IN THE SWIM** with a glamour cap that rids a bathing beauty of the scalped look. Now a beach-bound lass has soft, curly bangs attached to her cap's front, and they stay curled, even after a frolic in the waves. Blonde, redhead or brunette bangs are removable, can be snapped on and off, and combed. \$2.50 ppd. Market Combers, Box 144-N, S. Atlanta, Ga.



## THE DELICATE ARTISTRY OF THE FAR EAST CAPTURED WITH THE CONTEMPORARY TOUCH of Tsao Sue

FIRST PUBLIC OFFERING . . .

The masterful interpretations of world-famous Tsao Sue are now offered to the general public for the first time. Her adeptness to perceive and create the delicate artistry of the Far East, with the striking design of the Picassos of the western world have won her world acclaim. You will thrill to the simplicity and yet depth captured in her paintings. Each print is 9½ inches wide and 2 feet long, hand-printed on chalkwhite parchment, framed top and bottom with gold caps. These unusual scrolls are lovely pieces to pair up on a living room wall, over a lamp, buffet or in the den, hallway, bathroom, kitchen, etc. You will be more than pleased or your money plus postage immediately refunded. Order early as supply is limited. Only \$2.00 each; \$3.95 set of two.



MATCH YOUR OWN DECOR  
YOUR CHOICE OF COLOR . . .

BLACK WITH . . .

- AVOCADO
- PINK
- TURQUOISE
- YELLOW

Except Butterflies in Flight (various colors)

■ HAND-PRINTED ON CHALKWHITE PARCHMENT

■ FRAMED TOP & BOTTOM

■ GOLD CAP ENDS

■ 9" WIDE x 3" LONG

GUARANTEED to please or your money plus postage refunded . . .

STYLED TO HARMONIZE WITH ANY DECOR . . .

Distributed by

**MYRA KEESLING**  
606½ S. First Ave.  
Arcadia, Calif.

PLEASE ☐ CASH ☐ POSTPAID ☐ AIRMAIL (Add \$5.00)

Remittance enclosed \$2.00 \$3.95 \$5.00 \$10.00 \$15.00 \$20.00 \$25.00 \$30.00 \$35.00 \$40.00 \$45.00 \$50.00 \$55.00 \$60.00 \$65.00 \$70.00 \$75.00 \$80.00 \$85.00 \$90.00 \$95.00 \$100.00

The Tsao Sue Paintings \$2.00 \$3.95 \$5.00 \$10.00 \$15.00 \$20.00 \$25.00 \$30.00 \$35.00 \$40.00 \$45.00 \$50.00 \$55.00 \$60.00 \$65.00 \$70.00 \$75.00 \$80.00 \$85.00 \$90.00 \$95.00 \$100.00

Check of Cash ☐ Check with ☐ Bill ☐ Airmail ☐ Yellow ☐ Turquoise

\$3.95  
Set of Two

**SOLD ONLY BY MAIL**



**Tremendous Value**  
**7 PC. JUICE SET**  
A beautiful set you'll proudly display. Colorful raised fruit design on white glazed ceramic. Pitcher stands 9" high, comes with 6 matching tumblers. Ideal for evening snacks, summer breakfasts, or children's mealtime milk. Pitcher \$2.95 and 6 tumblers only . . . . .  
MATCHING SET OF 6 SHERBET DISHES \$1.95  
13 PC. SET INCL. JUICE SET AND 6 SHERBET DISHES ONLY . . . . . \$4.75  
*15 cents for postage*  
**the added touch**  
Dept. A Wynnewood, Penna.



**The FLYING HORSE**  
New and quite different—Early American Horse, created by that master craftsman, Ernst Hagerstrom. Fills blank wall space in your recreation room, country home or modern apartment. Copper horse, aluminum compass parts, wrought iron rod. 30" wide, 32" high over all. \$38.50 f.o.b. Wheeling.  
Write for Free Catalog  
**Hagerstrom** METALCRAFT STUDIO  
Original Handcrafted Specialties since 1922—House signs, Lanterns, Weathervanes, Door Knockers, etc.  
Dept. HB, Old Milwaukee Road, Wheeling, Ill.

**"RESERVED"**

Claim your spot in the sun with this over-sized beach towel gaily printed with a "RESERVED" sign in bright red and blue. Thick and thirsty white terry towel is 68"x38". Let it envelop you, toga-style, when you step from the shower, sneak a summer sialal

**\$3.59 ppd.**

**Susan Smith**

7 EAST WASHINGTON  
CARPENTERSVILLE, 10, ILLINOIS

**imported**  
**NESTED BOWLS**

Perennial favorites . . . gold-rimmed earthenware bowls from the legendary Black Forest region of Western Germany. Delicate "blue willow" motif adds a cheery note to any decor. Sizes range from 5" for nuts, mints and candy, to 9½" for fruit or salad . . . all neatly nested for space-saving storage.

Set of 5—\$6.50 ppd.  
Add 50¢ West of Miss.

**SETH and JED** Dept. B-7 New Marlborough, Mass.

Write for FREE catalog.



## RIBBED DIAMOND IVY BOWL



by  
*Westmoreland*

Sweet, old fashioned Westmoreland milk-glass bowl for ivy or fresh flowers... saw-tooth design and hobnail base. This collector's piece is yours for only \$3.75 postage paid. Pair shipped together \$7.35.

Quaint American Furniture®

**Carl Forslund**

122 FULTON, GRAND RAPIDS, MICH.

## CENTURY OLD BEAUTY



Authentic Countess d'Este Group  
In White or Antique Green

	Cast Iron	Aluminum
Settee 30" high	\$59.50	\$72.50
Chair 28" wide x 30" high	35.00	42.00
Box 125 18" high	48.00	57.50

### ROMAN LAR

Ancient protector of home and household. Cast Iron in White or Antique Green, 15" high \$79.50

### PLANT STAND

\$17.95

Regular \$24.50, heavy base stand with 11 movable arms. Only \$17.95 with bronze-patina brass watering pot FREE.

Catalogue on request.

Send check or Money Order. Crated free. Shipping charges collect. Special freight on express.

Antique Iron Craftsmen  
2500 27th Av. N.  
Birmingham, Ala.  
Dept. B7-56



## WINDOW



**RAIN-BREAK** is a translucent corrugated Fiberglas canopy for your door. In white, yellow, green, red, turquoise or redwood with brackets and trim of stainless steel and anodized aluminum. It takes about 15 minutes to install. 48" wide, 20" deep, it fits average door. With special fasteners for masonry or wood building. \$19.95 exp. chgs. coll. (6 lbs.). Concourse Products Corp., 4003 Dyre Ave., New York 66.



**PRETTY PROTECTION** for your blankets or comforter is provided by this washable plissé cover. Or if your bedding has seen better days, this is the cover that covers a multitude of sins. White with pink rosebuds and a ruffled edge, it comes in 3 sizes; 72" x 84", \$6.95; 72" x 90", \$7.50; 80" x 90", \$8.50. Postpaid from Downs & Co., Dept. 1177, Evanston, Illinois.



**WHY SO COLD?** It's astonishing how these good-looking tumblers keep cold drinks cold. Ice cubes actually stay vigorous for several hours! The reason: Two layers of plastic with dead air space between create a perfect vacuum. No need for coasters, either, because they don't sweat! With inlaid rattan, 10-oz. tumblers are \$5 for 4; \$10 for 8. Ppd. Bettina's of Mobile, Box 1612, Mobile, Alabama.



## Rid Your Home of Flies!—\$1

Protect your home from annoying disease-carrying flies! Just press self-adhering MAGIC DOT to underside of chairs, tables, cabinets, shelves, etc. — completely hidden and out of the way. New miracle Malathion rids your home of flies for a whole season! No muss, fuss, fumes or odor! Use indoors or out. *Guaranteed to be the most effective fly killer you've ever used or your money back!* 16 MAGIC DOTS for only \$1, postage paid. Order direct by mail from **SUNSET HOUSE, 419 Sunset Bldg., Hollywood 45, Calif.**

## UNCOVERS HIDDEN TREASURE!

Free Catalog Guides Housewife!

Mrs. J. Pasch, 6125 Kenwood, Chicago, was hiding a fortune right in her living room. It was her expensive furniture — kept out of sight under old-fashioned slip covers. Then a Free Catalog showed her how to keep her furniture clean yet let its original beauty be seen always. Now her sofa and chairs are dressed up in fitted super-clear plastic covers.

Made of new satin-smooth "Window Clear" plastic fabric, every bit of the upholstery color and pattern shows through these covers. The durable extra-heavy plastic is non-porous so dust, dirt and liquids can't get through. They give perfect protection and save hours of work. "It's wonderful to see my beautiful furniture all the time and not worry that it will get 'dirty,'" says Mrs. Pasch. "The covers fit perfectly and they're so inexpensive. Every woman who cares about her furniture should see your catalog."

To protect your furniture, write today for **FREE CATALOG**. Shows over 150 easy-to-order styles including latest Bumper styles. You also get **FREE** Sample of super-clear plastic. **HOUSE OF SCHILLER, 180 N. Wacker, Dept. H8-9, Chicago 6, Illinois.**

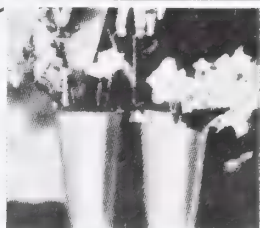
## It's Summer And Time For FLOWER GATHERER AND FLOWER ARRANGER

Sorry No Stamps  
Or C.O.D.'s Please

Send For Free Gift Catalog

**Bryn Mawr Gifts**

BRYN MAWR, B7, PA.



Gather your fresh cut flowers in this flower gatherer and they'll stay fresh. Double metal baskets have rattan handles. In garden green. \$2.95. Add 25¢ postage.



Make lovely flower arrangements with this adjustable frog made of leaf green finished rustproof metal. Included are a series of charts showing arrange- \$4.95. Add 25¢ postage.

Penna. Residents Add 3% Sales Tax.

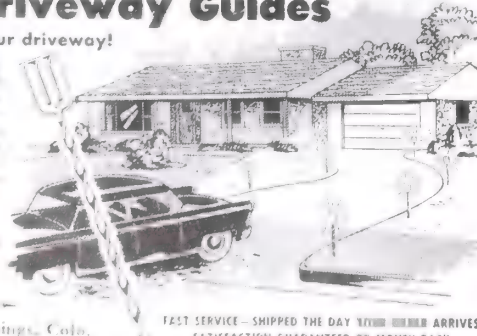
## DAY-N-NIGHT Driveway Guides

Make it easy to find and follow your driveway!

Each color of DAY-N-NIGHT Driveway Guide is made of 100% plastic. It's a guide to your driveway, showing the way to your home, garage, and car. It's a guide to your driveway, showing the way to your home, garage, and car. It's a guide to your driveway, showing the way to your home, garage, and car.

For \$1.85 10 for \$3.60 \$1.00 EACH POSTPAID  
For \$4.95 10 for \$7.95

Postpaid when all are to be sent to one address at one time.  
**Spear ENGINEERING COMPANY**  
573 Spear Bldg., Colorado Springs, Colo.



FAST SERVICE—SHIPPED THE DAY YOUR ORDER ARRIVES  
SATISFACTION GUARANTEED OR MONEY BACK

## SAVE MONEY! SOLID BIRCH OR MAPLE! Captain's Chairs FULLY ASSEMBLED • READY-TO-PAINT 2 for \$15.95



**SADDLE SEATS • BENT WOOD BACKRESTS**  
The finest glue and dowel construction for a full lifetime of comfort and service. Origin direct from factory. Solid birch or maple. Smooth, silky smooth ready for you to paint, stain or lacquer. These chairs are full size—17" x 16" seat, overall height 28 1/2". Minimum order 2 chairs. **PROMPT DELIVERY**—Shpg. chgs. collect. Send check or money order. Sorry no C.O.D.'s. **MONEY BACK GUARANTEE.** Complete instructions on "How to Finish Unpainted Furniture" sent FREE with each order. Ask for our illustrated catalog.

**MEADOWBROOK INDUSTRIES**  
Meadowbrook Building  
2268 Bellmore Ave. Bellmore 8, L. I., N. Y.

## AZTEC SUNBURST MAHOGANY WALL PLAQUE



Exotic Aztec Indian Sun God and Mask of Living reproduced in authentic colors on Philippine Mahogany. An eye-catching wall decor for over the fireplace, dens, living rooms or bars. 17 inches in diameter and 1/8" thick, it comes ready for hanging. Choice of Aztec Sunburst or Chinese Butterfly wall plaque (17" wide) in full color. Specify which. Only \$2.95, add 32¢ for postage and handling. Money back guarantee.

**G. DEMPSEY**

P.O. Box 42237 Los Angeles, Calif.



# SHOPPING



## INDOOR-OUTDOOR CHAIR

is made of Tennessee aromatic red cedar with wrought-iron frame and is handsome enough to use for extra seating inside, durable enough to stand the gaff of an outdoor life. With comfortable contour seat 14" x 17", 34" high over-all. Finished in long lasting, weather-resistant Spar varnish. \$12.75 each. Unfinished, \$11.75. Ppd. Southern Craftmasters, Columbia, Tenn.



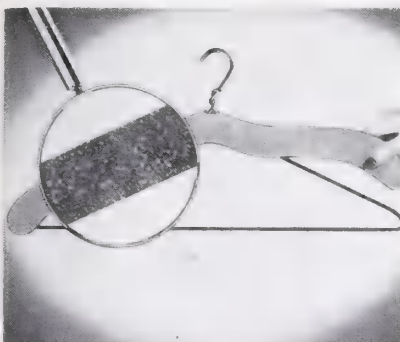
## GONE FISHING

are the boy and his dog, and so memory-jogging is the silhouetted design of this black metal weather vane that you can almost hear the off-key whistle of the youngster as he heads for the creek. Cast iron and aluminum vane pivots easily on oiled swivels, is 21" wide, 24" high. With instruction sheet for installing. \$11.50 postpaid from Hagerstrom Metalcraft Studio, Wheeling, Illinois.



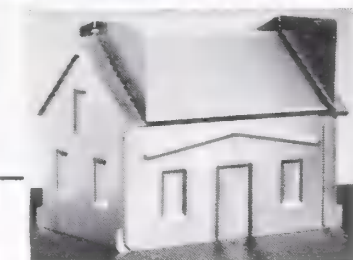
## THIS TAKES A CAKE

and truly makes it the center of attraction on your dinner table or buffet. Made by William Rogers of silverplate with a fluted rim and a pedestal base, it measures 12 1/2" in diameter, stands 4" high. It's important enough for a wedding present, distinguished enough for your most discriminating hostess. \$8.75 incl. tax. Add 50¢ post. Mayer Jewelers, 705 Lexington Ave., New York 22.



## FOAM HANGER PADS

Makes any hanger deluxe, shoulder-fitting, slip-proof. New "Feather Foam" strips slip over hanger hook and stretch snugly along top of hanger. Forms generous padding, eliminating lines, creases. Slip-proof surface holds men's, women's garments firmly, clings to daintiest straps, slips, formals. Assorted pastel colors freshen, beautify your closet. Count your hangers! 12 for \$1. Carol Beatty, Dept. 0-U7, 7410 Santa Monica Blvd., Los Angeles 46, Calif. FREE CATALOG included.



## GINGERBREAD HOUSE

Cake Pan

With aluminum house mold, you can easily make any meal or occasion a party by baking a gingerbread house or party cake with your favorite cake mix and decorating it in many different ways with instant frosting. Mold will add interest to any gelatine dessert or salad for buffet entertaining. 4 1/2" x 5 1/2" x 3 1/2" d. You'll want several. Postage paid. \$1.00 ea.



## "Chick" EGG CUPS

Chic chicks with a French flair make breakfast eggs more appealing. Clever kitchen shower gift. Wonderful as candy or nut cup favors for children's parties, too. Of lovely opaline glass in choice of milk white or Dior blue. 2 for \$1.00; 6 for \$2.50; 12 for \$4.50. Postage paid. \$1.00 for 2

Write for Gift Catalog

RMS INTERIORS Dept. HB-76  
11146 S. Michigan Ave.  
Chicago 28, Illinois

## "M.J. Hummel"

"THE PHOTOGRAPHER"

For your Hummel collection or a lovely gift. 5" high \$9.95

Available, too, figurine catalog

order from

Wildegard Studios

Dept. HB

597 Farmington Ave., Hartford 5, Conn.

## Reproductions By Mail



Dearest Martha Kilpatrick

In a very lovely theme of Victorian

You're sure to delight in our "Martha Kilpatrick" reproduction—in gleaming, hand waxed Solid Honduras Mahogany, with delicate, pierced rose crest, accented cabriole legs; and tufted foam rubber seat and back. Ht. 37 3/4"; W. 19"; D. 17". Choice of colors in Velvet, Antique Velvet, Tapestry, Brocatelles—only \$47.95. F.O.B. (40 lbs.) Alabama craftsmen. (Swatches gladly sent). Allow ample shipping time. No C.O.D. Send check with order. Satisfaction Guaranteed. Send 10¢ for our Victorian Heirlooms Brochure.

The Chair Shop

Box 725

Morganton, N. C.



COOL SLEEP

This wonderful, amazing new pillow actually cools your head and shoulders all night long. A little water combined with air inside this pneumatic pillow absorbs excess heat from your body and passes it quickly into the air. You are delightfully cool even on sweltering nights and you awake refreshed and rejuvenated. Enjoy its pre-shaped, air-cushioned head cradle and side wings which give sleep-inducing support and assure perfect neck alignment. Non-allergic, it easily adjusts for height and softness. Perfect for winter with or without the water, as you prefer. Easier on "hair do's"—it is excellent for travel, beach and TV. Use this fine pillow and luxuriate in restful, natural sleep. Money back guarantee. Immediate delivery. Send only \$3.95 to

BETTER SLEEP Inc.

Dept. 366, New Providence, New Jersey

Send 15¢ for CATALOG



## Custom-Made DRAPERIES and BEDSPREADS

Draperies, bedspreads, coverlets and dust ruffles. MADE ANY LENGTH, ANY WIDTH. . . . at our corduroy, taffeta, chintz, Moonglow, or Fortique. Send for measuring chart. Color samples 10¢ per fabric.

KING SIZE coverlets and spreads cover 2 twin beds. . . . each 39" wide, 76" long, 21" high. Color samples are 10¢ per fabric.

### COVERLETS

Chintz (shown) 27.50  
Taffeta 27.50  
Corduroy 27.50  
Fortique 29.95  
Dust Ruffles Extra

### BEDSPREADS

Corduroy 29.95  
Taffeta 29.95  
Moonglow 32.95  
ADD 10¢ for Postage  
for Total Order

COLTEN'S

1351 Beacon St., Brookline 46, Mass.



## IN THE MODERN TRADITION

Imaginative wall silhouettes to complement your good taste. Handcrafted in metal with wooden frames in your choice of black, gold or white, the 4 exotic flower arrangements represent the 4 seasons. Equipped for hanging, each measures 8" x 20" high. Their notable assets add up to impressive wall décor.

Set of 4—only \$10.95 ppd.

Write for new 50-page catalogue!

Jenifer House

Dept. B-7

Great Barrington, Mass.

## What Perfume for You?

Let a professional perfumer help you discover the perfume that is right for you!

Michel Pasquier has served a distinguished, appreciative clientele for over 25 years.

His perfumes are meticulously blended in the French tradition . . .

sold in his own shop or by mail . . . truly exclusive.

If convenient, visit the Perfume Shop, or send 25¢ with your full name and address.

You will receive 4 perfume testers of the famous Michel Pasquier fragrances, with instructions to help you select the perfume for you.

SEND 25¢ AND YOUR NAME AND ADDRESS TO—

MICHEL PASQUIER  
7 W. 46th St., New York 36, N.Y.  
JUST OFF FIFTH AVE. ESTABLISHED 1919



## GIANT 3 in 1 ICE BUCKET

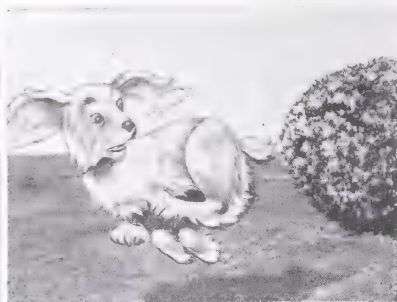


- Tall, trim and handsome!
- Keeps 60 ice cubes fresh for 18 hours
- Keeps bottled beverages cool on trips
- Cools wine at the dinner table
- Handle locks in place to hold towel
- Won't sweat or mar table
- Unbreakable, rustproof, easy to clean
- Non-tarnish brass trim
- 12 1/2" tall, 6 1/4 qt. capacity
- Fiberglass insulated, polyethylene body
- Red, black, yellow or turquoise

**\$9.95** ppd. Please state 2nd color choice.

Sorry, no C.O.D.'s

the salt & pepper shop Dept. B-7  
90 Park Avenue, Park Ridge, N. J.



## Stop Dog And Cat Damage—\$1

**DOG WICKS** are the perfect solution for repelling pets. One sniff and away they'll run! Hang this chemical Wick on shrub or branch and rest easy for the whole season. Safe, harmless to animals. Use inside or out—protects lawns, garbage pails, flowers, furniture. Trains your pets and neighbor's dogs. *Guaranteed to do the job or your money back!* Pack of 20 for \$1, postage paid. Order **DOG WICKS** direct by mail from **Sunset House, 408 Sunset Building, Hollywood 46, California.**

## RUMBA KITE!

**NO RUNNING!  
READY TO FLY!**

**36 Inches Across!  
Dances in the Air!  
Hard-To-Tear Plastic!  
Completely Assembled!**

Amazing new kite sensation! Nothing to assemble—just attach twine and let 'er fly! A breeze soars it into the air, up and away! Flies with dancing motion—and measures a big 36" across! Bright multi-colored 9-foot streamers. Worlds of safe fun, and just \$1. each, Ppd. Order by mail!

**BRECK'S of BOSTON**

501 Breck Bldg. ■ Boston 10, Mass.



## WINDOW



**DOTS WITH DASH** make this set as lively as a polka. The washable poplin pouch is the wonderful hobo bag gone high style. Gloves have matching backs and snowy white palms of Helenca s-t-r-e-t-c-h nylon. In royal blue or fiesta red with white dots, or all white; bag, \$3; gloves, \$2.50; set, \$4.95. Matching set for little girls, \$4.50. Both sets, \$8.88. Ppd. Ruth Brawer, Box 4035, Dept. HGB, Tucson, Ariz.



**FIRST LADY** among Chinese gods is Kwan Yin, goddess of mercy and queen of heaven. Usually you see her as an imposing figure modeled of ivory or porcelain and bearing an imposing price tag. But here she is, carved of teakwood, small enough for your wall shelf yet full of the legendary luck that has made her beloved by coolie and mandarin. 4 1/4" high, \$1.95 ppd. Beverly Baker, Box 135, Darien, Conn.



**BE A LAMB**, dry the dishes—or, "be an angel, make them sparkle" is what you'll say as you pass these dish towels to your kitchen helper. One is printed with a cuddly little lamb, the other with an impish angel and they come in background shades of red, delft blue, aqua, green. Remember them for a hostess or a bride! 16" x 29", \$1.10 each, ppd. Order them from Susan Smith Co., Carpentersville, Ill.

## BATHROOM LIBRARY

"Family Hospitality"



- Holds Magazines, Ash Tray, Cigarettes, Toilet Tissue, etc., etc.
- Easy to install—recessed between studs in standard walls
- Bonderized (rust-proofed) heavy steel construction
- Triple plated Chrome frame
- Baked Hammertone Enamel interior
- Frame (overall) 15" x 20 1/2"; recess 12" x 17 1/4" x 4 3/8" deep
- Satisfaction guaranteed

Model M-2 **\$19.95** plus delivery  
Manufactured by (Calif. orders add sales tax)

**House of Hospitality**  
Dept. R-7 3341 Cahuenga Blvd.  
Hollywood 28, Calif.

## Enjoy Your Golf MORE With Amazing

Fits easily in car or locker. Feather-light, perfect balance, rigid, all aluminum construction. Carries 14 clubs, each in own numbered slot. Large zippered bag for balls, tees, shoes. Folds to 13 in. width. Provides sturdy seat. Try it for 30 days, money refunded if not completely satisfied. Perfect gift!

REG. \$39.50 VALUE.

**NOW ONLY \$24.95**

Also sturdy aluminum cart for golf bag \$10.95

Write for color folder. No C.O.D.'s.

**METAL CRAFT, INC.**

205 S. W. 17th St.,  
Ft. Lauderdale, Fla.

TRADE MARK  
**Club Car**  
DESIGN PATENT TO BE  
OTHER PATENTS PENDING



**30-DAY  
FREE TRIAL!**

## WORLD'S MOST COMFORTABLE PILLOW

**ADJUSTS  
TO YOU**

Controlled weight adjusts pillow to any height—won't ride up or down



**Gives You Firm Support Exactly Where You Want It!**

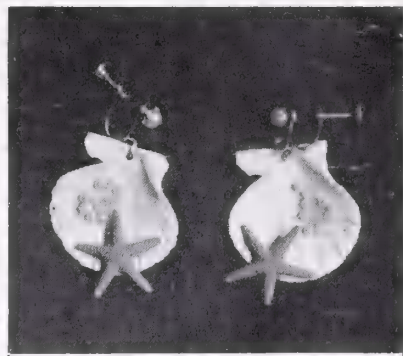
Recommended by doctors... you'll call it the most relaxing, comfortable, practical pillow ever designed!

**Ajusta-Rest** features the remarkable, patented position-control. Gives you firm support, helps prevent back-strain, stiff-neck, head tension, brings you sitting comfort. Place **Ajusta-Rest** pillow behind you. Flip controlled weight over the back of your TV chair, bed-backboard, auto-car seat, etc. lean back and "take-it-easy" **Ajusta-Rest** Pillow stays put, in the position you select. Relax—sit, read, drive for hours. Ideal for home, car, sports-events, etc. The perfect gift. Made of decorator texture fabric available in red, green, brown or gold. Specify color. Only **\$2.98** postpaid. Send check or money order.

Money-Back Guarantee If Not Delighted.

**PILLOW PARADE Dept. H2**

246 Fifth Ave., New York 1, N. Y.



## SEASHELL EARRINGS

from

## CATALINA ISLAND

From Catalina's sparkling waters come treasures of the sea. Genuine seashell and starfish earrings. The perfect compliment for your summer cottons. Brought to you in fashionable summer colors. White, Pink, Powder Blue, Yellow, Coral, Aqua, and Black.

Send one dollar and your name and address.

ORDER TODAY

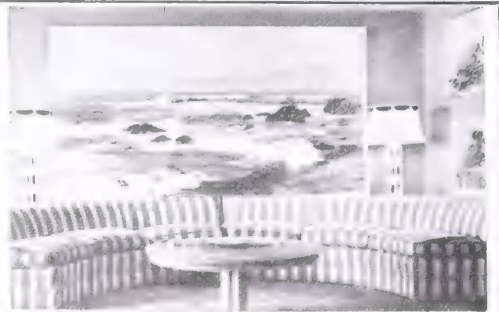
Guaranteed to delight only postage & tax included **\$1.00**

**DRIFTWOOD GIFT SHOP**

Box 335 Avalon, Catalina, Calif.

## Photo-Murals

Redecorating?... custom made photo-murals are the latest imaginative decorating and redecorating idea for your home or office. The mural YOU want, made for YOU, from your negative or ours. ANY PICTURE... ANY SIZE... ANY COLOR... Limited only by your imagination, photo-murals complement any room. Sold internationally by mail to world's foremost producer.



**Photomammoth Murals** Dept. 7-H 12048 Van Owen St. ■ Hollywood, Calif.



## A black and white illustration of a woman in a long, dark, flowing dress running away from a small black dog. The woman is looking back over her shoulder with a concerned expression. The dog is running towards her, barking. The background is plain white.

A black and white photograph of a woman in profile, facing left. She is wearing a wide-brimmed hat with a mesh veil that covers her face and has a small bow at the back. She is also wearing a garment with horizontal stripes. The background is dark and out of focus.

A black and white photograph of a large, ornate, semi-circular rug. The rug features a central medallion with intricate floral or arabesque patterns. The entire surface is covered in a dense, repeating geometric or floral pattern. The rug has a wide, fringed border along its outer edge. It is displayed against a dark, solid background.

A black and white line drawing of a woman with short dark hair, smiling and waving her right hand. She is wearing a short-sleeved, high-necked dress with a fitted bodice and a full, flared skirt. The dress is covered in a dense floral pattern. The waist is cinched with a thin belt. The background is plain white.

**HALESITE HOUSE, INC.**  
Dept. H, p. o. box 608  
Huntington, New York

WITH SEPARATE  
**INFLATO  
PUMP**  
**\$2<sup>98</sup>**  
Postpaid



Please send \_\_\_\_\_ air mattresses ☐ 2.75 ea.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**CHALMAR** Dept. H-7  
Split Rock Road, Syosset, N. Y.

A black and white photograph of a butter dish. The dish consists of a dark, circular base with a glass dome on top. Inside the dome, a pat of butter is visible. A butter knife with a dark handle and a metal blade lies in front of the dish. The background is plain and light-colored.

**CHALMAR** Dept. H-7  
Split Rock Road, Syosset, N. Y.



**HARD ROCK MAPLE****STONEHURST DESK**

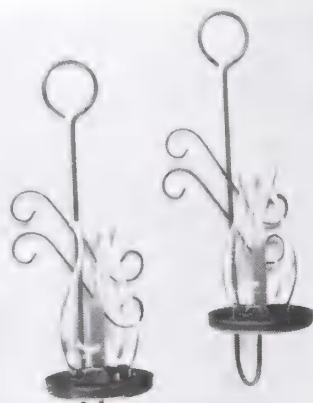
In rich, honey finished, hand rubbed solid Hard Rock Maple. Finished back and front. Full center drawer, 30" long, 20" deep, 30" high.

**\$30.40****LADDER BACK CHAIR**

Perfect for side chair or desk chair. In hand rubbed solid hard rock maple with hand woven fiber seat. 38 1/2" high. Seat 18" wide, 16" deep. **\$13.25** (packed 2 to carton) packed 1 to carton **\$14.25**

For illustrated Catalogue, enclose 25¢. Send check or m.o. If in Alabama, add 3% Sales Tax. All shipments F.O.B. Term.

**JONES VALLEY**  
Furniture Distributors  
P.O. Box 2347  
Birmingham, Ala.

**Sculptured  
SCONCES**

In handsome wrought iron with crystal clear hurricane chimneys. As lovely on a garden wall as in your home. For outdoors insect repellent candles can be used. In pink or black each is 20" high. A wonderful bargain. The pair with candles. **\$8.95**

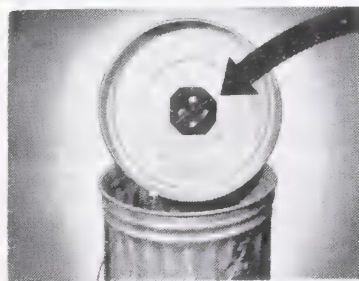
Postpaid only

Residents of Penna. Add 3% Sales Tax

Send For Free Gift Catalog

**Lee Wynne**

Dept. B7, 5446 Diamond St., Phila. 31, Pa.

**NO MORE SMELLY REFUSE PAILS  
NO FLIES OR ANTS**

If you have a garbage pail that attracts flies, ants—dogs, cats, rats—or maggots indoors or out, you should learn about SAN-A-LIZER... a harmless cake that fastens inside the lid of your garbage pail without tools in seconds. SAN-A-LIZER keeps pests away and completely deodorizes! Send \$1.10 for a year's supply (4 cakes). It's noninjurious to children and pets. Postpaid. Money-back guarantee.

**SAN-A-LIZER CORPORATION**

Dept. B 3053 Rosslyn Street  
Los Angeles 65, Calif.

**COOL SLEEP**

"Air-Condition" your bed and enjoy refreshing, cooler sleep this summer. This ingenious Sheet Support neatly lifts the sheet from your feet and legs for wonderfully cooling air circulation on hot nights. With your feet free and air cooled—you sleep better even on sweltering nights. It provides a convenient shelf for your summer blanket in case you get too cool. A "must" for every bed in the house—it fits all beds instantly without attaching. Arms fold flat during day. Truly a blessed gift—indispensable for invalids and perfect in hospitals. Use in winter with tucked in blankets to keep you warm and cozy without sleep-robbing cover weight on your feet. Money back guarantee. For same-day shipment, rush \$3.98 plus 25¢ postage today or 40¢ for fast mail or \$1.00 for Air Mail.

**BETTER SLEEP Inc.**

Dept. 367, New Providence, New Jersey

**Amazing PEE WEE "Lifetime" Radio****REALLY WORKS—FOR YOUR LIFETIME!**

Works without tubes, batteries or Electrical Plug-ins! Runs continuously for weeks and months. Never runs down—nothing to burn out. Weighs only 4 ozs. SMALLER THAN A PACK OF CIGARETTES! Easily fits in ANY SMALL POCKET OR PURSE. GUARANTEED TO RECEIVE LOCAL RADIO STATIONS ANYTIME—ANYWHERE YOU GO! Guaranteed to work for your lifetime or we will replace or repair for just one dollar. Receives Civil Defense alarm broadcasts also. HAS SELECTIVE, NEWLY DEVELOPED, FERRITE Rotary station selector. Perma-diode crystal, Super Speaker-phon all in Durable Black Gold Plastic cabinet.

**SEND ONLY \$2.00**

(bill, ck., m.o.) and pay postman \$4.99 plus COD postage. send \$6.99 for postpaid delivery. Sent complete, READY TO LISTEN with full operating instructions. Nothing extra to buy now or ever—Available only from:

**MIDWAY COMPANY**

Dept. WHB-7

**KEARNEY, NEBRASKA****20" FAN KIT \$12.95**

DO IT  
YOURSELF  
HAVE FUN  
and SAVE

The luxury of fan cooling and ventilation at about half the factory built cost. EASY TO ASSEMBLE KIT INCLUDES: 20" Fan Blade, Two self-aligning bearings, 3/8" Dia. steel shaft, Two shaft collars, fan and motor pulleys, and belt!

**ORDER BY MAIL AND SAVE THE DIFFERENCE!**

20" FAN KIT — \$12.95 Check or Money Order ☐  
24" FAN KIT — \$16.95 C.O.D. plus postage ☐  
30" FAN KIT — \$18.95

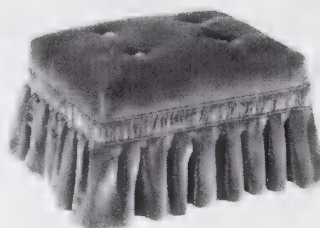
NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

(Est. 23 Years) **WESTAIR FAN & BLOWER CO.**  
5630 Grand River Detroit 1, Mich. Dept. H-8

24" FAN KIT \$16.95  
30" FAN KIT \$18.25

**WINDOW**

**IT'S A HEN PARTY** and this is the beautiful biddy that steals the show. It's a Majolica tureen, imported from the Island of Madeira, in brilliant colors and a glaze that shines as if it were varnished. The Hen, with chicks bursting out all over, is 12" tall, 9" in diameter, comes with a ladle. \$15.75 ppd. Carl Forslund, 122 E. Fulton, Grand Rapids 2, Mich.



**THE VELVET TOUCH** gives the "Bryant" ottoman great elegance. King-size and coil springs give it great comfort. Red, rose, gold, brown, turquoise, emerald, sage or fern green velvet; 20" x 25" x 16" high: \$19.75 each, \$38 the pair. In muslin, or your material (send 2 yds. 54" material), \$14. With kick pleat, \$4 extra. Exp. chgs. coll. The Chair Shop, Box 725, Morganton, N. C.



**REIGNING CATS** are solid brass book ends whose shining elegance is a decorative glow against the dark covers of your books. They stand a regal 6" tall and are so designed that the books rest on the 4" x 4" base. \$10.95. In satin-finished black iron, the same cats are \$5.95. Ppd. Tennessee Chromium Plating Co., 206 Louise Ave. No., Nashville 5, Tenn.



**A SUMMER COOLER** means a relaxing hour on a hot summer's day and a tall, icy, refreshing drink—lemonade, iced tea. Tom Collins. And here are the glasses to serve them in, 14-oz. tumblers in either clear or frosted glass come in a shining brass frame for your summer entertaining. \$2 each, 4 for \$7.50. Ppd. Welcome House, 1133 Broadway, New York 10, N.Y.

**\$3.99 four piece place setting**

When stevedores get butterfingers it's good luck for someone! The shipping crates only were damaged on this batch of heavy contemporary stainless in finest satin finish with beautiful hard walnut handles. So, we're able to offer it at one-third its regular value. 16 pieces (4 place settings)

**heavy imported stainless  
hard walnut handles**

are only \$15.96 ppd. **TO ORDER:** Enclose check or M.O. One-third deposit for C.O.D. As usual, our 10-day money back guarantee applies. Calif. residents add 3% State tax.

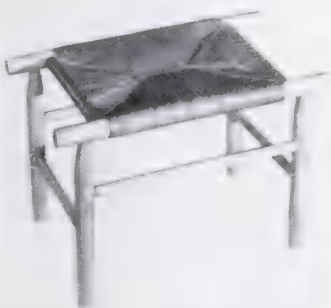
**the AKRON** 4377 Sunset Blvd., Los Angeles 27, Calif.



# SHOPPING

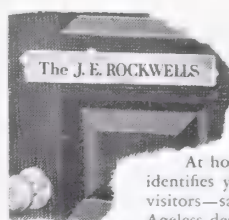


**MIKADO** is furniture with a flair. Oriental in feeling. American in design, it serves as bench or table, is solid ash with a fibre rush seat, handmade, hand-woven, hand-finished. 22" x 12½", it comes in 2 heights: 14" or 18" (please specify). Unfinished, \$7.95; natural finish, \$8.95; in pine, brown maple or light walnut finish, \$9.95. Exp. chgs. coll. Hobi, Dept. HB7, 15 W. 57th St., New York 19, N.Y.



## BUZZY DAYS AHEAD.

Here's some summer fun! Try these bugs, bees and butterflies in your decorating schemes. Use them on hats, baskets, purses, in flower arrangements, for cakes, on that white skirt you're making, on the tie-backs of white curtains. Handmade in Japan with iridescent nylon wings, set of 6 is \$1 ppd. Lowe & Sons, 490 N. Los Robles Ave., Pasadena, Calif.



The J. E. ROCKWELLS

## engraved DESK-n-DOOR markers

distinctive beauty for your home or office

At home or in the office, your DESK-n-DOOR Marker identifies you with classic beauty and good taste. It helps visitors—saves time—prevents errors in delivery, etc. Ageless design harmonizes with any setting.

### Door Styles

7" x 1"

Style AF (aluminum)

\$1.00

Style BF (brass)

\$1.95 postpaid

- Engraved letters, black filled.
- "Silver-satin" bar of solid aluminum, or "gold-satin" bar of solid brass.
- Any wording, up to 20 letters and numbers per line.
- Choice of solid walnut or ebony-black hardwood base on desk styles.
- Special adhesive cushion on door styles. Sticks to any clean surface, never slips, can be removed and re-used. No screws or holes.

### two-line

## DESK-n-DOOR markers

When ordering two-line DESK-n-DOOR Markers, please indicate which line is to be engraved in small letters. An easy way is to write S/L for SMALL over LARGE: L/S for LARGE over SMALL; S/S if BOTH lines are to be small.

Great for gifts—to give or get!

WE SHIP WITHIN 48 HOURS

SATISFACTION GUARANTEED OR  
YOUR MONEY BACK!

*Spear* ENGINEERING COMPANY

375 Spear Bldg., Colorado Springs, Colo.

### Desk Styles

with bases 8½" x 2"

Style AKE, aluminum bar on ebony base, or \$1.95

Style AKW, aluminum bar on walnut base } postpaid

Style BKE, brass bar on ebony base, or \$2.95

Style BKW, brass bar on walnut base } postpaid

### two-line

### Desk Styles

7" x 1"

Style AOF

aluminum } \$1.95

postpaid

Style BOF (brass) } \$2.95

postpaid

### two-line

### Desk Styles

bases 8½" x 2"

Style AOKW, aluminum bar on ebony base, or \$2.95

Style AOKW, aluminum bar on walnut base } postpaid

Style BOKW, brass bar on ebony base, or \$3.95

Style BOKW, brass bar on walnut base } postpaid

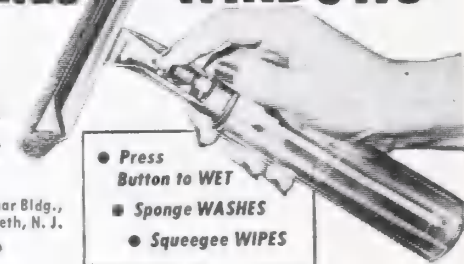
## Amazing New Dripless Wonder-Washer WASHES and DRIES Without Hard Work!

Makes dirtiest windows, mirrors, glass, etc., sparkling clean—in seconds! Fill transparent handle with water and detergent, press the button—and you get a brilliant shine. No streaks, no lint, \$1.98 postpaid. Guaranteed. Send cash, check or money order.

*Mrs. Dorothy Damar*

383 Damar Bldg., Elizabeth, N. J.

IN CANADA: Delivered to your home, \$2.49  
77 Vitre St. West, Montreal, Que.



- Press Button to WET
- Sponge WASHES
- Squeegee WIPES

**Androl**

presents

**ALL PLASTIC  
Sun-Mat**  
WITH FITTED  
TERRY CLOTH COVER

Designed by  
"ROLLAND"

**Masland  
Duran**  
ALL-PLASTIC

Guaranteed by  
Good Housekeeping



ATTACHED POCKET  
HOLDS CIGARETTES,  
COSMETICS, ETC.

### Check these features:

- Extra thick vinyl foam
- Light and Compact
- Durable all-weather wear "Duran" plastic
- Fitted Terry Cloth Cover
- Permanently Sealed, Electronically
- Attached shredded foam pillow
- Special "Carry-All" Pocket for bathing suit, etc.
- Sanitary; easy to clean!

### Specify your choice of color:

Aqua Light Blue Cream Light Green

### Extra BONUS features:

- Folds into small, neat pack for car
- Easy-grip handles

Let **Sun-Mat** Make It a Glorious Summer!

-the ultimate in relaxing comfort

Send Check or Money Order; no C.O.D.'s

**DELUXE—Size 70" x 22"**

**\$16.95**

**CAR TRAVELER—Size 70" x 22"**

**\$14.95**

**JUNIOR—Size 55" x 18"**

**\$9.95**

Add \$5 for Maroon Lizard Pattern

We pay all postage!

Enjoy every minute in the sun with SUN-MAT! You'll feel the luxurious softness the second you stretch out on the generous over-sized SUN-MAT. You'll tingle with satisfaction throughout the summer, everytime you use SUN-MAT, whether at the beach, the lake, seashore, picnic or in your own back yard!

### ANDROL INDUSTRIES, INC.

122 Fifth Ave., New York 11, N. Y.

Please send me IMMEDIATELY the following Sun-Mats:

Deluxe-Color: \_\_\_\_\_; \$16.95 \$ \_\_\_\_\_

Car Traveler-Color: \_\_\_\_\_; \$14.95 \$ \_\_\_\_\_

Junior-Color: \_\_\_\_\_; \$9.95 \$ \_\_\_\_\_

Add \$5 for Maroon Lizard Pattern

I am enclosing \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_





**Eight Spices At Your Fingertips!  
Revolving Spice Rack**

An orderly space-saving spice department with cans in plain view and easy to reach! Rack installs under any shelf 9" wide or wider and holds 8 standard cans firmly between rubber-coated rustproof fingers. Just turn it to get the spice you want! Rack is 7" across, 1" high and is finished in snowy-white. Order today! No. 7517-6, Revolving Rack, \$1.00 postpaid. Write Now For Exciting New Catalog!

**Miles Kimball**

72 Bond St., Oshkosh, Wisconsin



**special offer!  
Georgian roll-back cover  
candy dish**

F. B. Rogers Silver Company's authentic silverplated reproduction of an 18th Century English dish with magnificent Lions Head feet. Use it to serve candy, nuts, butter or cheese. 5-inch height, 5-inch width. Removable hand-made glass insert.



Send mail orders to The Fair, Fort Worth 1, Texas No CODs, please.

**\$7.95** tax included postpaid

66 YEARS IN FORT WORTH



**"Jiffy" Hot Pot \$2.95**

HOT COFFEE... Add water, plug in electric outlet... in a jiffy... boiling water for your favorite "INSTANT." Jewel-like polished aluminum, 3 cup capacity. Anywhere... quickly... at home, work, motel, hotel, 400 watt Emerson element boils water superfast. Hot water for many uses... Tea, Cocoa, Bouillon, Boiled Eggs. Insert tumbler and it becomes double boiler—Heat soup, chili, baby food, U. L. approved. \$2.95 ppd. Uses standard appliance cord. With 6' cord add 89c. Carol Beatty, Dept. O-E7, 7410 Santa Monica Blvd., Los Angeles 46, Calif. FREE CATALOGUE included.



**HITCHING POST LAMP**

... in miniature is a colorful jockey with red pants and cap and green vest, whose hanging lantern gives just enough light to illuminate a dark front path, entrance steps or carport. Inside, it would be a terrific night light in the hall. Cast aluminum in enameled colors, the jockey mounted on a black post, it's 12" high.

**\$10.95**

ppd. Sorry, no C.O.D.'s

**Beverly Baker**

Dept. HB-7 Box 135 Darien, Conn.

**FASHION CLOSE-UPS**

These magnifying glasses take on the newest optical shape—they're lorgnettes. (You hold them close to your eyes—not the paper). Perfect for programs, menus, etc. Opalescent lucite frames are black, pale blue, gray, white or brown.

Large butterfly sunglasses... a new shape that casts a flattering shadow. Fine 4-base green polished lenses protect the eyes of the wearer. Lucite frames are black with white, candystick red.

Sorry, no C.O.D.'s  
Write for catalog.



**\$6.95** each pair, ppd.

Each fits neatly into its own smart case.

**Aimee Lee**

Dept. B-7 545 Fifth Avenue, New York 17, N. Y.

**ELECTRIC STONE FOUNTAINS  
NO PIPES—JUST PLUG IT IN**

A cherubic girl holds a duck which spills water into a delicate shell that conceals the sealed water pump.

**FOR GARDEN OR INTERIOR**

Height 30"—shell 27" x 28" x 9" complete with pump—\$110.00 F.O.B. Chicago.

**NEW CATALOG**

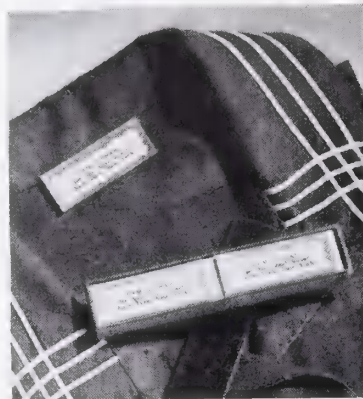
Send 10c for catalog showing fountains, garden statues, house figures, nudes, cherubs, etc.

**Raphael Groppi Studio**

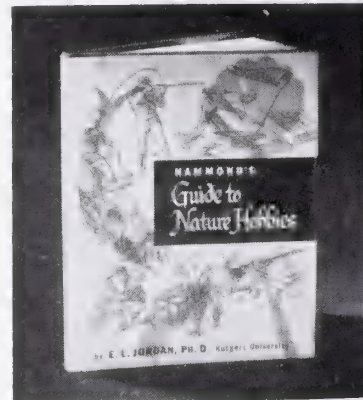
1759 Sedgwick St., Chicago 14, Illinois



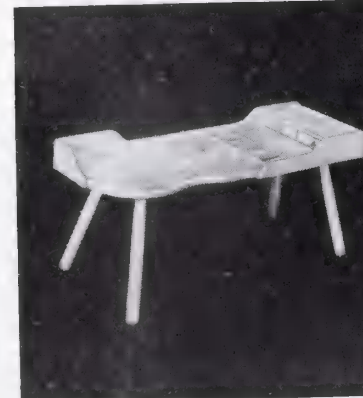
# WINDOW SHOPPING



**STABLE LABELS** are these that you iron right onto fabrics, and they stay there. You get an ample supply for the children's camping and school clothes, your husband's hunting equipment, or your own personal uses. White cloth labels with borders have full name and 2- or 3-line address printed in black. Plastic box of 50. \$1; 100, \$1.75; 200, \$3.25. Ppd. Handy Labels, 20 Jasperson Bldg., Culver City 3, Calif.



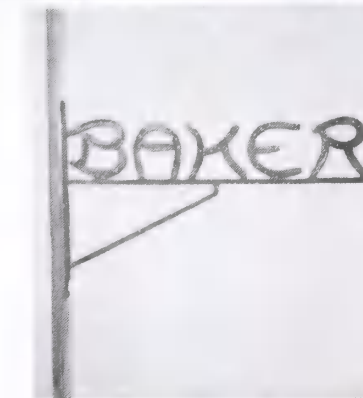
**HOBBY-HUNGRY CHILDREN** and their Mothers and Daddies will eat up the ideas in *Hammond's Guide to Nature Hobbies*. With many photographs and illustrations, it tells about shell collecting, rocks and minerals, birds, wildlife photography, plant hobbies, aquariums, butterflies and insects, hunting and fishing. 9 1/2" x 12 1/4" page size. \$1.95 ppd. Radak Co., 505 Fifth Ave., New York 17, N.Y.



**COBBLER'S BENCH**, an authentically detailed reproduction of a Colonial favorite, is constructed of birch or maple (specify), and sanded smooth, ready for your deft touch with paint, varnish, stain or lacquer. It comes completely assembled, is just \$24.95 shipping charges collect. Meadowbrook Industries, 2268 Bellmore Ave., Bellmore, N.Y.



**COME TO GRIPS WITH HOT POTS** and sizzling casseroles with the Kitchen Gripper. The swinging jaw hooks over the rim of any size container and lifts it from stove or oven without any chance of burned fingers. You'll use it, too, to open and close oven doors and rotisseries. Be sure to get one for your Outdoor Chef! \$1 ppd. Albe Trading Co., 485 Central Park West, New York 25.



**IT'S A LUCKY SIGN** that spells out your name in letters made of real and very lucky ponyshoes! Any name up to and including 7 letters is welded to a black wrought-iron bracket that measures 12" high and 25" long. In a dull black finish, \$8.50. Add \$1 extra per letter for longer names. Ppd. and shipped 2 days after receipt of order. Horse-shoe Forge, Lexington, Mass.

(Please turn to page 43)



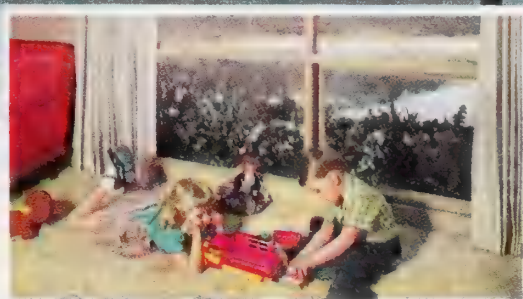
# Made by Pittsburgh Plate Glass Company ... the world's finest insulating glass "TWINDOW"



- Keeps rooms more comfortable winter and summer
- Reduces window fogging and icing
- Cuts heating and cooling costs
- Provides the most convenient form of storm window insulation
- Wide range of standard sizes

**M**ORE and more American home buyers, as well as those interested in remodeling their present houses, are insisting upon the use of Twindow for every room—because they know that this *twin-glass* windowpane, with insulation built in, gives a lift to living. They know, too, that Twindow offers substantial savings in heating and cooling costs, minimizes cold air drafts, reduces fogging on roomside surface of the glass, effectively muffles outside noises, saves labor of putting up storm windows in the fall and taking them down in the spring.

That is why we urge you to make it a *must* to have this world's finest insulating windowpane installed — whether you are building, buying or remodeling. When you do this, your home will acquire a new dimension of spaciousness, light, comfort and beauty. It's really luxury living at a price that's less than you think!



**WARMER ROOMS.** Twindow's exceptional insulating properties seal out cold air in the winter, keep your rooms more evenly comfortable ... more healthful.



**COOLER ROOMS.** In the same way, Twindow's remarkable insulation cuts down on the amount of outdoor heat entering your rooms in hot summer weather.

Casement picture window unit manufactured by Andersen Corporation, Bayport, Minnesota



## TWO TYPES OF TWINDOW®

**METAL EDGE.** Ideal for large windows and where maximum insulation is needed most. Constructed of two panes of  $\frac{1}{4}$ " clear-vision Plate Glass, with a  $\frac{1}{2}$ " sealed air-space between. Exclusive stainless steel frame means no bare edges to chip or mar. These Twindow insulating glass units are sturdy as well as beautiful.

**ALL-GLASS SEALED EDGE.** Precision fabricated unit, smooth, all-glass welded edge, high insulating value make this the favorite for smaller window openings in every room. Constructed of two panes of  $\frac{1}{8}$ " Pennvernon—"the quality window glass"—with  $\frac{3}{16}$ " air-space between. Moderately priced.

**FREE BOOK.** See your architect or builder for complete information about Twindow and the various types of sash in which it can be used. Meanwhile, fill in and return the coupon for the full story on Twindow.

### PLEASE PRINT

Pittsburgh Plate Glass Company  
Room 6252, 632 Fort Duquesne Blvd.  
Pittsburgh 22, Pa.

Without obligation on my part, please send me your free book on Twindow ... the world's finest insulating glass.

Name .....

Street .....

City ..... Zone ..... State .....

If you live in California, Oregon or Washington, send to W. P. Fuller & Co., Room 819, 301 Mission St., San Francisco 4 Calif.



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

**PITTSBURGH PLATE GLASS COMPANY**

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED





# Case

PLUMBING FIXTURES  
... of COURSE

Where people want the best, you'll find vitreous china bathroom fixtures by CASE. Matchless in quality. Matchless in beauty, comfort and protection. For example, the traditionally famous CASE Non-Overflow One-Piece\* (shown) with the whispering flush. Only CASE vitreous china fixtures are in 32 decorator colors and sparkling black and white. May we help you?

CASE MANUFACTURING CORPORATION  
34 Main Street, Buffalo 3, New York

Please send me complete information on this time-tested famous water closet.

Name

Address

City

\*Patented







# WINDOW SHOPPING

CONTINUED FROM PAGE 40

**ICE BY THE GALLON** stays icy for a whole day! And hot foods keep piping! A new kind of material that is light and airy gives superb insulation to this unbreakable ice bucket. It's black with a white cover and is set in a removable, handled wicker basket. A great buy for summer beach trips, patio suppers. \$9.95 plus 50¢ post. Jeb's on the Santa Fe Trail, Waverly, Mo.

**REST OR EXERCISE** on the versatile Rx Lounge. Basically it's a contour chaise. But the perfectly balanced pivotal action let's you s-t-r-e-t-c-h with your whole body supported the way water supports a swimmer. Black wrought-iron frame with coral, green or turquoise canvas sling, it folds flat for carrying. \$29.95 exp. chgs. coll. George Seeley Furniture Co., 1800 S. Brand, Glendale 4, Calif.

**TRAY TABLE** is a removable plastic compartmented tray in white, yellow, green or red on a black baked-on enamel stand. The tray, 13" x 12½" x 6", holds your glass, dinner and silverware, can sit on your lap, on a bed, on its stand. 24" is over-all height. \$4.95 each; set of 4 for \$18.50 in one or assorted colors. Ppd. Windover Co., P.O. Box 3033-B, Evansville, Indiana.

**SWEET CHARIOT** for your backseat Butch is Baby-Ride, the safe car crib. Easily installed on the back of the front seat and suspended by straps, it doesn't interfere with sitting space, folds down when not in use. Aluminum tubing frame has washable denim crib hammock in blue, beige or pink 33" x 14" x 8"; with mattress pad, \$9.95 ppd. California Ways, Dept. HB-B1, San Mateo, Calif.

**PROTECTO-VENT** is a simple device that fits any window of any car, needs no hooks, screws or assembly. It's a tamper-proof vent that lets fresh air in, keeps children and pets from falling out, protects car from burglary, keeps it cool without leaving window open. State make and model of car. Each vent is \$3 ppd. Protecto-Vent Co., Dept. 7, 7100 Brompton Rd., Baltimore 7, Md.



## 4-Pc. BLUE WILLOW SALAD SET

Imported from the Orient especially for your fresh summer salads . . . so pretty that anything served in it tastes twice as good! Beautiful porcelain salad bowl is patterned with the famous BLUE WILLOW design, rests on a black iron standard. Matching porcelain-handled wooden salad servers are 11½" long. Bowl has 10" diameter. The 4-pc. Set at a summer-special price!

**\$4.95 Complete**



**Ward Phillips**

7 East Main Street  
Carpentersville 1, Illinois



Champagne  
Toast

. . . for the Bride and Groom. Our double champagne glass meant for sharing at the reception is etched appropriately with the opening bars of Lohengrin, the first names of the young couple and the date of the wedding. A symbol of a happy beginning and a tender memento for the years to come. Gift-boxed and postpaid. **\$8.50**

No C.O.D.'s, please Catalog on request

*Holiday House*

17 Bellevue Theatre Bldg. Upper Montclair, N.J.



## Monogrammed SUN and SURF Beach Towel

For Men  
and Women

Sun yourself in luxurious comfort on this thick, super-soft Sun and Surf Beach Towel. It's a whopping big 6 ft. x 3 ft.

"blankette," made of cloud-white terry cloth. Gives full length protection against sand and insects, doubles as wrap around robe. Personalized with initial and crest in royal green and gold. Use it for bath, beach, backyard sunning, vacations. Fun to own; wonderful gift. Print initial plainly. Each ppd., only . . . **\$3.98**

**Special! 2 for only \$7.65**

No C.O.D.'s Please.  
Satisfaction Guaranteed

**GLASSCRAFT** 920-B Chicago Ave.,  
Evanston, Illinois



Keep Delicate Apparel  
Fresh and Lovely in This

## GIANT CRYSTAL BOX

Here is the very thing you've been looking for to protect your delicate finery from harmful dust particles. Made of durable polystyrene, this attractive box and its snug-fitting cover are crystal clear, so its contents can be seen at a glance. It is 15" x 11" x 6" high—large enough to hold a dozen sweaters or blouses, or a dozen slips and nightgowns, or several knitted suits. Fits easily on closet shelf.

Perfect for safe, practical  
off-season storage.

**\$4.95**  
ppd.

No C.O.D.'s or Stamps, Please

## NATIONAL HANGER COMPANY

Dept. HB-6, 15 West 18th St., N.Y. 11, N.Y.



## Feathered Birds

Fat little feathered birds, so lifelike you expect them to fly away. Colorful canaries, parakeets, cardinals, swallows in green, blue, red, yellow. Each comes on chenille covered wire to perch among your flowers, on drapes, lamp shades. Make darling tie-ons for gift packages. Each bird 3" long, fully feathered. 6 assorted \$1.89 ppd. No C.O.D.'s. Money back if not delighted.

**HUSS BROS.** 800 N. Clark St., Dept. 15-G  
Chicago 10, Illinois



## COLORFUL JAPANESE

Imperial Butterfly

## LANTERNS

FOR PARTIES  
FESTIVALS  
HOME DECOR



## A BLAZE OF EXOTIC COLOR!

Bring in the atmosphere of the enchanting Far East to glamorize the occasion. So colorful for your home decor, too! Be different with these imported authentic creations. Immediate shipment; Cash, Check or M.O. **MONEY BACK GUARANTEE!**

SEND FOR OUR FREE CATALOG OF  
FAR EAST DECOR FOR YOUR HOME

**Lindsley Import & Export Co.**

3810 N.W. 17th Ave., MIAMI, FLA



# METALCRAFT

originations by

## KOCH

lead a  
double life  
to lend

More Pleasure  
to  
your

"LEISURE  
LIVING"

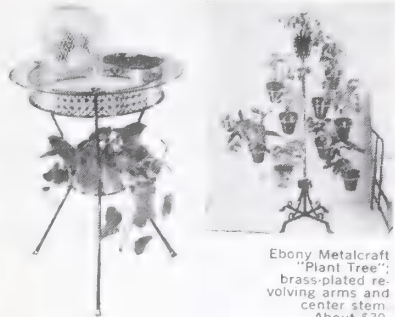
Black Metalcraft  
"Disc Jockey" with  
full-swivel casters  
in brass. Dozens  
of uses! About \$18.

Stack Stools in jet  
Metalcraft. Colorful  
covers easy to clean.  
Set of 4 about \$30.

Smart Hostess Cart  
in brass Metalcraft  
with black remov-  
able trays. Brass-  
plated, full-swivel  
casters. About \$40.

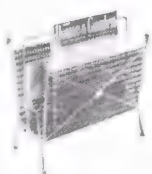
Folding Com-  
partment Table  
in Black; tray in range  
of colors.  
About \$5.

Smartly decorative . . . ever  
useful . . . Koch Metalcraft  
accessories fit perfectly into  
your modern pattern of more  
casual and leisurely living!  
Offered by better stores every-  
where in Satiny Black —  
trimmed in Glowing Brass —  
America's most complete line  
of exceptional wrought metal  
pieces, at modest prices. Write  
NOW for your FREE Metal-  
craft Decorator Guide, filled  
with new ideas for zestful  
leisure living!



Ebony Metalcraft  
"Plant Tree":  
brass-plated re-  
volving arms and  
center stem.  
About \$30.

Grecian Lamp  
Table in black  
with brass trim.  
Removable crystal  
top. About \$16.



Matching Waste-  
basket and Magazine  
Rack in brass-framed  
black with black or  
white insert. Each  
piece about \$12.

(Prices slightly higher some areas.)

**GEORGE KOCH SONS, INC.**  
DEPT. HB-3, EVANSVILLE 4, INDIANA

# DECORATOR'S DIARY



*Observations on the state  
of the home furnishings market  
by a decorator who covers the show-  
rooms with notebook and camera*

Mrs. Haynes Winthrop could prob-  
ably underwrite custom-made bed-  
spreads for every bed in New Jer-  
sey, where she spends her summers  
high on a hill overlooking the Dela-  
ware Valley, in a genuinely hos-  
pitable late 19th-century country  
mansion. There must be 15 bed-  
rooms in the house, most of them  
high-ceilinged, airy, bay-windowed.  
All are comfortably patterned in  
garden-flower wallpapers which are  
as essentially part of the quality of  
this old place as the heavy, old-fash-  
ioned white wicker on the porches  
and the Adirondack chairs by the  
tennis courts.

Each of these bedrooms is usually  
occupied every week end from June  
through October, for the Winthrops  
are a gregarious older couple,  
blessed with gregarious children  
and something like ten gregarious  
teen-age grandchildren. The Win-  
throp bedding takes quite a beating  
during the course of the season.  
Besides the wear and tear, there's  
the necessity for constant washing  
which is pretty fatiguing to most  
fabrics, as we were aware when we  
decided to refurbish the rooms  
with bedspreads.

"I wish I could shut my eyes and  
cover the whole business in denim,"  
said Mrs. Winthrop. "But I do so  
want to keep the rooms looking as  
crisp and freshly laundered as they  
used to in the old days when we  
had hem-stitched French voile  
spreads and a permanent laundress  
on the premises. I've been wonder-  
ing if I could find some ready-  
made spreads in some of those new  
synthetic fibers . . ."

Well, her wonderment was my  
command, because I, too, had been  
wondering whether the new, easily  
washed, quick-drying, reputedly  
carefree fabrics could actually pro-  
vide the well-made, substantial  
good looks that clients of Mrs. Win-  
throp's caliber demand. They can,  
of course, as I learned on a visit to  
Richard Loeb's showroom.

Here I found the lovely answer  
in an embroidered and quilted bed-  
spread in sheer white Dacron (the



## Quilted Dacron Bedspread

name for du Pont's polyester fiber,  
specially notable for its non-wrin-  
kling, its easy and quick washing  
and drying, and the way it keeps  
its shape and finish after laundry).  
The top surface of the spread ac-  
tually amounts to a summer quilt,  
filled, marvelous to relate, with  
Dacron fiber batting, so that the  
filling and its covering both share  
the same kind of easy washability  
and quick drying. The quilt pattern  
is a delicate puckering that outlines

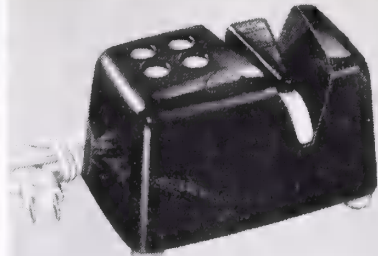
(Please turn to page 46)



Look for this Homemaker®  
Open-Stock Merchandiser  
at these reputable  
well-known stores:

Albany	John G. Myers Co.; Whitney's
Albuquerque	J. Korber & Co.
Allentown	Zollinger-Harned Co.
Atlanta	Rich's, Inc.
Bakersfield, Cal.	Weill's
Baltimore	The Hecht Co.; Hochschild, Kohn & Co.; Hutzler's; S. & N. Katz; Stewart's
Bethlehem	Bush & Bull
Binghamton	The Fair Store
Birmingham	Loveman's
Boston	Jordan Marsh Co.
Boulder, Colo.	Valentine Hardware Co.
Bridgeport	D. M. Read Co.
Cleveland	The Highbee Co.
Colorado Springs	Davis & Klunder
Dayton	Rike Kumler
Denver	Daniels & Fisher; Denver Dry Goods
Des Moines	Yunker's
Elizabeth, N. J.	Jersey State Electric
Greensboro, N. C.	The Meyers Co.
Hartford	G. Fox Co.
Hazleton, Pa.	Jere Woodring Co.
Indianapolis	L. S. Ayres Co.
Kansas City	Emery Bird Thayer; The Jones Store
Little Rock	Gus Bliss
Los Angeles	Dohrmann's
Louisville	Stewart Dry Goods Co.
Madison	Wolfe, Kirby & Hirsig Co.
Miami	Burdine's
Milwaukee	Ed Shuster Co.
Montgomery	Montgomery Fair
Morristown, N. J.	M. Epstein Dept. Store
Mt. Clair, N. J.	Bogart & Hansen
Nashville	Cain-Sloan Co.
Newark	Wiss Sons, Inc.
Oakland	H. C. Capwell Co.; Hale's; Kahn's
Oklahoma City	John A. Brown Co.
Olyphant, Pa.	Feather Gift Shop
Omaha	Orchard & Wilhelm Co.
Pasadena	Bullock's
Patterson	Meyer Bros.
Philadelphia	John Wanamaker
Phoenix	Bostrum's
Portland	Lipman Wolfe; Meier & Frank; Olds & King
Providence	The Shepard Co.
Sacramento	Rhodes
St. Louis	Famous Barr
Salt Lake City	Z. C. M. I.
San Diego	Dohrmann's
San Francisco	Chas. Brown & Son; Dohrmann's; The Emporium; Hale's; Macy's; California; The White House
Santa Barbara	Ott's
Santa Monica	Henshey's
Schenectady	H. S. Barney Co.
Scranton	Carter's, Inc.; Cleland Simpson Co.
Seattle	Berliner's; Bon Marche; Ernst Hdwe. Co.
Syracuse	The Addis Co.; C. E. Chappell & Sons, Inc.; Dey Brothers
Toledo	Lamson Bros.
Westwood, Cal.	Bullock's
Wichita	Innes Co.
Wilkes-Barre	Fowler, Dick & Walker; Lazarus Store

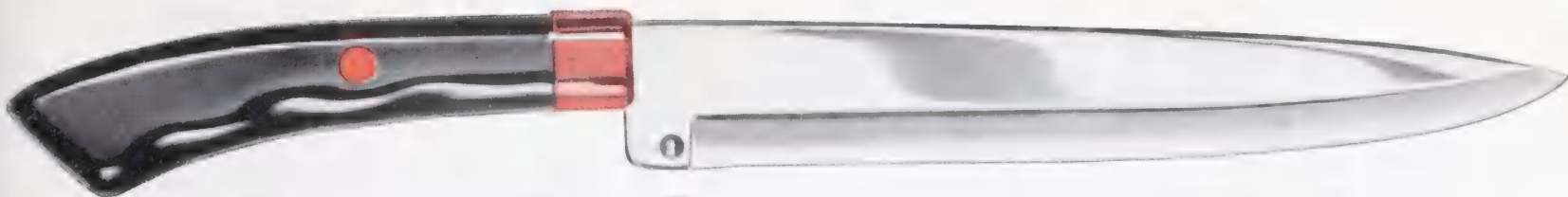
©1956 Chas. D. Briddell, Inc.



## SPECIAL AT THE ABOVE DEALERS

New Electric Knife Sharpener—prac-  
tical, professional sharpener at a  
popular price. Full year war-  
ranty. UL approved. Only **\$9.95**





*Chef, 8" blade . . . \$4.25*

World's finest knives



*Carver, 8" blade . . . \$4.25*

with razor-keen blades



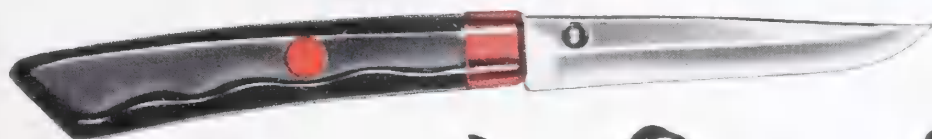
*Fork, . . . \$3.95*

guaranteed for life...



*Utility, 6" blade . . . \$3.75*

Homemaker Cutlery



*Parer, 3" blade . . . \$2.25*

by Carvel Hall

Not illustrated:

*Slicer, 10" blade . . . \$4.95*

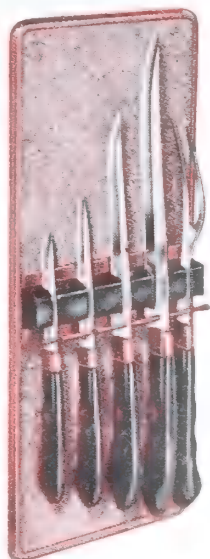
*Vegetable, 4" blade . . . \$2.50*



©1956 CHAS. D. BRIDDELL, INC., Crisfield, Md.

Purchase Homemaker Cutlery in open stock  
or in 5-piece set with copper Knife-Plak  
for wall mounting . . . . . \$19.95

Also available with ivory and chrome handles



**NOW IN OPEN STOCK . . .  
a knife for every need!**

Here are truly sharp knives . . . double hollow ground and honed to cut the labor out of cutting chores. Add gleaming beauty . . . add a guarantee of lifetime service . . . and you have Carvel Hall Homemaker Cutlery. And it's now available in open stock! Get pieces as you need them; for slicing, paring, carving, trimming—and build your set at your convenience. Ideal for gifts or indoor-outdoor living. At your favorite cutlery counter . . . see opposite page for just a few Carvel Hall dealers across the country.



CONTINUED FROM PAGE 44



**COLLECTOR'S CHEST**

...in silver-leaf finish, mounted on Mahogany table. Send for illustrations of various styles. Kittinger Company. 1885 Elmwood Ave., Buffalo, New York.

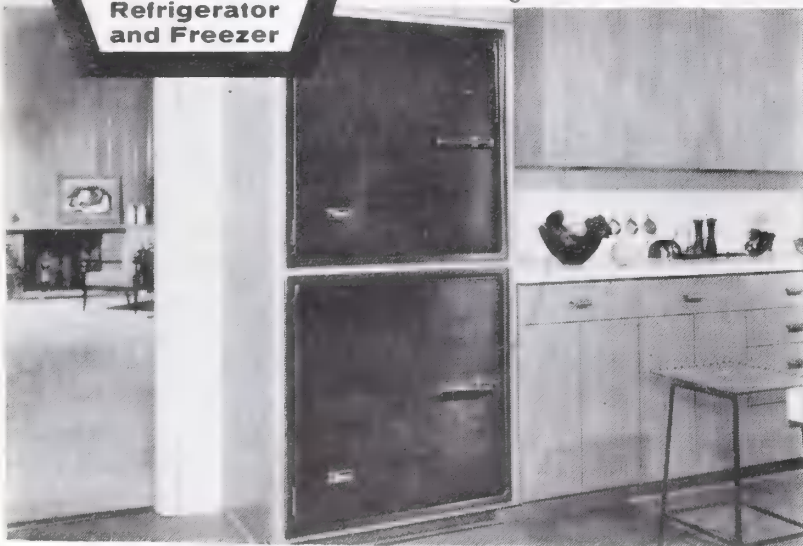


Sold through Leading Decorators and Dealers

BUFFALO • NEW YORK • CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO • DALLAS



*make a showplace  
out of your kitchen!*



Revco Bilt-In Refrigerators and Freezers are so new, so practical, so mechanically perfect and so beautiful that your kitchen becomes a showplace.

The refrigerator provides 8.4 cu. ft. of space. It's built into your wall, waist high, to bring foods to eye level, at your finger tips.

The matching, completely separate 6.3 cu. ft. Revco freezer can be placed

below, next to the refrigerator, or on the opposite wall. Versatility—lets you choose *any* arrangement. Revco Bilt-Ins adapt to any space, any place, high or low. There are colors galore! Choose stainless steel, antique copper or 25 custom colors.

For more information about exciting Revco Bilt-Ins, send coupon below for colorful new book "Trend-Setting Kitchens."

Send today for your copy of "Trend-Setting Kitchens." Please enclose 25¢ for mailing.



Revco, Inc., Deerfield, Mich. HB-76  
Enclosed please find 25¢ for my copy of "Trend-Setting Kitchens"

I plan to build ☐ remodel ☐ (Please check one)

Name

Address

City  Zone  State

white, Schiffler-embroidered star-shape flowers and their twining stems. The bedspread skirt, gathered around the quilted top, is sheer Dacron, clear as organdy.

For the windows, we discovered we could duplicate the embroidered sheer in multiple-tier floor-length white curtains. So we did.

Wish I'd been the first to think of the device that turns Margery and Bill Wolfe's 40-foot living room into the best party room I've seen this year. Practically one wall of the room is glass, opening onto an unroofed terrace, and beyond this the land slopes down to one of the prettiest little lakes in Westchester. That's the view.

When I first saw the room on a spring afternoon I thought how ideally it filled the polite requirements of a ladies' tea party which was going on there at that moment. Its colors are of the champagne, straw and chamois school, against walls painted in that sophisticated grayed green which is like the silvery color of olive leaves.

In color and atmosphere the room had such quiet mannerliness that I hardly noticed any of its architectural details, least of all the gray-green battery of trim louvered doors that lines one entire living room wall.

A week later I had the surprise of my life. The room, with curtains drawn and all lamps lighted, was giving an evening bon voyage shower. There was the usual clutter of ribbons and wrappings, the champagne glasses and the trays of hors d'oeuvres, and then, all of a sudden, there was a crowd around the piano. I did a double take. What piano? "Where did *that* come from?" I asked the host. "It wasn't here last week." "Sure it was," he said, "only you couldn't see it behind its closed doors."

It turns out that this little spinet piano lives in a closet all its own, built into the wall and covered with louvered doors which open and fold back flat against the wall. The piano bench is lightweight enough to be easily parked on top of the piano while it isn't being used. The piano can be played right where it is or, since it's equipped with easy-rolling casters, can be moved anywhere on the downstairs floor, including the terrace.

"What'll they think of next?" I asked. "For instance, there must be something else unseen behind the

rest of these louvered doors."

"You don't suppose that we are bereft of a television, a movie screen or high-fidelity equipment," said Bill, "and where do you think we stash the record albums and the sheet music?"

Opening the rest of the louvered closet wall, he disclosed the neat, now-you-see-it-now-you-don't placement of all these vital essentials to modern recreation.

"Whose idea was all this?" I asked.

"Mine," said Bill proudly.

Sometimes you wonder if you're in the right business.

Now the season of the window blind is upon us. It isn't as if we don't need something to control light and privacy all year round, but people just seem to get more conscious of this necessity, come spring and summer. Mrs. Nash, not the most tractable of my clients, called up rather assertively last month to demand I give my immediate attention to the blind situation in her Sutton Place apartment. "I don't like blinds at all, you know," she said, as if it were all my fault. "They look like big, gawking, blank faces, but I can't put up with that morning sun burning into the Kirman rug you persuaded me to buy for the living room."

I conjured up a picture of her living room—gray-beige painted walls, brightened by a few extremely good Japanese panels, a gray-beige hand-woven raw silk on sofas and armchairs, a limed walnut grand piano in the window and the most beautiful silky, restrained patterned rug that ever was loomed in or out of its native Iran.



**Sudari Prints**

The Frederick Charles Products' amenable Sudari Prints came right to mind. There are slender-slatted bamboo blinds which can



be painted any color in Glidden's Dramatone paint range and then patterned with a choice of silk-screen-printed motifs (stars, fleur-de-lis and Mayan, Japanese and Polynesian designs) to harmonize with the decoration in practically any kind of room. They may also be custom-colored and printed with custom-order motifs. They come in either roll-up or traverse-curtain style. They may hang as draperies or wall coverings. They may be lined in sateen, chintz or, for a smart shower curtain, in vinyl film. And, what's more, to banish all danger of the "blank-face" look, it is possible to stencil reproductions of the same motifs on the walls surrounding the blinds or elsewhere in the room.

A call to San Francisco to Dameron and Kaufmann, who distribute these blinds, brought a sampling of stock motifs, a price list, and the specific information I needed to put Mrs. Nash in a good humor for days running. Blinds and two walls, ever so sparsely patterned with oriental characters, printed in a color about four tones darker than the gray-beige walls, have actually done even more than solve the lady's problem for the summer. So entranced is she that she's talking now of leaving the room just as it

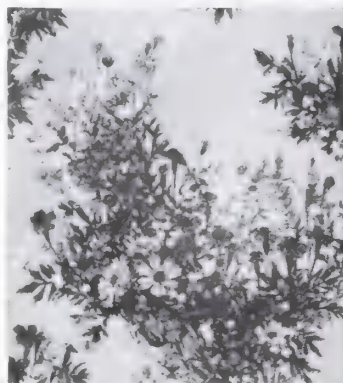
is all the year round, blinds and all.

As I was turning a rack in the print department at Cheney-Greeff's showroom, I was stopped in my tracks by a flash of iris and aqua and turquoise. Immediately I was reminded of the violet-blue eyes and gently curling pale blond hair of Lydia Calvert who, let's face it, never dresses herself or her house in any colors but the most sympathetic shades of blue. One look at this happy mélange of her favorite colors, in a spirited patterning of summertime flower bouquets, and she'd be inspired, I was sure, to do over that ocean-facing living room at Watch Hill. It is honestly in need of a change from its rather severe navy blue and teal blue sailcloth of a few years back.

So I invited her for lunch, waved the sample length at her, and am now embarking on a project involving the matching of vinyl plastic upholstery material to the three basic blues in the fabric. We're covering the white wrought-iron chairs in the dining area in a medley of these blues, all to surround a white iron table; we'll paint the walls and floors white; we'll fling a few aquamarine nylon tufted rugs where needed—at the sofa, under the dining group, in the two win-

dow-seat areas that look out to sea over the white-railed sun deck. Sofas and armchairs and a kind of half-way café curtain I've been dreaming up to create some kind of privacy from the eyes of beach-trotters without blocking the view of the blue, blue ocean—well, these will naturally be of our beguiling flowery blue fabric.

And, believe it or not, this turns out to be cretonne, of all things—a fabric I had always associated with the ugliest of mud-brown patterns or with the wild draperies that used to hang in the store windows of gypsy fortune tellers. Cretonne, the



"Betsy" Cretonne

polite young man in the showroom said, is not the name of any one type of pattern, but simply means printed patterns on certain cotton weaves, usually with a natural col-

or background. But freshly colored, imaginatively drawn subjects are now typical of cretonne patterning, just as in all printed fabrics.

This particular one comes in five different and delicious color combinations, including a copper-gold-mustard that would make your heart sing. Its name is "Betsy" and it's one of the Plaisance group of 100% cotton cretonnes; the repeat of the bouquet is 25 inches deep; the width of the fabric is 50 inches; its cost is less than \$6 a yard.

"Whatever are you trying to do?" I asked Mrs. Simpson in alarm, for I had come upon her surrounded by scraps of wallpaper, wielding a pair of scissors and looking the way you do when you can't get the thread through a needle.

"I am attempting to wallpaper a dirty, smudgy old switchplate which I can't stand to look at one minute longer," she answered. "This belongs on the dining room wall and I can't think of anything more unsavory than the sight of finger-marks staring you in the face while you're eating your dinner. But how in the world do you paste paper over this and still screw it to the wall without having the holes show?"

(Please turn the page)

## Featured in the 1956 PACE SETTER HOUSE

Stockwell's

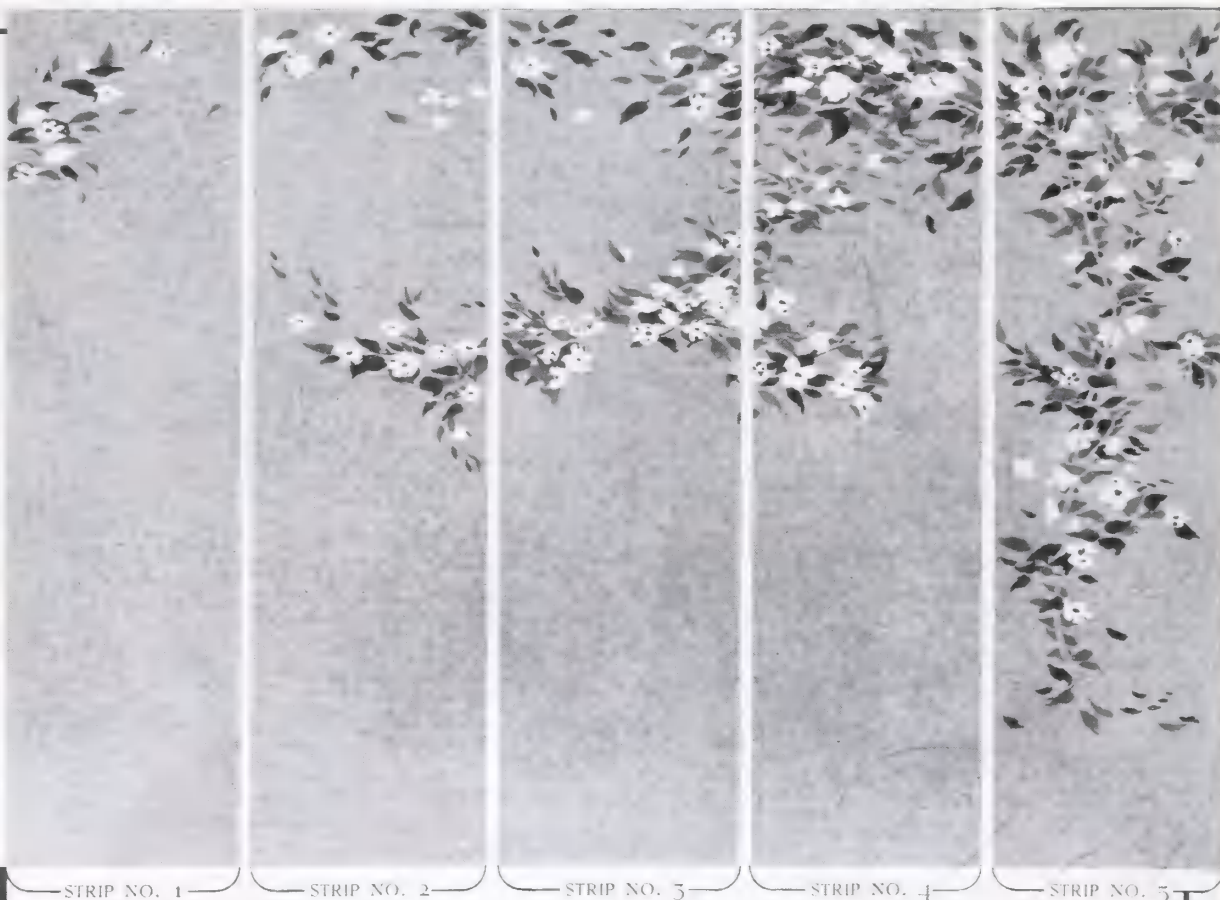
## SCENIC WALLPAPER

### Green Gate Hill

A new and different idea  
in backgrounds for today's  
interiors...inspired by the  
beautiful dogwood of New  
England and done in the  
sketchy Vertés technique.  
In lovely colors for both the  
important downstairs room  
and the feminine bedroom.

3262 WILSHIRE BLVD. • LOS ANGELES  
563 SUTTER STREET • SAN FRANCISCO  
552 SO. LAKE AVE. • PASADENA

Send 50c for  
full color  
miniature "GGH"  
to  
3262  
Wilshire Blvd.  
Los Angeles 5



Decorative Versatility... this scenic is composed of five 28" panels

which were designed so they could be combined in many  
different ways for wonderful decorative effects.



another new **Ritts** ORIGINAL

# SCANDIA



casual furniture  
with  
Scandinavian decor

Scandia—another Ritts original—full of classic charm  
and the warmth and grace of a fabulous ancestry.

Thirty-five Viking styled pieces for luxurious comfort  
in your living and dining rooms... foam rubber for real relaxation  
...all moderately priced. Stofa 300.

Cane trim. End table 60.

See Scandia now at your favorite furniture store.

Send 25 cents today for new color brochure—B-76.



RITTS CO. 2221 South Sepulveda Boulevard • Los Angeles 64, California

## pool construction? pool equipment? pool service?

... the answer  
is your nearest Paddock of California dealer

with over 35 years' experience, Paddock offers you  
the finest swimming pool service available anywhere  
... over 100 offices and licensed dealers to help  
you with any swimming pool problem. Write today  
for complete information.



**Paddock Pool Equipment Co.** HB756  
14606 Arminta St., Van Nuys, California

Please send booklet on construction..... ☐

Please send name of nearest dealer..... ☐

Name.....

Address.....

City..... Zone..... State.....

## DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

"A good question," I replied, "but you don't screw the plate to the wall *after* it's papered. You cover the plate while it's on the wall, and then with a thin, thin knife try to fold the paper edges over the edges of the plate. And that isn't easy. Besides you have to cut the paper so that the plate covering will match up with the pattern on the wall.

The switch itself is boxed in a removable Plexiglas casing. You can cover the switch with paper or a paint color to match the surrounding walls, then snap on the Plexiglas casing and there's your unobtrusive matching switchplate. The installation of this one-button control can be made on regular household current."

In the whole list of home furnishings elegancies, hardly any category seems more psychologically sumptuous than flocked wallpaper. What could be a richer covering for a wall than the princely luxury of velvet, which is what flocking looks like?

So, when Martha McAllister called to tell me she had a yen for some flocked paper in her new dining room, I was delighted at the prospect of a trip to look over the wallpaper market.

"Meet me at the Fine Arts showroom in half an hour," I said, for this firm has lately produced a new Flocking Collection.

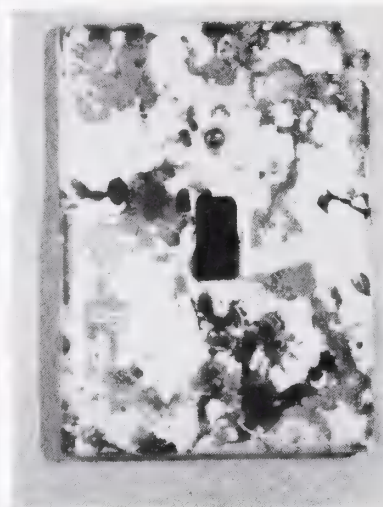
"Great," said Martha, "but please educate me first. I know what flocking looks like, but what exactly is it?" So I told her, reading slyly from some literature I just happened to have handy.

Flocking of paper began way back in the 17th Century to simulate the costly cut velvets and brocades with which princes and potentates decked their walls. It consisted in the old days of painting the paper with an adhesive and then hand-applying a tiny nap of short, stiff, woolen fibers. The paper then resembled velvet. Nowadays, a lot of commercially flocked paper is made by the mile with the flocking attaching itself to the paper mechanically. But in the fine hand-made flocked papers there's actually little change in the old handwork involved except that the nap or pile is now likely to be of cut nylon or rayon fibers.

Modern flocking differs from the original in design, too. Instead of every square inch of paper being coated with a velvety finish, usually only motifs or separated patterns are flocked. This means that the paper takes on the dimension and quality of depth. It may catch light interestingly, as velvety, plushy naps do, and so create a surface that intrigues the eyes.

Besides this, separated flocked patterns reveal their backgrounds, leaving the paper itself exposed.

(Please turn to page 120)



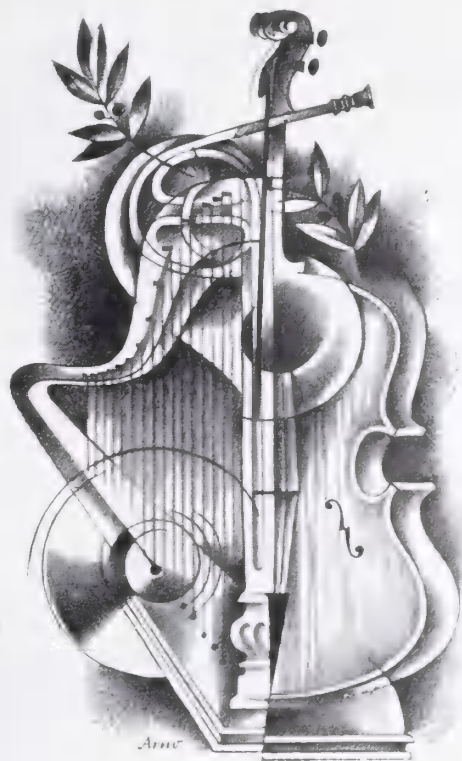
*Marbelized China Switchplate*

"But maybe wallpaper isn't the solution here at all. Your buffet and serving table tops are marble. Well, Abels Wasserberg has a compatibly black, white and gilt hand-painted china switchplate, 3¾" by 5¼", that may cure your dining-room problem in a flash. All you need do is attach it to the wall, wipe off with a damp cloth on cleaning day. Anyway, marble patterns tend to hide smudges. But you could have roses or dogwood or a harlequin pattern, too.

"Or perhaps you'd find it easier to work with one of the marble patterns of sticky-backed vinyl film, like Contact or Decoreze. Before you remove its paper backing, you can cut out a piece to fit over the switchplate precisely, because the paper backing is marked in inches for easy measuring. The stuff goes on like adhesive tape, peels off when you want it to and, since it's plastic, can be kept clean with a damp cloth. A brand-new transparent Contact is on the market now, so you might use this over a wallpapered switchplate.

"Or you can try the newest device of all, the Taplite, a switch and switchplate Henry Dreyfuss designed for Minneapolis Honeywell. It works with only a touch of your finger (or elbow, if your hands are full) on one single gold button, which turns lights on or off.





## How to enjoy a symphony—VI

*Born on the wave of last century's romanticism,  
Tchaikovsky's "Pathétique" continues to grow  
in popularity and appeal*

By RICHARD WILLIAMS

Timing is important in the world of art as well as in life.

A work of art has to be planted at the right time and into a prepared and receptive ground, if it is to make its effect, if it is to blossom into immediate popularity. If the ground is frozen, the public climate inclement, the work lies dormant.

Tchaikovsky's *Pathétique* was timed right. It appeared in the last decade of the nineteenth century (1893), when that part of the world which was receptive to art was ready for something "pathetic." It marked the culmination, the period and paragraph, of a century which has been called "the romantic century."

In the center of that century stood Chopin, who died in 1849, and Berlioz. *David Copperfield* was published in 1850. In the latter half of the century, as industrial and social problems became severer, darker colors were mixed into palette. The gentle roses were still used, but a few gray smudges began to show. Life was still romantic, though there was no denying its sadness. Arcadia was far away. One knew how far. One saw the ugliness. And one sighed.

Now the *Pathétique* came on the musical scene. It was an expression

of romantic world-weariness, of what Rosa Newmarch, Tchaikovsky's biographer, has called "the attractive luxury of woe." It suited people who were sorry for themselves and who saw the sadness of life while enjoying life to the fullest. This music expressed—and wonderfully well—the charm of suffering, the longing for longing.

Two other factors, aside, of course, from its great intrinsic worth, helped the *Pathétique* to immediate popularity. One was the title, which proved just as effective here as it had proved for Beethoven's sonata. There seems to be nothing like a good title to aid a romantic symphony—the public can understand what the work "means." Incidentally, the title was bestowed on the *Sixth Symphony* not by the composer, but by Tchaikovsky's brother, Modeste.

Yet another circumstance occurred to help give the symphony romantic fame and set it apart. The *Pathétique* was first performed in St. Petersburg under the composer's direction on October 28th, 1893. A few days after, on November 2nd, the celebrated composer was dead, having contracted cholera by drinking a glass of unboiled

(Please turn to page 115)

## ... house like an oven?



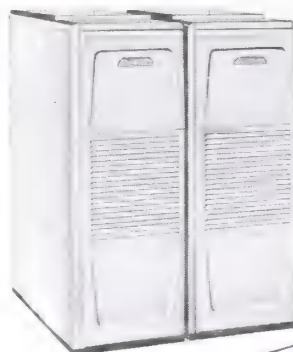
**NOW! A practical plan for year-round,  
house-wide air conditioning...from**

# Mueller Climatrol

**W**ILL the dog days bog down your interests and activities this summer... put your temper on edge? Now's the time to plan with the man from Mueller Climatrol for summer cooling at its blissful best.

The simplicity of it all! Whether you want a unit adaptable to your present heating plant... a self-contained cooling system... or complete year-round air conditioning — your size, style and budget requirements can all be satisfied. You get what amounts to custom-comfort. Moreover, your Mueller Climatrol dealer offers a conveniently flexible payment plan. Just state your pace.

Have a talk with that man from Mueller Climatrol soon. You'll find his installation service the finest in the field. He's listed under AIR CONDITIONING in your classified directory.



**COMPANION SUMMER AND WINTER AIR CONDITIONERS** can be installed one at a time... each is a self-contained package. Mueller Climatrol also makes economical coil units with remote water or air-cooled condensers. They're all part of the world's most complete line of heating and cooling equipment.

**MAIL COUPON FOR FREE BOOKLET**

**Mueller  
Climatrol**

**MUELLER CLIMATROL Dept. 176**  
2012 W. Oklahoma Ave., Milwaukee 15, Wis.

Please send me your free color-illustrated booklet on Mueller Climatrol heating and cooling equipment — "Making the Weather Behave."

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





A. MILLER FROM F.P.G.

Traditional American vacation choice is seashore vs. mountains. This sunny cove embraces one of Bermuda's beaches.

## How to leave home and like it

By MARION COUGH

Choose your mountains, from Wyoming to North Carolina.



FRITZ HENLE

We can remember a time when any normal red-blooded American's vacation was simply a choice between the mountains or the seashore some time during the months of July or August. And once you got away off there—50 miles or so from home—you stayed put until sufficiently relaxed to come back. A trip to Europe was so fraught with the packing of trunks, bon voyage parties and purple prose by the society editor, that the principals often spent the rest of their lives thinking they were something special. As for crossing the continent, coast to coast—here was a test of intrepidity for you! (“It was so hot crossing the desert, we had to keep the train windows down!”) And as for those Marco Polos who did it in their own cars—“Well, sir, we started to cross the prairie about four in the morning . . . had to carry enough food, water and gasoline with us for the whole trip, of course. . . .”

This is why there's something (*Please turn to page 118*)

*Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies and hotels.*



# CAN YOU GUESS how little it costs to panel a 12' x 8' wall in these beautiful woods?



**BIRCH.** Light, bright, cheerful as a walk in the park — likes bold room ideas and colors.

\$



**WELDTEX.** Striated—indoor, outdoor grades. Leave natural, paint or stain any color.

\$



**SAMARA\*.** From the heart of Africa to grace a wall in your home—amazingly low in price.

\$



**SURFWOOD.** Three-dimensional driftwood-like surface—paint, stain or leave natural.

\$



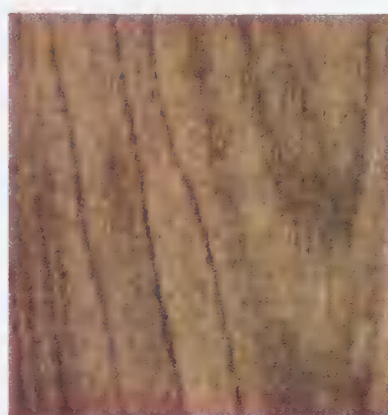
**NOVOPLY®.** An exciting new wood-plastic wall paneling in pine—shown here stained dark.

\$



**RIFT OAK.** Brings nature's beauty indoors to see and enjoy. Traditional but modern, too!

\$



**WALNUT.** Subtly luxurious, with a rich classic warmth that floods any room with beauty.

\$



**KORINA®.** Exotic hardwood from the Belgian Congo complements any type of furnishings.

\$

**IT'S ALL DO-IT-YOURSELF WELDWOOD AND EVERY PANEL IS GUARANTEED FOR THE LIFE OF YOUR HOME!**



Weekend carpenters will find Weldwood paneling easy-to-install.

Surprised at the difference between your guess and the approximate prices listed below? No wonder! Real wood paneling does have an expensive, away-from-the-ordinary look. But see how little it actually costs, especially when you install it yourself. Many of these woods are available prefinished, too, and with random-plank effects—called Weldwood V-Plank\*.

It's like living in a whole new room when you panel even a single wall with Weldwood, and remember it's *guaranteed for the life of your home!*

Ask your lumber dealer to show you samples of Weldwood paneling including easy-to-install prefinished Plankweld.® Also, new large size prefinished panels which can be installed without nails with Weldwood Contact Cement.

See the complete assortment of Weldwood Products, including superior Douglas Fir Weldwood, at any of 87 United States Plywood showrooms in principal cities. In Canada: Weldwood Plywood, Ltd. Before you buy, look for the Weldwood label on the back of each hardwood panel.

\*Trade Mark

## WELDWOOD®

REAL WOOD  
PANELING

United States Plywood Corporation  
Box 61, New York 46, N. Y.

Enclosed is 10¢ for full-color 32-page book of home decorating ideas, "Beautify Your Home with Weldwood Paneling."



HB7-56

NAME.....

ADDRESS.....

CITY..... STATE.....

Approximate prices for 12' x 8' wall: Birch \$47, Weldtex \$28, Samara \$25, Surfwood \$26, Novoply \$28, Rift Oak \$75, Walnut \$70, Korina \$60.





Before



## Touch of magic... through this looking glass

As you glance into this mirror, you are magically carried back into the color and adventure of the room. No longer is this area just a pretty wall . . . it's now an exciting part of a *living* room.

Add a little feeling of "wonderland" to your home. Because a wiggle or waver in the reflection would spoil the effect, be sure to select mirrors made of *Parallel-O-Plate*\* Glass, the most distortion-free plate glass made in America. Look for the label on mirrors at your department or furniture store, or mirror dealer's.

For your copy of our twelve-page, full-color mirror book, send ten cents to Department 1876. Name of mirror manufacturer on request.

\*®



LIBBEY • OWENS • FORD GLASS COMPANY, TOLEDO 3, OHIO

# PARALLEL • O • PLATE GLASS

*Twin Ground for the Truest Reflection*





ERNEST BRAUN

House Beautiful's  
**PACE SETTER HOUSE for 1956**

showing that remodeling is often the best way  
to achieve the finest living







*Why we chose a*

## Remodeled House

*as our*

## 1956 Pace Setter

This year HOUSE BEAUTIFUL presents as its Pace Setter a house that was built more than 40 years ago and recently remodeled. Every year we choose a house which is a striking example—a living, working model—of the new high standards in building, furnishing, decorating, landscaping and all other aspects of homemaking.

Since 1948 we have chosen *new* houses. Why, in 1956, have we selected a *remodeled* house as our important Pace Setter?

Because twenty million homes in America are more than 30 years old. Because many of their owners want to live better right where they are, by partially or completely remodeling their homes. To them we say, (*Continued overleaf*)

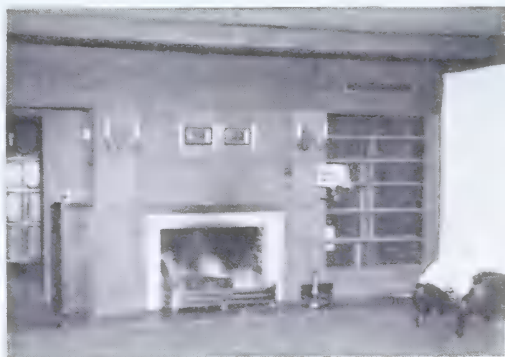




From the living room of this newly remodeled house one looks toward gardens in several directions: on the left, through the lanai toward patio garden, and, on the right, through dining room beyond fireplace wall toward deck and trees. Below is a view from entrance door, which opens into the lanai, toward the living room. Shoji-like panels may be drawn shut to close off the living room completely, if desired, or left open for greater spaciousness.



BEFORE



Symbolical of the sense of confinement in the house before remodeling is the view above of the former fireplace. Compare with same view to right. Note new, soaring ceilings, the sense of expansiveness and relaxed ease of living.





Why we chose a remodeled house . . . *continued*



A primary goal in remodeling was to provide specially designed backgrounds for the many treasures collected by the family over the years. Twelve rare plaques, for instance, were housed in four vertical sections of the bookshelves. To the right of the fireplace is a recess for an 18th-century desk. Other fine pieces were similarly provided for.

*Old treasures are now part of the newly remodeled structure*



BEFORE





BEFORE

"This is your issue." To the more than a million who are building new homes from the ground up, we also say, "This is for you, as well." And to all those whose plans include no more than some refurnishing or redecorating, we say, "This is for you, too!"

HOUSE BEAUTIFUL's Pace Setter for 1956 is a remodeled house, for many excellent reasons:

First: because remodeling is often the best way to achieve the best in living, when there is a good basis for remodeling and when the planning and execution are of a high, Pace-Setter quality, as here.

Second: because 1956 has been declared the year of Operation Home Improvement—a great nationwide, year-long drive on the part of government and industry, home-builders and *(Please turn the page)*







BEFORE



## Why we chose a remodeled house . . .

*continued*

homemakers to better the homes of America. We launched this drive with our issue of February 1956. Now we are climaxing the year's effort with an issue devoted to a Pace Setter which is a remodeled house.

Why this particular remodeled house?

Because it beautifully illustrates the fact that when there are good reasons for taking an older house and bringing it up to date, the results are often superb—as good as, and sometimes even better than, building a new house on entirely new grounds.

Certainly such was the case here. Since 1910 this house and these grounds were the home of the same family. They loved their garden and their neighborhood, they were deeply attached to the house itself—its memories, its treasures, its history, its associations.

It was a large, rambling house with ideal possibilities for a large, active family of six. The owners, who incidentally prefer remaining anonymous, and their architect, Morgan Stedman. (*Continued overleaf*)

Almost the entire story is contained in the contrast between the *before* picture (above) and the *after* (right). Before there was a breakfast room outside the dining room. Now there is a deck, dramatizing the new indoor-outdoor feeling of the remodeled house, its sweeping inclusion of great oaks on the north side. Curtains can be drawn across east windows.







BEFORE

wanted to achieve three goals in the remodeling: (1) retain as much as possible of the original structure; (2) at the same time make it more suitable for the advantages of contemporary living; and (3) provide new and appropriate backgrounds for the personally valued collections of books, paintings, antiques and objects of art acquired by the family over the years. Many of these cherished items are shown above and to our left. It would be well to note, in passing, how handsomely the third goal was achieved in the remodeling and redecorating scheme. *(Please turn the page)*







Just outside the living room is this balcony-like section of the deck with its built-in seat. Since the deck extends around the house to the kitchen, service is simple with rolling carts. Note delightful play of the two patterns in the dishes and cushions. Note too the Hibachi set into table top for use in charcoal cooking or, as here, to keep casseroles nice and hot.

*New among the cherished family treasures is this*

Beautiful companions for the new Lunt silver are the silver luster dinnerware by Flintridge and Wedgwood's black basalt bowl. Napkin by Mosse.



Appropriately called "Contrast," silver and



## Why we chose a remodeled house . . .

*continued*

Change for the sake of change is certainly one of the least important reasons for remodeling. Here, however, change was decidedly for the better. Fine as the old house was, it did not take full advantage of the long, graceful views, and many of the aspects of outdoor living that appeal so strongly today were not easily enjoyed in the unremodeled home.

On the next pages we shall show in detail exactly what was done to accomplish all this, but here, with photographs of the new deck before us, the inviting beauty of such contemporary living seems undeniable. In the midst of a garden that only time and patience can create, the family now partakes of outdoor meals and other pleasures with a freedom previously denied.

So, a quick comparison of the *before* pictures with the *after* ones tells in brief the story of this remodeling and indicates why we have chosen it as this year's Pace Setter. A closer study of all its parts will tell even more. There is a lesson for us, and guidance too, in every part, whether we plan to build anew or to buy and remodel, to move to a better house or to stay right where we are and adapt our old home to the brighter, newer purposes of our todays and tomorrows.



New deck is a major feature in the remodeling. It made possible terrace-like outdoor living, even though major rooms are well above ground level. Now one can move in and out easily to fully enjoy nearby oaks and distant trees.

## *handsome set of newly designed silver tableware*



stainless steel (in the knife blades) are strikingly set off by black handles.

Very rarely have we ever been so enthusiastic or excited as we are about this freshly designed, truly pace-setting silver flatware, as beautiful a treasure as any in this year's Pace Setter. The graceful curving handles, made of ebony-black nylon, are firmly joined to solid silver and are guaranteed to be unaffected by temperatures normally met in home dishwashers. Each piece is a pleasure to have and to hold. This new "Contrast" silver is made by Lunt Silversmiths.

*Construction and furnishings details on page 106*



# Progress with Permanence

*Remodeling, as in our 1956 Pace Setter, is in the living spirit of American tradition. It means building into an old inherited framework new means for a richer, fairer life, while preserving a sense of the solid past*



The passionate debate between traditionalists and modernists seems to come down to this choice of false alternatives: Do you want a sense of permanence or do you want the advantages of progress? To both groups we at HOUSE BEAUTIFUL have steadily replied: Why not have progress with permanence?

Inherent, of course, in the idea of a Pace Setter House is the idea of progress. But also part of every Pace Setter has been an equally strong sense of permanence, or, if you prefer, of tradition and continuity. When, as here, our Pace Setter is a house originally built more than 40 years ago, and remodeled wholly in the spirit of the original, there is bound to be a sense of continuity with the past. Two generations of the same family have impressed themselves upon it. However, even when our Pace Setter has been a brand new house with a brand new garden, as it has been every year since 1948, it still has the same sense of permanence. This has been the result of building in the spirit of the land, the climate,

the neighborhood, the people who were to live within it. In every case the new Pace Setter has taken on the character of its native ground, has become a part of its setting, as if it had always been there. Each time the architect has responded sensitively to the site, the region, the future owners, with a design adequate to and worthy of them, and so has created a house with all the products of progress and all the sense of security of belonging. For all our Pace Setters have belonged to the land, to the people, to that region of America that inspired them.

So true has this been, not only of our Pace Setters, but of the best of contemporary (*Continued overleaf*)

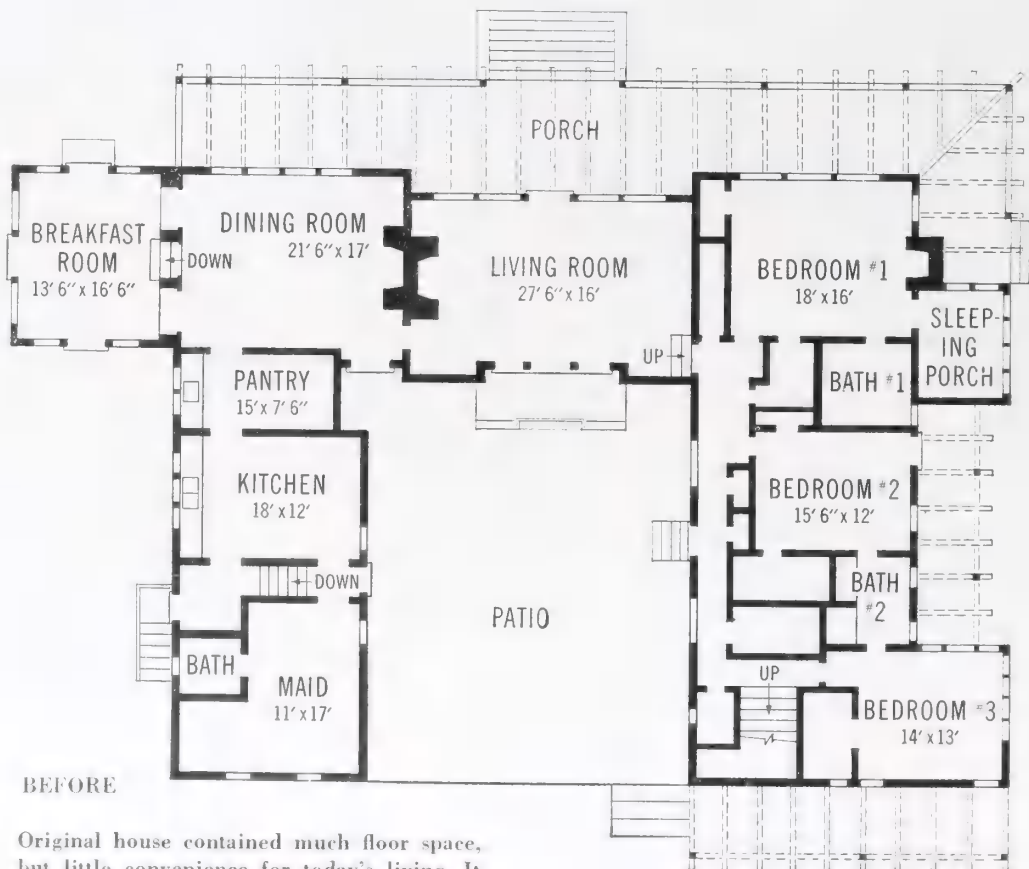
Architect:  
**Morgan Stedman,  
of Stedman & Williams**

Landscape Architect:  
**Kathryn Imlay Stedman**

Interior Decorators:  
**Gump's—Eleanor Forbes &  
Gordon Mills, main part of house  
Jeanette Kapstein—master bedroom  
and oldest girl's room**

Photography:  
**Maynard Parker**  
Unless otherwise noted

For listing of construction materials  
and furnishings see page 106.



**BEFORE**

Original house contained much floor space, but little convenience for today's living. It was dark and gloomy and circulation between rooms was badly planned. Living room served as entrance hall and passage to other rooms. Bedroom wing has two stories, two bedrooms and sitting room upstairs.

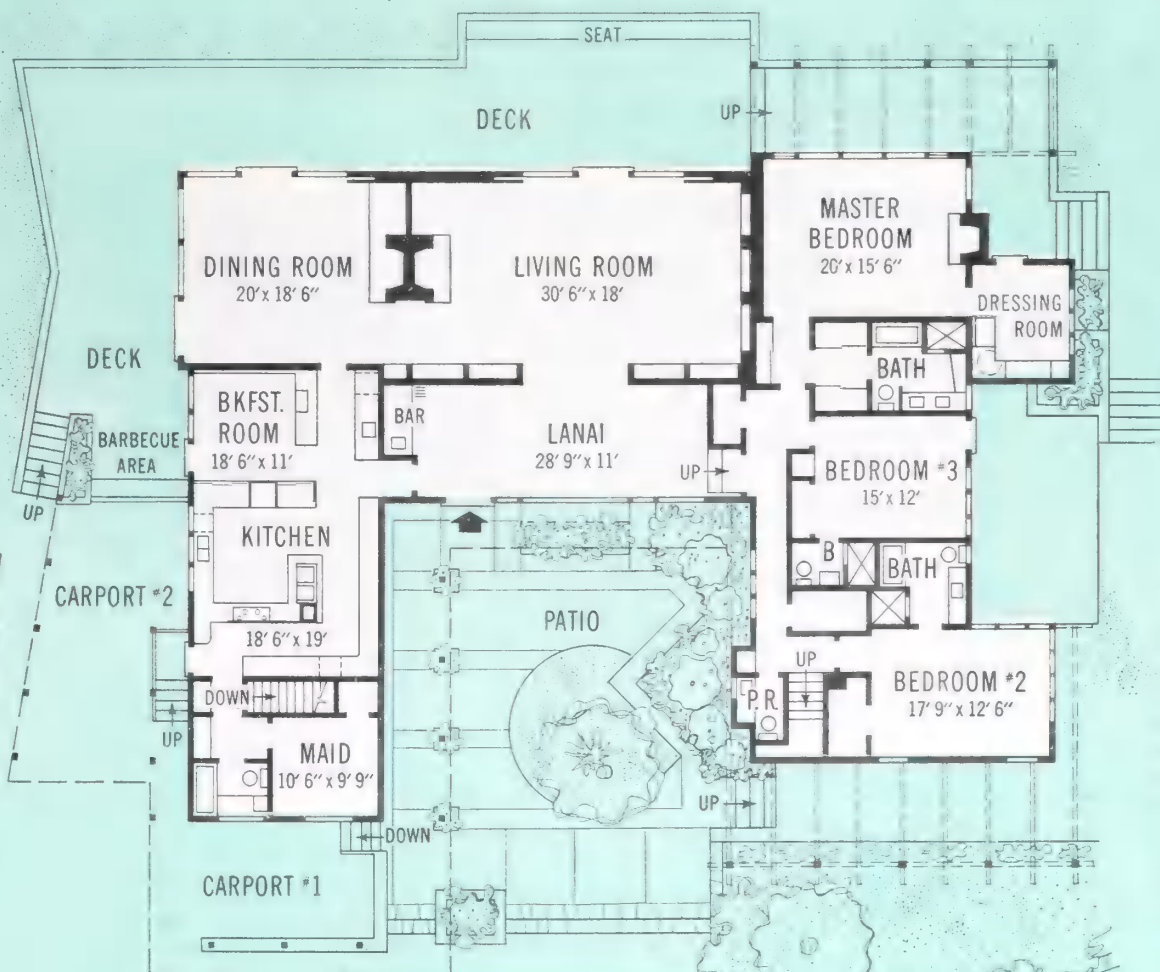




BEFORE



Charm of old house was due chiefly to its established surroundings. Remodeling transformed once-dark rooms into light-filled space by replacing small, heavy windows with big sliding glass doors. New, broad deck extends from master bedroom at left to kitchen at far right, replacing former porch, which had darkening effect on rooms inside and was not as terrace-like.



AFTER

New plan gives much greater spaciousness to living areas. Kitchen and breakfast room are separate, but have direct association with rest of house. New lanai connects both wings, keeping traffic out of living room. Bedroom wing is little changed; note new bath and powder room.

DRIVEWAY







## Progress with permanence

*continued*

architecture, that we felt—and announced—*here was the emergence of an American character*, which we examined in all of its promising manifestations. Along with the maturing of American fiction, cinema, music and painting was this tremendous story of architecture unmistakably American.

As one studies the house on these pages it seems clearer and clearer that we are witnessing something with the authentic imprint of our country's culture. We cannot call it modern. And we cannot call it traditional, in the sense of Cape Cod or Williamsburg architecture which has been wrongly held to be *the* tradition of American building.

There is New England here and California as well. There is the past and there is the present, the latter growing out of the former. What, after all, (*Continued overleaf*)



BEFORE



To provide sheltered parking at house instead of in distant garage, two carports were placed at right angles at end of service wing without moving drive. Shelter at left also serves as covered service entrance. One at right leads directly to entrance patio beyond. Laundry and storerooms are on lower level, kitchen and maid's room above.



BEFORE



Entire north wall of dining room is glazed to make beauty of old oaks part of room. New redwood deck extends from breakfast room to right of dining room along entire north and east sides of house, giving interior close relationship with beautiful old garden and visual sense of freedom never dreamed of 40 years ago, when the house was built.





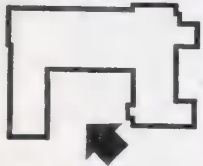
BEFORE



View of new entrance court, which includes open vista right through house, presents contrast with closed-in character of original structure. Double doors lead into new lanai, built at rear of court. Glass wall makes this room visually a sheltered part of patio, while it serves as entrance hall and entertainment center. Covered walk along service wing at left leads from carports and drive. Two-story wing at right contains the bedrooms.



BEFORE

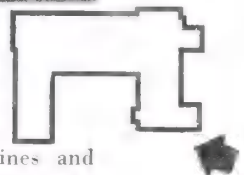


Patio was filled, raising ground level up to floor of lanai and living room. This carefully designed transition between garden and interior gives house a new intimacy with outdoors. Built-in wood planting boxes accentuate structural pattern of covered walk at entrance. Because garage is detached from house, carports were added under roof extension for closer access.

ERNEST BRAUN



BEFORE



Because established trees, shrubs and vines were preserved during construction, Pace Setter is a completely contemporary house, still graced with vines and planting that have a 10-year growth. These old wisteria vines were carefully protected on temporary props while trellis was rebuilt. They serve to keep this high west wall cool in summer.



## Progress with permanence

*continued*

could be more American than for one generation to add a wing or in any way enlarge the home of a previous generation? What could be more American than to take an inherited framework and build into it new means for a newer, fairer way of life to accord with progress? Indeed, what could be more American than the very notion of progress?

A belief in progress is an expression of confidence in the future of one's country, of one's family, of one's self. And such a belief is always based on a sense of security about the past, which makes progress possible. There is, then, a spiritual and moral basis for the very look of an American home: It has the character of a living oak—it seems to have *grown* to its present size and further growth seems a planned

part of its design. To add a new wing is to further complete it.

This is the simple story of our Pace Setter. It was built around 1910 in the San Francisco Bay area and added to again in 1923. It was remodeled in the last few years. Members of the same family have lived in it since the beginning.

To appreciate the feeling of the present owners you should know that they had both spent their childhood playing in this house, walking in the shade of its great oaks. They had been childhood sweethearts and had grown up together—he in the house itself, which had been built by his father, and she in the neighborhood. His father had filled it with rare works of art, books and furniture, which he had collected on his trips in America and Europe. (*Please turn to page 104*)



BEFORE

South side of house shows little exterior change. Simple character and materials of old house were maintained throughout remodeling, so no sharp line exists between new and old. First floor contains master bedroom and two daughters' bedrooms, second floor has guest room, boy's room, children's play room (see page 85). Planting has been rearranged to give more privacy to ground-floor bedrooms. Paved terrace in the middle is outside the daughters' bedrooms, each of which has direct access to it.





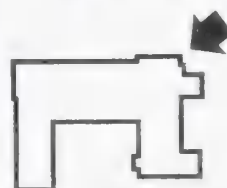


BEFORE



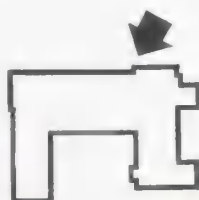
Reconstruction (above) included opening up east wall of master bedroom to create glass wall shown left. Wistaria, moved forward when deck was built, will again be trained over trellis outside bedroom windows to reduce sky glare.

Former sleeping porch is now enclosed dressing-room-study off bedroom. The guest room is on floor above.



BEFORE

East side of house (above) had long porch, too narrow for use. Railing and heavy planting formed barriers that cut off house from garden and spectacular view. New redwood deck, broad and sunny, provides delightful living space where garden can be enjoyed and extends visual size of glass-walled rooms within. Long horizontal lines of deck and trellis help create horizontal lines that minimize the height of building on side where ground slopes away.



*More information about this house on page 106*







## The Master Bedroom

*In the parents' room, the sense of serenity which pervades  
the rest of this house becomes a sense of retreat.*

*Here the elders have a place of seclusion and quiet*

By now you have certainly become aware of the fine quality of placidity which permeates this house, which indeed seems to have been part of its architecture even 45 years ago. But any house inhabited in 1956 by four children, their parents, servants and guests is bound to be a lively place. And so, as a matter of survival as individuals and as a serene twosome, the parents of this household have made their bedroom-dressing room a place of adult retreat.

Physically, this room is directly next to the daughters' bedrooms on the first floor of the bedroom wing. And the new broad deck, which serves it as a private terrace, is a continuation of the same deck which opens off the living room. So it can hardly be said that the master bedroom withdraws "cold-bloodedly" from the rest of the house. Physically, however, its layout and furnishings create the same effect as a gentle "No Trespassing" sign.

Part of its quality of seclusion comes from the fact that the room is up a short stairway from the lanai, high and detached from the ground at a point on the site where the land slopes away. The eye here is level with the branches of the oak trees in the garden below. And looking east and north

past the garden, a magnificent view of the valley is opened up, and this too creates a lofty sense of distance and separation.

The remodeling in this part of the house was not extensive. To bring in the superb view and to foster the feeling of spaciousness, the old small windows were replaced by broad walls of glass. Most of the up-to-date feeling was achieved by the furnishings. Actual floor space and wall space were added by rearranging the locations of closets and enclosing part of a former corridor.

(The adjoining bath and dressing room, which is also a study room, are shown overleaf.)

Two side panels of fixed louvers at each end of new glass wall permit ventilation while draperies are drawn. Jalousies outside louvers can be opened or shut from inside.

*Further details about this  
room on page 106*







Upholstered chairs, tiled fireplace, choice art and bibelots give the bedroom livable function of a sitting room. Eventually deck will be sheltered by trellised wisteria. Draperies may be drawn across entire window.

View through window-wall below intensifies the far-off, peaceful feeling engendered by room, enriches it with a panorama of green trees and blue sky. Silk peach wallpaper makes quiet background for etchings.







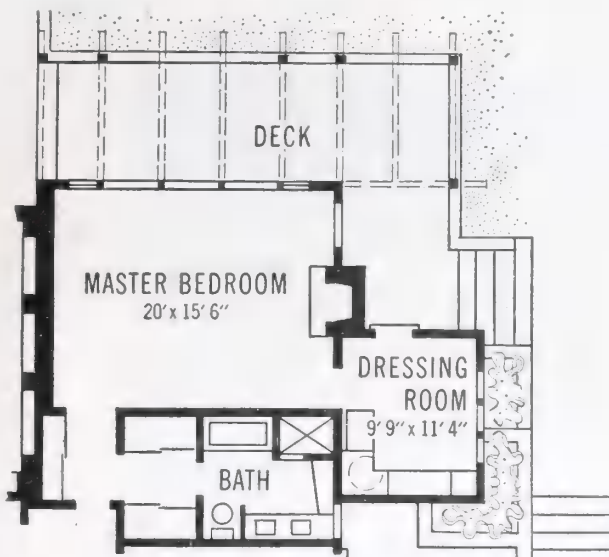




# The Master Bath, Study and Dressing Room

To bring the bathing, clothing storage and dressing areas of the master bedroom so elegantly up to date required more than the installation of new and beautiful equipment. What produced the luxuriously efficient bath and conveniently equipped dressing-room-study was an imaginative reconsideration of the present owners' needs and tastes, and a reappraisal of all possible available space in the old house. This seems such an obvious procedure, when you consider the happy results it produces, that you wonder why it is so frequently overlooked by remodelers, who seem simply to superimpose new fixtures on an old layout.

Compare the former floor plan on page 64 with the plan below to see the realignment of spaces. A former hallway and hall linen closet were incorporated in the master bedroom area; the closet space was given to the bathroom. The closet door became the new bathroom entry. There are now wardrobes on each side as you enter the present bathroom. With the elimination of two former doors in the bedroom wall—one to the bath, the other to a closet—the new bathroom and bedroom acquired unbroken wall space. On the next page you can see how a sleeping porch became the dressing-room-study.



St. Clair Fleuri marble sheathes walls and shower stall, covers floors, is shaped to contours of counters. Inlaid brass strips add decoration at joints of marble. Perfectionist detailing is everywhere—in built-in marble shower seat, moisture-resistant shower lighting, heat lights, ventilation fans, and rectangular plaques above twin lavatories which are turnabout holders for toothbrushes and glasses. All fittings and hardware are either gold-plated or brass.

*Some of the most creative "space-engineering" of the entire remodeling project produced these luxurious, serviceable accommodations*





## Dressing Room

A re-evaluation of a small sleeping porch resulted in this generously equipped dressing room for the master of the house, and furnished him with the additional luxury of a study and hobby room in the most remote quarter of the household. It even provided space enough for a desk and filing cabinet.

Tailored to its owner's requirements, the clothing storage space is an excellent example of how much can be comfortably accommodated in a small area, without cramming or make-shift devices. Instead of coats and trousers hanging together in the same closet, wasting valuable lower closet space, here one closet is completely filled with a double tier of jackets. A wardrobe of ties hangs on swinging racks which fold flat against the inside of the closet door. Then, by an ingenious adaptation of the Lazy-Susan principle of revolving shelves and racks, an otherwise useless corner of the room has become a closet large enough to store 24 pairs of hanging trousers and 20 or more pairs of shoes, all handily available.



Wardrobes, ventilated with pretty louvered doors, provide the mistress of the house with graduated trays for accessories, lingerie, sweaters and shoes, and generously sized niches for handbag storage. This one is opposite the door to the bathroom, where she has her dressing table and additional closet space. Lights go on automatically.



Lazy Susan revolving trouser-and-shoe rack uses otherwise wasted corner space. Cupboard which holds typewriter, camera, flash equipment, and similar hobby materials was also designed to frame filing cabinets.

Since two walls are solidly filled with closet and cupboard space, the floor is freed for the placement of a desk and chair at a garden-viewing window. Access to deck from the master suite is through this study.



*More pictures on page 105  
Further details on page 106*





Everywhere in this remodeled house is the presence of deeply valued possessions of the past—paintings, prints, pieces of furniture—now snugly and securely at home in the structure, specially designed to dramatize their presence. They seem to form a bond between one generation and another.



## Continuity with its own past

*Fine, rare books, works of art  
and antique furniture long owned  
by the family make a living link  
between the old house and the new*

Besides an architectural continuity, which resulted from carefully remodeling the structure in sympathy with the original forms, there is a continuity in the fine possessions carefully and lovingly chosen over the years, particularly by the owner's father, a knowledgeable amateur.

So deeply does the family feel about these treasures that, in the remodeling, the architect deliberately designed places to receive and feature them. The living room, for instance, was virtually built around twelve rare 16th-century Limoges plaques of blue and white enamel on metal.

The plaques were placed in four vertical sections of the bookshelves in rows of three each and dominate one entire end of the living room, as you can readily see on pages 76 and 56. The books themselves are *(Please turn the page)*





Along the wall between the living room and dining room are several generations' possessions: two Limoges plaques of the 16th century, an 18th-century Georgian chest and a Murano madonna of the 20th century. They go together like members of the same family.



The living room was virtually designed around these 16th-century Limoges plaques, all of which are part of the same series of twelve Biblical illustrations. They were built into four vertical sections of the bookcase, whose shelves contain rare, beautiful editions.

### Continuity with its own past *continued*



The owner's father was particularly interested in collecting etchings, some of which are framed and hung in apt places, as here, along the hallway of the bedroom wing. They make this stretch of wall seem as though it had been specially planned for just such an impressive exhibition of prints. Certainly it seems an ideal, if casual, solution for them.





To the right of the fireplace in the living room is a recessed niche, deliberately prepared for this 18th-century pride of the family. An old English desk, its compartments seem to offer far more function than the so-called functional desks of modernism.



Similarly, this Spanish piece of the late Renaissance period has its own specially planned recess to the left of the dining room fireplace. To its right is a modern terrazzo mural, better seen on page 60. Standing at the top are figures of Spanish saints.

unusually choice, rare editions, beautifully bound and presented. Few walls look better than a wall of books, and here it is particularly true, especially for those who have an appreciative eye for incunabula and folios. One envies the children growing up among them.

The works of art include etchings and drawings, prints and paintings, statuary and modern terrazzo. They have their appointed places and are somewhat like the household gods of pagan times that stayed with a family for many years.

You see them as 15th-century primitives over one fireplace and as a modern mural over another. There are drawings by Jean Forain immediately above a display case of Bohemian glass (see page 60) and a long, impressive row of etchings which accompany you down a long corridor, as if the corridor were made for their special exhibition.

And often a special stage is set for them, as in the case of the Georgian desk in the recessed niche to the right of the living room fireplace or the old Spanish chest to the left of the fireplace in the dining room. The etchings too have their own special abode in the many shallow drawers beneath the bookshelves, where they quietly await an admirer.

Everywhere in this newly remodeled house is the presence of these treasures of the past, warm with love and kept warm by the renewed love of the present possessors.



The collection of etchings is too vast to be entirely framed and hung on the walls, so shallow drawers were built and installed below the book shelves to contain it. Here members of the family may select the ones they want to study closely at any particular moment.





Before remodeling, the Pace Setter was closed off from the magnificent trees, the splendid view across the valley.

The lovely  
old grounds  
were one  
big reason  
they remodeled

One look at the wonderful old oaks, the long rolling lawn, the distant valley view, and one immediately understands why this family chose to remodel their old house rather than move away and build anew, even if it might have been less expensive and more efficient.

Forty-five years of partnership and patience with the garden—the last 25 with the same gardener—created the maturity and beauty of these trees, shrubs and plants. The soil, by now, is an open book and all is known and healthily growing. The problem was: How best to enjoy it? The smallish, heavy windows of the old house tended to close it from the view; going into the garden was an effort, and there were no real facilities for today's new attitude toward outdoor living.

The solution was: Make the house more open to the lovely garden and build a big broad deck so it could be enjoyed outdoors. In addition, a new kind of garden was designed and executed in the remodeled patio to the right. Here one moves freely from the house right into the garden, as if it were a roofless room. Two gardens are now being enjoyed. (*Please turn to page 107*)





An entirely new garden was created at the entrance court in the remodeling of the house. It meant making the house more garden-like at this point and the new, modern garden virtually a roofless room of the house. Now the Pace Setter has two gardens for various uses.

The new entrance garden was designed to be an important part of the house, besides providing a covered walk between carport and entry. Specially designed redwood tubs accent posts. The old wistaria vine was carefully preserved during remodeling and given a new trellis.



ERNEST BRAUN





# A room for a little lady



*Remodeling has literally opened  
this nine-year-old's room to the  
garden outside, while indoors  
it surrounds her growing-up  
days with tangible  
objects of choice beauty*

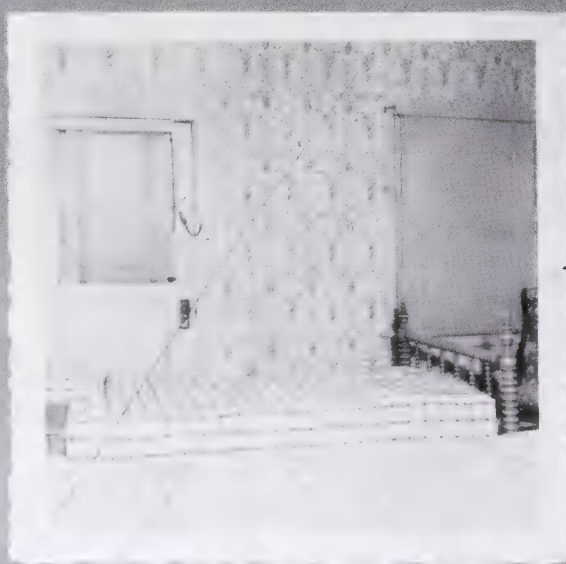
For nearly half a century this house has been gently alerting the young and old who live in it to the rich and varied beauty of the world about them. Even in the shadowy duskiess of its original rooms, in the carefully tended patina of dark wood paneling, a sense of orderliness seems to have come through. In the early patio, at least a start was made toward closer contact between indoors and outdoors. And unquestionably life indoors was a matter of daily contact with rare man-made beauty, with lovingly chosen furnishings and treasured works of art.

It is clear that the present owners, who knew this house as children, have learned its lessons well. Now, for the benefit of their own children, they have insisted that the remodeled house retain that same richness of esthetic opportunity.

Nowhere is this more apparent than in the enchanting room for a nine-year-old daughter. Through new panels of glass, replacing a former window, the garden's beauty is nearer than ever. Furnishings to delight a little girl are few, but they are fine: a Portuguese brass bedstead, an 18th-century sewing table, a bough of wallpaper blossoms like a Japanese print. Like her parents before her, the grandchild of the old house has been given an atmosphere of beauty in which to breathe and grow. (*Please turn the page*)



BEFORE



A single meager window (right, above) was replaced by two floor-length panels of glass which make the garden virtually part of the room (opposite). Adjustable shutters provide privacy. Dutch door, replacing the old half-glazed door, brings in still more garden view and furthers the effect of spaciousness. Former bathroom door (left, above) has been filled in to create the bed wall opposite. Sofa bed, in pink velvet, is for guest.











## A room for a little lady *continued*

It is no easy assignment to design a room for a young lady whose allegiance is sometimes torn between her dear old dolls and the latest in ruffled petticoats. At nine years she still requires the quieting influence of cork floors; she needs a parking place for games and a desk by the window for crayoning. But she needs, perhaps even more than these mundane things, the prettiness of pink and blue, the grown-up luxury of a bathroom of her own, and a great, wonderful closet for the safekeeping of the clothes which have suddenly become matters of great moment.

In this delightful room so nice a balance has been struck between the needs of the child and the dreams of the young lady that you are conscious of neither emphasis. The childish things have not been offered patronizingly or obtrusively; the painted desk for crayoning might be in any guest room; the collection of unusual dolls would be interesting bibelots almost anywhere. And by the same token the adult features and fripperies have been conferred with good sense and restraint: Voile and velvet and the blossom-printed wallpaper are as appropriately youthful as they are adult. It follows, of course, that the room is timeless, and the lady to whom it belongs is naturally in love with everything in it.

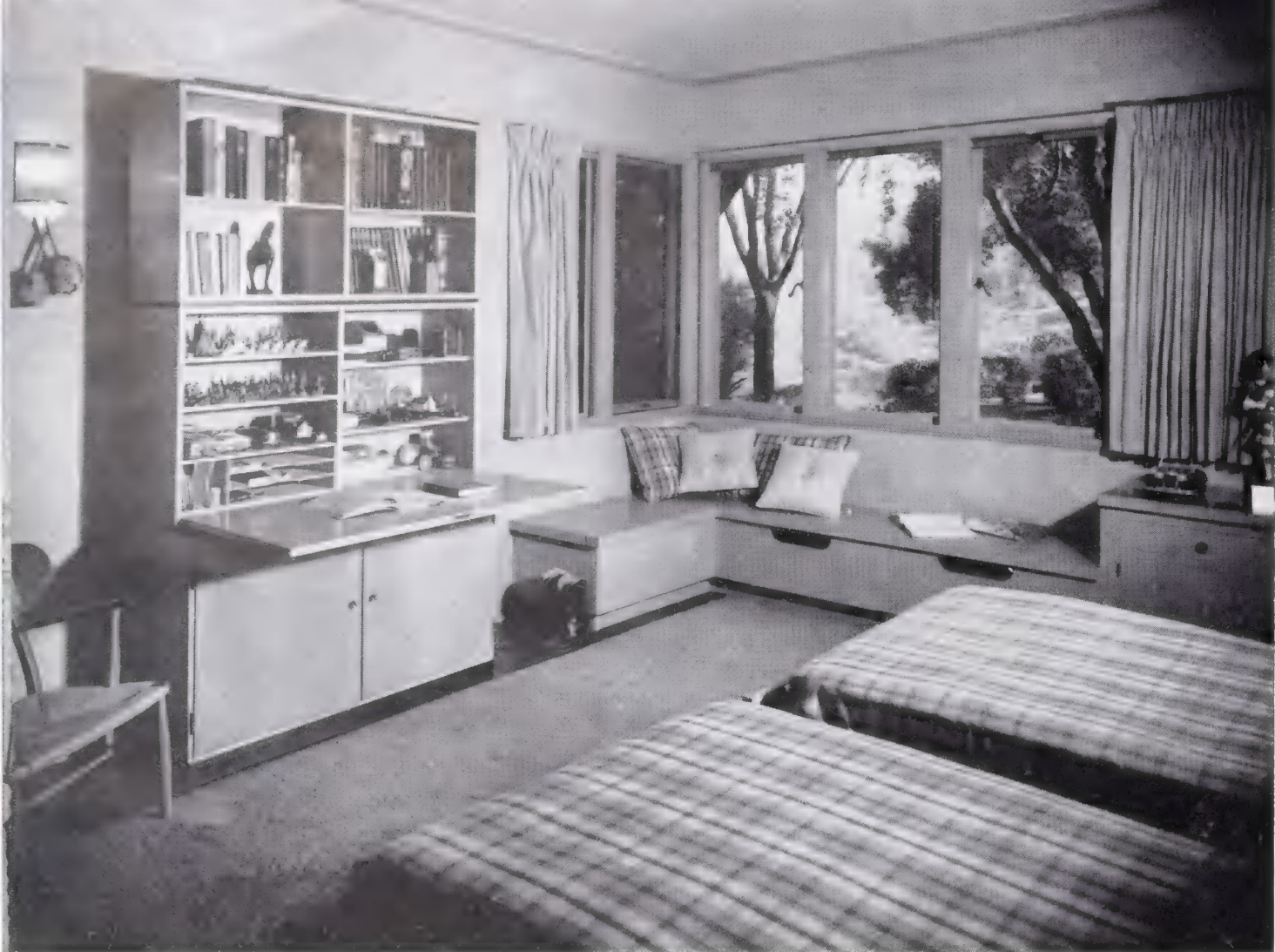
*There is more about this room on page 106*



← The room, designed for a nine-year-old, is furnished with mature, rather than juvenile, furnishings, but they are pretty enough to be on her level of appreciation. Door to right of bed (opposite) leads into new bathroom.

A wall of storage space is built behind two doors, including a dresser and niches for handbags "just like Mother's." Asymetric shelves displaying a doll collection are hung from perforated wallboard. Door to hall is at right.





## The boy's room

*After remodeling, this large rambling*

A good training ground for organization has been made of this room with its engineered storage space, all planned for the acquisitiveness of a little boy with an inquiring mind. There's even a rope fire ladder stowed in the left section of the window seat (above). Desk space is plentiful and well lighted, with specific allocation for everything from a magnifying glass to model car and plane repair equipment. Wood surfaces are enameled. Walls are covered with grass cloth. Second floor shows what's possible by refurnishing alone.



BEFORE



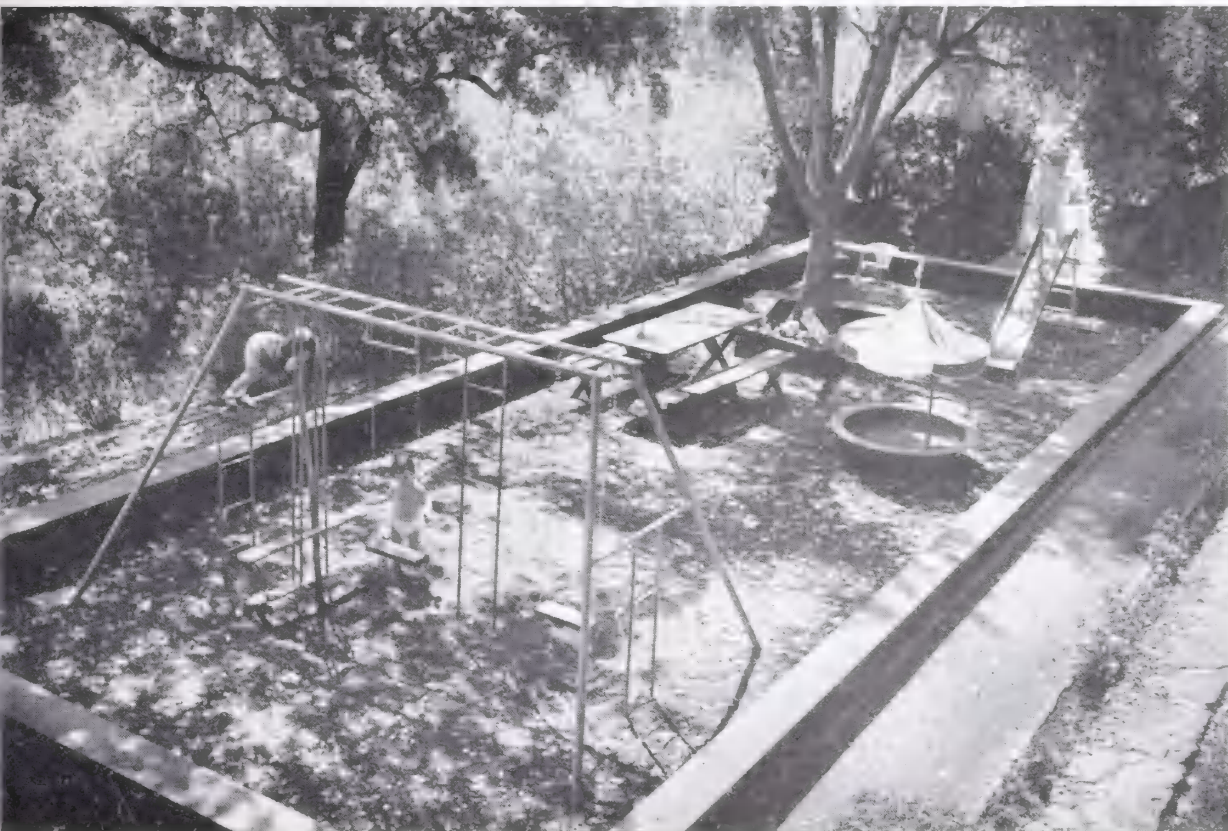


## The indoor playroom

The rumpus room shows some of the character of the original house, since nothing was changed. Wall surfaces, fabrics and casual furniture arrangement all show that this is a working playroom for the children and their friends. Even the dog has been allowed a favorite chair! Noise doesn't matter; the room is upstairs, away from adult living areas. Television is also housed in this room. This room and the boy's room are on second floor, where almost no remodeling was done, so we show no floor plan of this part of the house.



*house was ideal for a large active family*



## The outdoor playground

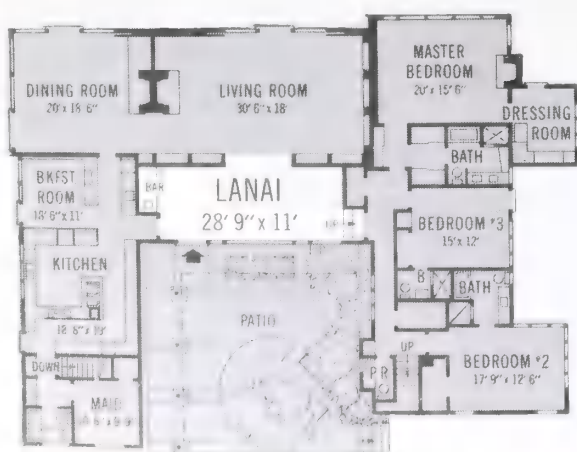
Another reason for remodeling: The grounds were large enough to permit a sizable, serviceable children's playground. This was built on the slope down from the house, far enough away to free house from noise and yet near enough for a parent's surveillance. Redwood walls enclose tanbark-covered ground.





In Hawaii, a lanai is completely open on one side to the outdoors. Here the same effect is achieved by means of a wall of glass. In both there is a feeling of intimacy with nature.

## The new Lanai — center of home fun



Space was taken from the patio to create a wholly new, multi-purpose room, the lanai.

Basic to the remodeling scheme was the creation of an entirely new room: the lanai, so called because one whole wall of glass seems to open it to the garden outdoors.

It is a room of many functions, but above all it makes the Pace Setter a self-contained center of home entertainment. Both the parents and the children exclaim that they don't want to go anywhere—their fun is right at home. And their visitors feel exactly the same way about it.

The lanai is a home-entertainment system in itself. The floor of teak-stained white oak, laid out in a decorative pattern with brass strips, is left uncarpeted so that it can be used as a dance floor. Which it is and with great success! The high-fidelity system is housed in the wall between the living room and (Please turn to page 117)





The shoji-like screens, which slide open or shut between lanai and living room, are covered with a specially woven, semi-open fabric. They make it possible to create a variety of different areas.

These four terrazzo-topped tables have inlays of brass strips similar to those in the oak floor. Tables may be used individually or as a group.



The small bar is fitted with clear lucite shelves and backed with a mirror. It is completely concealed, when not in use, by means of triple-hinged doors. It is one of many reasons the lanai is so versatile.

*Additional details on page 106*





For the dining room, a great glass ovoid shows character of room itself—perfect simplicity. Placed as it is in front of a completely windowed wall, its open design in no way obscures the relationship of the room with the out-of-doors.



The lanai is a smaller, more intimate kind of room. Fixtures are consequently smaller in scale, with translucent shades to make a softer light. Bronze interior lights were designed and made by Boyd Lighting Co. especially for the house.

*The Pace Setter's*

## High Lights and Hardware

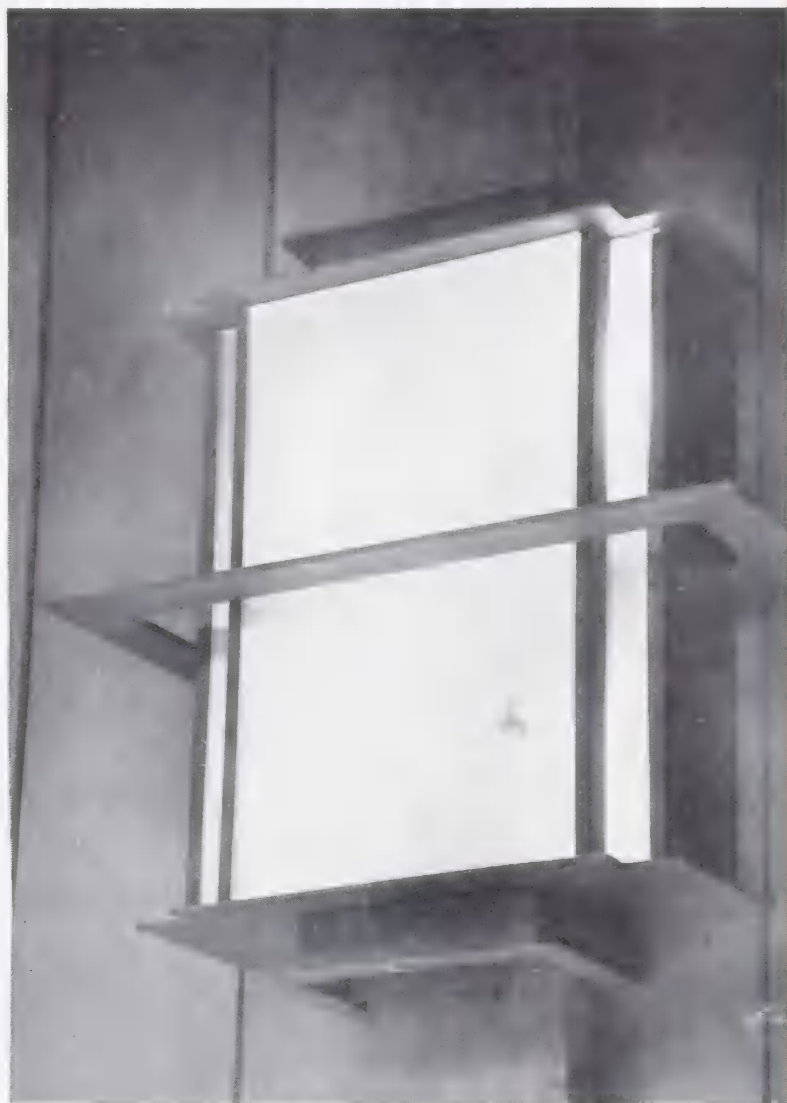


The quality of completeness, so apparent in the Pace Setter, is due largely to the skillful handling and understanding of the importance of details. Lighting fixtures and hardware, minor elements, blend harmoniously with the architectural design. The materials and designs of these details add to it. For instance, bronze has been used with real understanding. Outside, bronze fixtures have weathered to a pleasant, permanent-looking green; indoors, the bronze glows against the polished woods. Such finesse does not necessarily demand custom designing. Selection of lights and hardware, stock or custom, should depend on the character of their design and material and on the places in which they will be used. These fixtures and hardware stand out, but do not intrude. They are the subtle and charming highlights of the house.





Living room has but one hanging fixture—this slender lantern, placed off center near fireplace. Pierced shade gives a soft glow for that end of room. Cove lighting, controlled by dimmers, supplements both living and dining fixtures.



Narrow covered walk leading to front entrance is lighted by lamps designed by the architect. Only a few inches deep, spaced at regular intervals along wall, they fit into pattern of boards. Sand-blasted glass diffuses light of four bulbs.



Designed for hospitals, the lower end of this graceful handle (far left) can be managed with wrist, freeing hands for carrying trays.

Massive entrance door hardware, designed by architect, is bronze, gives solidity needed for big double doors. Olive knuckle hinges are stock hardware; show how finesse can extend to the smallest detail of a good house.





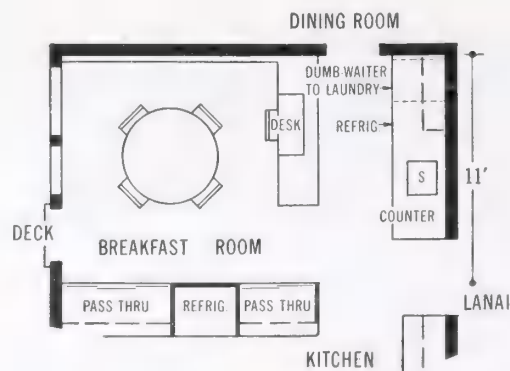
# The Breakfast Room

*A charming spot for informal eating, this is a multi-purpose room where meals may be planned and flowers arranged without interfering with kitchen work going on elsewhere.*

Only in an old house where space is plentiful is it possible to have a room of this size for informal meals. In remodeling the original service wing, what was formerly an old-fashioned pantry was enlarged and transformed into a charming breakfast room from which the entire family can enjoy the gardens and in which four young children can best "learn their manners."

The counter peninsula, which acts as a fourth wall separating the dining area from pantry traffic, has a built-in writing desk with surrounding shelves for cook-books, magazines and other reference material. Household details, such as planning menus and making out marketing lists, are handled here.

The adjoining passageway has a flower-arranging center with a stainless-steel sink and counter space, and a wall cabinet for containers and other supplies. Against the wall is a below-counter refrigerator for the children and just beyond is a dumb waiter which connects with the laundry on the level below. Here wood for the fireplaces can also be brought up. Floor plan shows how well this area was planned to link kitchen, breakfast room, dining room and lanai together.



Beyond peninsula, with its planning desk surrounded by shelves, is flower-arranging center with its own stainless-steel sink. Foot pedals control flow of water so that hands are free. Wall cabinet holds containers and other supplies. To left is below-counter refrigerator for children; just beyond is dumb waiter that connects with laundry room in basement below.

*Furnishings and construction information on page 106*





The ever-changing view of spacious gardens makes this breakfast room, which opens onto paved deck, a favorite place for informal meals. Wall covering is richly textured white woven paper from Japan, against which a collection of Austrian butter molds makes interesting decoration. Unit in foreground includes planning desk and provides excellent shelf and counter space, as well as shallow drawer and deep storage cabinets. Left, patina of antique pine table adds to beauty of imaginative settings for children.



Most striking, perhaps, of all the remodeled rooms are the kitchen and breakfast room, finished with mahogany-stained Douglas fir and papered with an all-over pattern whose colors are repeated in counter tops and vinyl-tile floor. Equipment is modern; pass-through even has infra-red food warmer.





*The biggest changes in the past 40 years are shown by*

## The New Pace Setter Kitchen

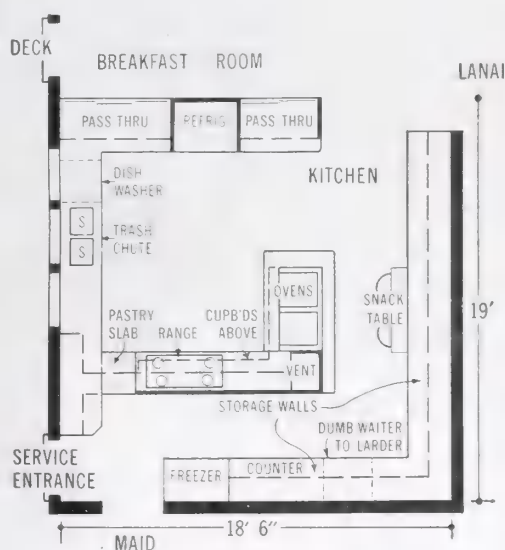


BEFORE



Knowing what radical changes kitchens have undergone during the past 40 years, many women labor under the delusion that only a brand-new dwelling can ever have a real dream kitchen. The following four pages prove that this idea is false.

It takes more careful planning to create an efficient *remodeled* kitchen. But the new Pace Setter kitchen shows how it was done to fulfill all the demands for good living in the home of a young and lively family. This is the kitchen of a woman who runs the household, even though she employs several helpers. It's the kind of kitchen that is easy to run, even with limited help. Since it was in a part of the service wing difficult to reach, the first requirement for remodeling was that it be brought in more direct communication with (Please turn the page)



*More information about this kitchen on page 106*



The cooking area of the kitchen is small enough to save steps. It has generous counter space and well-planned storage cabinets so supplies are within easy reach. Pantry borders it on two sides; adjoining it is the breakfast room. (See floor plan, left.)





Kitchen work area, which is rectangular in shape, has been arranged so it is out of traffic pattern of pantry bordering it on two sides. Small enough to save steps, its almost continuous line of base cabinets permits storage of utensils and supplies at point of use and gives ample counter space. Note assortment of decorative copper molds.

## The new pace setter kitchen *continued*

the living area of the house. As the floor plan shows, it is now accessible to dining room, living room and deck, and yet can be closed off from the rest of the house, if desired.

The actual working area of the kitchen has been arranged so that it is out of the traffic pattern. Small enough to be saving of steps, well-planned storage cabinets put everything within easy reach and provide sufficient counter space so that it never gets cluttered. Pass-throughs into the pantry and breakfast room are economical of time and steps. The built-in components, finished in stainless steel, include an electric range and two full-size ovens with a ventilator hood that extends over both the range and the oven doors. Built-in twin refrigerators have a combined capacity of 16.3 cubic feet. The detailed planning that went into the design is shown in such refinements as the cone-type hinges on base cabinets and the recessed pulls



Built-in components add to beauty and efficiency of kitchen. Base cabinet below counter cooking top has deep drawers that roll out smoothly on metal rods to put utensils within view and reach. Glass wall cabinet above hold variety of spices and condiments used in cooking. There is stainless steel counter to left of range for hot pans.





Wall cabinet at right of range holds staple packaged foods and built-in flour sifter. Varied work surfaces are suited to special needs, including marble counter for pastry and candy making as well as pull-out hard-wood cutting board. Mixer on right pulls up and out of base cabinet. Open area back of counter provides pass-through at the rear entrance for deliveries.

touched with blue, that cannot catch on anything. The cabinets in both kitchen and pantry have been arranged so that utensils and supplies can be stored at point of use. The laminated plastic covering most of the counter space repeats the deep blue of the all-over pattern of the ceiling wallpaper and the vinyl floor, providing a colorful accent in a kitchen of mahogany-stained Douglas fir and gleaming stainless steel.

A large freezer that holds supplies of cooked and ready-to-cook foods is essential in this *(Please turn the page)*





Built-in refrigerators finished in stainless steel provide 16.8 cubic feet of refrigeration. Counter space at each side has pass-through to breakfast room with built-in infra-red heat unit for keeping food and plates warm. Large windows over sink and dishwasher afford general garden view.

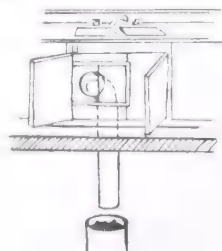
### The new pace setter kitchen *continued*

household, where so much entertaining is done at home. One vertical freezer stands in the pantry, as shown in floor plan on page 93. A large chest-type freezer in the storage room below holds additional supplies of basic frozen foods. A dumb-waiter makes it easy to send things up or down from storage room to kitchen. A similar arrangement connects the breakfast room to kitchen. A similar arrangement connects the breakfast room with the laundry and provides a lift for the wood used in fireplaces in the dining and living rooms.

The large windows above the stainless steel sinks and dishwasher afford a glorious view of the gardens and provide good light. This is augmented by a central skylight and artificial lighting concealed behind the aluminum honeycomb ceiling panels that give soft, shadow-free lighting.

Only by careful planning and analyzing of special needs could the original kitchen have been remodeled into this attractive and livable Pace Setter kitchen that meets so perfectly all the demands of this family. They enjoy entertaining at home and especially in this efficient, well-planned kitchen, that has helped make entertaining such an easy-going pleasure.

Space below sink is utilized well with chute to basement for disposal of trash and non-grindable waste. Large receptacles below are mounted on rolling platforms. Note that vinyl flooring is carried up over rounded base for ease of maintenance.





Storage wall with continuous counter has outlets strategically placed for use of appliances. Wall cabinets above and base cabinets below have adjustable shelves. Stools are stored in base cabinets where pull-out table serves as sit-down work surface for polishing silver, or as an afternoon tea and snack bar for the servants.



*More pictures on page 121  
Additional remodeling details on page 106*



Stainless steel hood over counter-top range extends over oven doors. Sketch shows how one ventilating fan draws off all smoke, grease and cooking odors and carries them up flue and out of the kitchen.



Two full-size completely automatic electric ovens are within few steps of counter cooking top with generous counter space on all sides. Ventilator hood which extends over range and oven doors designed by architect Stedman. Sketch at left shows operation of the ventilating fan,





# Pace-setting living comes from such small perfections

*To possess many beautiful objects and entertain many people  
without pain, to live a life of comfort and culture, you must have  
all the little things that make the big difference*



## Flexibility in dining

Individual oak tables, designed by Eleanor Forbes, can be assembled in pairs to serve four, or in interesting groupings for special dinners, like the "U" arrangement (right) centered in front of the fireplace. Normally, units are grouped together to form one big table. Silk curtains are drawn electrically by motor controlled from wall switch (right). Automatic heat control, also shown, is reminder of progress in 40 years.







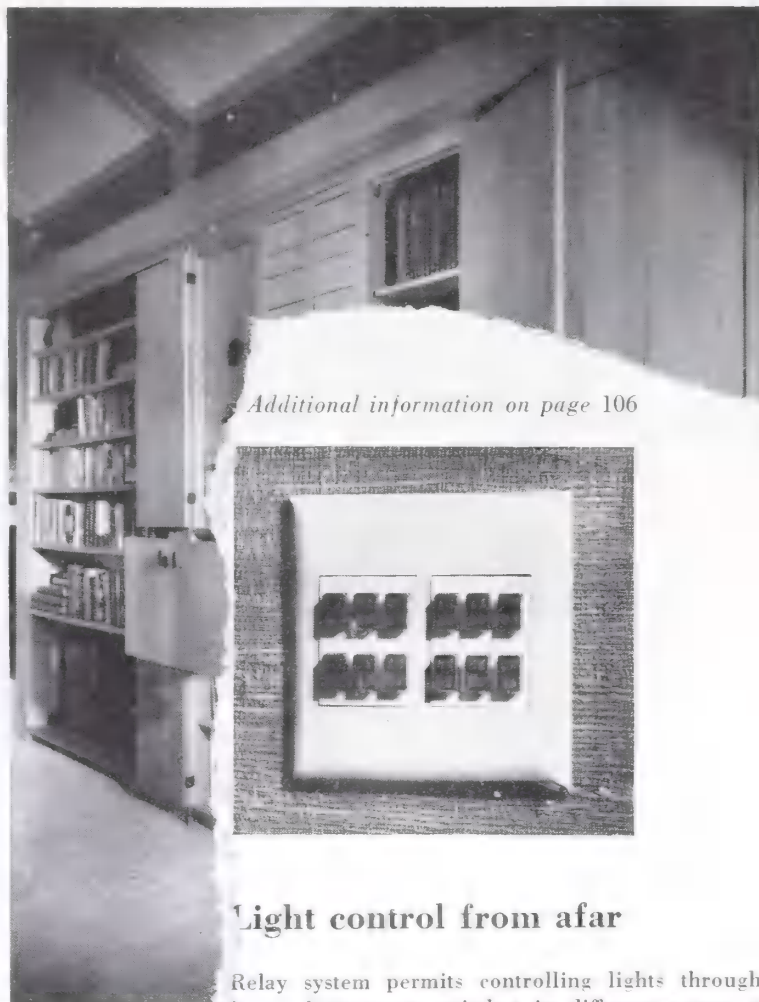
### Variability in lighting

General illumination in living and dining rooms can range from a soft, even glow to brilliant intensity. Cove along both sides of rooms throws light over entire ceiling. Light in recessed slot of niche accents antique desk. These lights are adjusted to desired intensity by dimmer controls mounted in cabinetwork, like one shown at right. Throwing light up onto ceiling makes rooms seem higher.

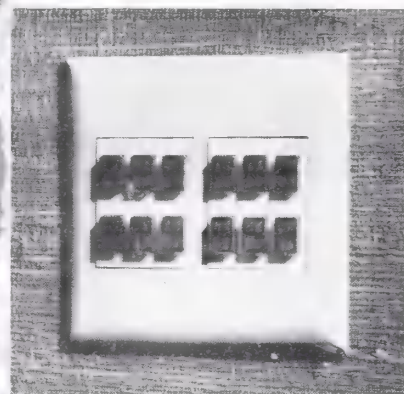


### Versatility in entertaining

Along with choice books and treasures from the past, pace-setting pleasures include high-fidelity equipment for recording and reproduction, housed in this wall between living and dining rooms. One record-changer is for party use and continuous play; second turntable is reserved for finer listening. Wire recorder has its own compartment.



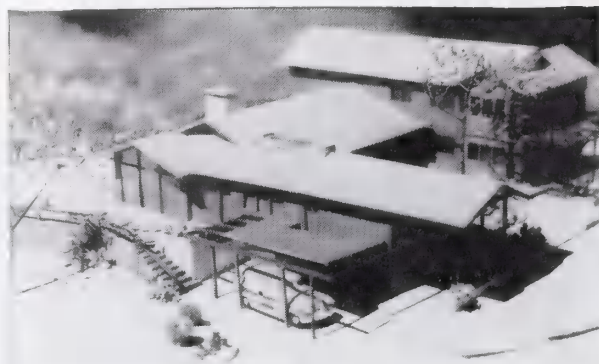
*Additional information on page 106*



### Light control from afar

Relay system permits controlling lights throughout house from many switches in different rooms, thus saving steps. Where necessary, switches have signal lights to indicate when a distant circuit is turned on.





How the remodeled house must look to its guardian angel, whose conversation was overheard by Author T. V. Smith.

## A philosopher looks at this Pace Setter home

*Many intangibles—hard to name and therefore hard to talk about—go into making a home. These musings of one of America's foremost philosophers give you an inkling of what we mean*



By T. V. SMITH Author of the forthcoming book  
*Live Without Fear*

The only unchanged part of the old home is the carriage house, which you pass as you drive up the hill to the house several hundred yards away. Its presence and personality, intact from previous times, prepare you for a fact you might otherwise miss: that this quite contemporary house is deeply rooted in its own storied past.

Walking very early one morning in the hills around the house you see spread before you in the preceding pages, I was reminded how dependent the vaster beauties of Nature are upon the lesser beauties of man. Only he possesses beauty, I said to myself, who tries to create it. Nature reveals herself only to those whom discipline has rendered clairvoyant.

The night before, I had been reading Emerson's account of the creative process. This had led me to wondering how the architect manages to insinuate his creative ideas into the often-opaque minds of his

clients. Emerson had said that creative promptings come from divine murmurings overheard by lucky mortals. Could this really be?

This thought, which had bemused me, was now due for demonstration. As I approached this house in the hills, the seams of whose recent remodeling I had seen only the day before, I became heir to a conversation in process between the Spirit of Beauty and the Guardian Spirit of this re-built house. I had often heard, but did not know until now, that every house is possessed—diabolically or divinely possessed. (Please turn to page 113)





here's  
a brand new  
**idea**  
for a  
second bath or  
a remodeled bath  
in a very  
limited space



This beautiful bathroom containing complete bath facilities requires less than 30 square feet of space. It is possible only because of the 3½ ft. AllianceWare "Junior" Bathtub.

If you agree with Operation Home Improvement that 1956 is the year to fix, then send now for your blueprint floor-plan and fixture specifications of this bathroom to show to your building or plumbing contractor. He will be glad to help you — and you will find that AllianceWare gives you the best bathroom for the lowest cost.

AllianceWare, Inc.  
Alliance, Ohio

Please send blue-print and fixture specifications to:

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

ZIP \_\_\_\_\_

**AllianceWare, Inc.** Alliance, Ohio

Bathtubs • Lavatories • Closets • Sinks

Plants in Alliance, Ohio; Colton, California; and Kilgore, Texas



## PROGRESS WITH PERMANENCE

CONTINUED FROM PAGE 68



### Taste the difference in water from a faucet with Spring-Flo

Crystal-clear, sweet-tasting water fills your glass from a faucet with Spring-Flo. It comes from the tap in a rushing stream, charged with millions of tiny air bubbles that break and vanish—taking odors, off-tastes and cloudiness with them! Spring-Flo water tastes and looks as pure water should!

You'll find Spring-Flo water better for washing, rinsing, too! The high-velocity bubbly stream mixes soaps thoroughly. Clings, spreads as it rinses, with never a splash. Make sure you get Spring-Flo on your new faucets!

The father's presence is clearly felt. Less clear, his wife's, it would seem. As Mr. T. V. Smith comments poetically on page 114, "her personality was submerged in that of her husband, as the wont was in those days."

"Clearly," Mr. Smith continues, "the present wife, mother of the four children, is not thus incorporated in her husband."

Both the husband and wife of the new generation wanted to preserve the house as much as possible and remodel it as little as necessary. They wanted to keep the sense of family continuity it gave them. They wanted to add a sense of progress and, perhaps, a greater sense of their own presence. They both participated wholeheartedly in the plans for remodeling and here the present mistress has made her own personality clearly felt, possibly unlike the former mistress.

The house was large. It had many rooms and so it could be made ideal for a lively family of six.

Besides its many rooms, the house had other advantages that made it worth remodeling:

A beautiful, stately old garden and charming valley view (discussed in more detail on page 78); an architectural character pleasantly at home on the site; a familiar and loved neighborhood.

We have already mentioned the fact of family associations and memories, which are intangibles that often outweigh any other consideration when you consider whether or not to remodel or move away and build from scratch.

A decision was reached to do only as much remodeling as necessary in order to preserve the spirit of the original structure while adapting it for more contemporary ways of living.

THE project began as a modest alteration of the service wing, particularly in the kitchen and breakfast areas, where new attitudes and equipment have made most people unsatisfied with old houses.

In the process of remodeling, it was discovered that the old structure was considerably weakened and much of it had to be replaced, at least in the service wing and central part of the house containing the dining and living rooms. (The two-story bedroom wing was practically untouched.)

One of the unknown factors in remodeling is always the condition of the structure. Sometimes it is

found to be perfectly sound; other times it needs complete redoing. If the first, the cost of remodeling is, of course, considerably less than if otherwise. However, in the case of our Pace Setter, the question of cost was not primary, although it was important. It was the family home and the family wanted to keep it, while making it more livable—that was most important.

A better relationship between the outdoors and the indoors was established. Architecturally, this meant replacing the relatively small and heavy windows with greater expanses of glass, often in the form of sliding doors, easily opened to allow access to the new deck.

From within the house one can now enjoy the fine northerly and easterly views across a magnificent valley, as well as a closer view of the oaks and the lawn. The new deck, which extends from the breakfast room, past the dining and living rooms, and around the corner of the bedroom wing, now provides a place for outdoor pleasures right outside these rooms and on the same level with them—the point of building a deck, generally. It is easy to roll a serving cart from the kitchen to any part of the deck.

THE original house had no garage facilities nearby. In the remodeling, two separate carports were provided at right angles to each other at the service wing of the house. Under the circumstances, better arrangements could not be made. (A retaining wall made expanding the drive inadvisable.)

The two carports now allow for deliveries directly to the service wing and for parking at the new patio-entrance. One can get out of an automobile and walk to the house completely under-roof.

Formerly the living room took all the brunt of being both entrance hall and passage way between service and bedroom wings. The architect solved this by creating an entirely new room outside the original perimeter of the old house, between the living room and the patio—the lanai. Studying the plan on page 86, you see how the lanai now acts as foyer and corridor, relieving the living room of these unnecessary functions.

But more than that, the new lanai has made possible a whole new way of enjoying the outdoors. It has helped create an intimate garden wing out of this part of the house. One whole wall facing the

patio court is of glass, giving it a sunny openness and informal air. (We tell the complete story of this extremely interesting room, including its provisions for home entertainment, on page 86.)

In connection with the lanai, a garden different in mood and purpose from the older, more traditional one was designed and laid out in the patio. It was virtually an extension of the lanai itself, with which it is intimately joined and from which it can be intimately enjoyed.

THE new living room is perhaps the best place for us to return to our theme of progress with permanence. There are pictures of it throughout the issue which graphically describe its thoroughly contemporary feeling: the high soaring ceilings, the sense of spaciousness and free-and-easy contact with life outside, the airy sheltered view of the trees and the valley.

At the same time, it is in the living room where the old and new combine most fruitfully. To begin with, it was literally designed around the inherited possessions of the family: their works of art and literature. As a matter of fact, one of the requirements asked of the remodeling architect was to provide a background for them.

One entire end of the room is made up of book shelves and drawers. The book shelves were divided into sections so that between them four rows of beautiful, 16th-century Limoges plaques might be prominently displayed. The shelves contain a particularly fine collection of rare and handsome volumes. Beneath them are drawers full of etchings and prints carefully chosen by the owner's father over the years. On the walls of the house many of them are framed and hung.

At the right of the fireplace in the living room, a specially prepared niche contains an old English writing table. Similarly, in the dining room, to the left of the fireplace, is a recess for an old Spanish chest of drawers, part of the family's treasures. Set into the wall over the dining-room fireplace is a modern terrazzo plaque by Esther Bruton Gilman. Fireplace-facing and hearth were made of the same aggregate as the plaque; all three are framed in brass. Thus the new and the old among the family's treasures are dramatically brought together. (See "Continuity with its Own Past" on page 75.)

The new service wing consists of

ON LEADING MAKES OF FAUCETS

**SPRING-FLO**  
AERATOR

AGHIDES U.S. PATS. 2,219,846—2,316,832



a breakfast-room-kitchen, maid's room and bath. The laundry and food storage areas are located beneath. Two dumb-waiters make it easy to send things up or down. A sink is available for pantry uses or flower arranging.

The kitchen, about which we write more extensively on page 93, bears no resemblance to its predecessor. Here all is progress—and well it should be, for the old kitchen needed it. Of all parts of an old house, the kitchen is most in need of such updating.

The bedroom wing underwent the least remodeling, in a structural sense. However, it shows how much can be achieved by simply re-furnishing and redecorating. This aspect of the Pace Setter is best commented on elsewhere in the issue, particularly in the stories on the master bedroom and the children's rooms. Here, we are simply summarizing.

The master bedroom has walls finished in soft rose-colored silk wallpaper. Thanks to ventilation provided by solid wood shutters, one can draw the curtains across the big glass windows for morning darkness and still get sufficient air.

Adjacent to the master bedroom is the master's dressing room, which also serves as a study (see

page 73). Perhaps the most interesting feature here is a revolving trouser-and-shoe rack in the corner on which 24 pairs of trousers can be hung and with space for more than 20 pairs of shoes. Rotating, the rack brings everything into sight and reach. The closet takes up otherwise dead corner space. A dressing area for the lady of the house has compartmented closets with sliding, louvered doors that automatically turn the lights on or off as they are opened or closed.

The rest of the two-story part of the house was altered only slightly with new wallpaper and grass cloth, some new plumbing fixtures and a new window or two. In this sense, all remodeling was designed to change only what was best changed, not simply to change everything for novelty's sake.

**T**HE result was to create an all-satisfying house: Satisfying the family's desire for improving and increasing the means of a richer family life and the equally important desire of preserving a continuity with the past.

Certainly the Pace Setter of 1956 shows that remodeling in this spirit is often the best way of achieving the finest in living, of having progress and *permanence*, too.

## THE MASTER BATH

CONTINUED FROM PAGE 74



Two types of electric heating units are used in the Pace Setter bathrooms. The one shown to the right in the ceiling above is an infra-red lamp, which fits into flush-mounted unit. Ventilating fans like unit at left carry away moisture and maintain fresh air in the room. Below is shown a combination light and heater with fan, which also mounts flush in the ceiling.



*A new lock fashion feature!*

NOW YOU CAN

*"Color-Accent"*

YOUR DOORWAYS



Continental design open back escutcheon, 11'' x 8''. "Color-Accent" background is paint applied to door. Shown with Saturn design lock.

"Color-Accent" is an original effect achieved by placing color behind Schlage's unique open-back escutcheon design to contrast or complement door surfaces, adjacent walls or other decorative elements! You create your own personalized "Color-Accent" simply by applying your favorite textures, paint colors, fabrics or wall-paper behind the circular simplicity of the Continental design or the handsome, rectangular Manhattan design (not pictured). The possibilities are unlimited.



Colorful 12-page brochure of modern lock stylings.

Send today for free "Lock Fashions" brochure #651-K-7

Name \_\_\_\_\_

Address \_\_\_\_\_

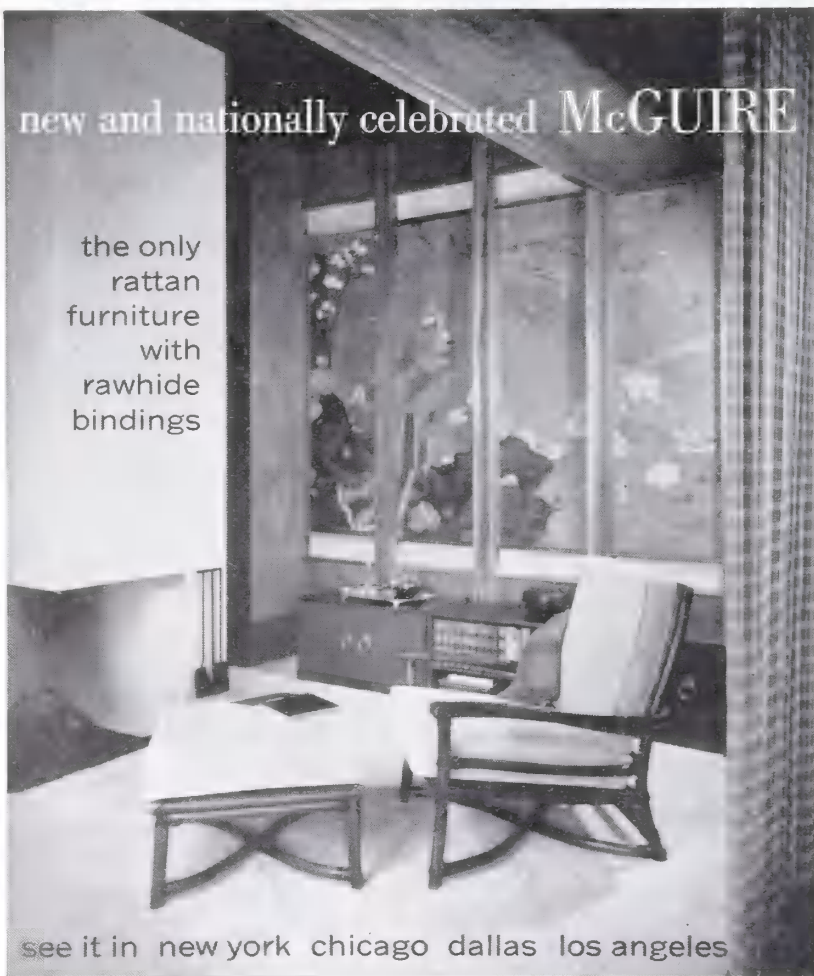
City & State \_\_\_\_\_

**SCHLAGE**

SCHLAGE LOCK COMPANY  
2201 Bayshore Boulevard  
San Francisco, California

new and nationally celebrated **McGUIRE**

the only  
rattan  
furniture  
with  
rawhide  
bindings



see it in new york chicago dallas los angeles

SEND 10c FOR ILLUSTRATED BROCHURE TO DEPT. B

**THE McGUIRE COMPANY**

HOTELING PLACE AT JACKSON SQUARE SAN FRANCISCO 11



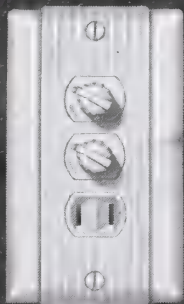
## FURNISHINGS AND CONSTRUCTION DATA

## FOR THE PACE SETTER HOUSE FOR 1956

sh-h-h...



for quiet moments



## ROTO-GLO

QUIET SWITCHES

For your quiet moments, you'll be grateful for ROTO-GLO. A whisper-quiet, quarter-turn of the exclusive, roto action knob is the full switch control.

You'll also appreciate the soft, luminous glow... so easy to spot in the dark. You'll love its simple beauty... at home in any decor... and compact design which fits three switches or outlets in one switch plate.

Write today for "Modern Electrical Living," a 24-page booklet on home wiring devices. Send 10¢ to Dept. HB-5.



PASS & SEYMOUR, INC.

Syracuse 9, New York

manufacturers of fine wiring devices since 1890

Following is a complete list of furnishings used in the Pace Setter House for 1956, shown on pages 53 through 102.

### Living Room

**FURNITURE:** Sofa, upholstered chairs and lamp table on fireplace side; upholstered armchair, low bench, sofa, coffee table in book corner, designed by Eleanor Forbes, Gump's, San Francisco, Calif. Lamp table, Butterfield & Butterfield, San Francisco, Calif.

**FLOOR COVERING:** Beige carpeting, V'Soske, Inc., Grand Rapids, Mich.

**FABRICS:** Raw silk draperies, J. Lowell Groves, San Francisco, Calif. Green satin cover for chaise longue, Cheney, Greeff & Co., Inc., New York. Rust pillows on chaise, Thaibok Fabrics, Ltd., New York. Orange pillows on chaise, Scalmandre Silks, Inc., New York. Rust desk chair cover, Thaibok Fabrics, Ltd., New York. Upholstery for 2 arm chairs, Stroheim & Romann, New York. Upholstery for brown curved sofa, Cheney, Greeff & Co., Inc., New York. Coral and green pillows on sofa, Scalmandre Silks, Inc., New York. Straw upholstery for ottoman under book shelves, Cheney, Greeff & Co., Inc., New York.

**ACCESSORIES:** Pewter lamp with silk shade, Gump's, San Francisco. Silver bowl, Government of India. Bronze bowl, Gump's, San Francisco. Antique Limoges plaques (enamel on copper), Bronze figure by Fritz Wotruba.

### Dining Room

**FURNITURE:** Gump's, San Francisco.

**FLOOR COVERING:** Beige carpeting, V'Soske, Inc., Grand Rapids, Mich.

**FABRICS:** Draperies, pine design, Menlo Textiles, Menlo Park, Calif. Cobweb hand-blocking by James West. Upholstery for chairs, Cheney, Greeff & Co., Inc., New York.

**ACCESSORIES:** 9 drawings by Jean Louis Forain. Bohemian glass of the late nineteenth century. Terrazzo over fireplace by Esther Bruton Gilman.

### Lanai

**FURNITURE:** Gump's, San Francisco, Calif.

**WALL COVERING:** Grass cloth, Kneeder-Fauchere, San Francisco, Calif.

**FABRICS:** Striped draperies, Cheney, Greeff & Co., Inc., New York. Hikiee, J. W. Valentine Co., Inc., New York. Hand-woven pillows, Vesta Vetter, Walnut Creek, Calif.

Rust upholstery for officers' chairs, J. W. Valentine Co., Inc., New York. Upholstery for card chairs, Cheney, Greeff & Co., Inc., New York. Hand-woven linen fabric in shoji, Vesta Vetter, Walnut Creek, Calif.

**ACCESSORIES:** Four tables of gray and black terrazzo, by Esther Bruton Gilman (black iron bases by Gump's).

### Master Bedroom

**FLOOR COVERING:** Carpeting (Calais quality, celadon), V'Soske, Inc., Grand Rapids, Michigan.

**WALL COVERING:** Silk paper in peach, Kneeder-Fauchere, San Francisco, Calif.

**FABRICS:** White and green silk printed taffeta for the chairs, the headboard and bedspread, Kent-Bragaline, Inc., N. Y. White silk taffeta draperies, green linen for chaise, Kent-Bragaline, Inc., New York, N.Y.

**ALL QUILTING:** Regency House, San Francisco, Calif.

### Dressing Room

(adjacent to master bedroom)

**FLOORING:** "Koroseal," The B. F. Goodrich Co., Akron, Ohio.

**FABRICS:** Towels "Martex," Wellington Sears Co., New York.

### Girl's Room

**WALL COVERING:** "Green Gate Hill" wallpaper, C. W. Stockwell Co., Los Angeles, Calif.

**FABRICS:** Imported voile bedspread, Henry Calvin Fabrics, San Francisco. Pink velvet day bed cover, Odenheimer & Baker, Inc., San Francisco.

### Kitchen

**WALL COVERING:** Wallpaper on ceiling, Wallpapers, Inc., San Francisco, California.

### Breakfast Room

**WALL COVERING:** White woven paper, imported from Japan by Fine Art Wallpaper Co., Inc., New York.

**FABRICS:** Place mats and napkins, Lenore Linens, San Francisco, Calif.

**ACCESSORIES:** Flatware "Royal Danish," International Silver Co., Meriden, Conn. China, "Rorstrand" (plate, bowl, salt and pepper shakers), Fisher, Bruce & Co., Philadelphia, Pa. Collection of European molds.

### Deck

(adjacent to living room)

**FURNITURE:** Hibachi table (double), rattan and rawhide officers' chairs and footrests (with teak finish), The McGuire Co., San Francisco.

**ACCESSORIES:** Two covered casseroles (blue and white) "Rorstrand" ceramics, Fisher, Bruce and Co., Philadelphia, Pa. Four trays, Courroc of California, Monterey, Calif. Monkey pod salad bowl and server. Antique pewter tankard on Hibachi table.

### Deck

(adjacent to breakfast room)

**FURNITURE:** Philippine mahogany and rattan table, rattan chairs with upholstered backs, The McGuire Company, San Francisco. Upholstery on chairs "Nagahyde," U. S. Rubber Co., New York.

**FABRICS:** Place mats and napkins (beige and white), Lenore Linens, San Francisco, Calif.

**ACCESSORIES:** Flatware: Stainless steel, Danish, Georg Jensen, Inc., New York. Dinnerware "Golden Viking," The Red Wing Potteries, Inc., Red Wing, Minn.

### Construction Information

Here is a list of construction materials, both interior and exterior, paint finishes, hardware and mechanical equipment, used in the Pace Setter house that will serve as a guide to you in visualizing the house and all of its finely executed details and refinements. Additional information relative to those products listed may be obtained by writing directly to the manufacturers listed or by contacting their local dealers or representatives in your own community.

**FOUNDATIONS:** Reinforced concrete with concrete hardener, Anti-Hydro Waterproofing Co., Newark, New Jersey.

**STRUCTURE:** Wood frame.

**ROOFING:** Western cedar shakes, Red Cedar Shingle Bureau, Seattle, Wash.

**EXTERIOR WALL SURFACES AND DECK:** Redwood, California Redwood Association, San Francisco, Calif.

**WINDOWS:** Wood casements of white pine, custom mill-made; steel casements, Soule Steel Co., San Francisco, Calif.

**WINDOW AND DOOR GLASS:** Polished plate glass, Libbey-Owens-Ford Glass Co., Toledo, Ohio.

(Please turn to page 116)





## THE LOVELY OLD GROUNDS

CONTINUED FROM PAGE 78

The beautiful, somewhat traditional garden of the old house has remained relatively unchanged. What has changed in the remodeling has been the ease of going out into it, by means of the deck, and the greater openness of the house to the graceful views, by means of walls of protected glass.

The smaller but equally successful garden at the entrance has given that part of the house a contemporary look and feeling. The lanai, a completely new room, seems part of the patio-garden and vice versa.

Landscape architect Kathryn Stedman has employed all the principles of the best modern design to create a charming and useful garden at this important point of the house. The old house never had an entrance that acknowledged the fact that people, these days, arrive by automobile.

Now there is a way of descending from an automobile and proceeding under cover to the entrance. Low, terrace-wide steps broaden the look of the entrance garden and smoothly join it to the lower-level driveway.

Structurally, the new garden blends with the remodeled old house. The stone plant box at the beginning of the covered walk leading into the lanai separates it from the drive and also makes the whole court part of the architecture.

The planting was planned for low maintenance and for year around attractiveness. The plant boxes of redwood, for instance,

were specially designed for their positions, where they accent the posts supporting the overhang, further tying the house and patio-garden together.

The dwarf lemons in these plant boxes seasonally lend their sunshine to the house and reflect the yellow-to-orange reds of the incidental colors of the interior.

An evergreen elm tree was moved in to help merge the second story of the old wing with the lower remodeled wing of the house and also to merge the new garden with the trees of the old. In addition, the elm offers the lanai light summer shade and permits winter sun.

Many measures were taken to link the new elements of the house with the old ones, and with the surrounding gardens. For instance, where new paving was added on the side facing the old garden, it was done with flagstones laid in sand, the joints planted with moss. New planting throughout was keyed to correspond in color and texture with the old plantings; a transition was made between deck and garden with appropriate shrubs and plants.

Fortunately the garden was in practically perfect condition, unlike the old house, whose structure was found to be quite weakened. Consequently little was done to the garden itself.

In remodeling a garden, unlike remodeling a house, there are not likely to be unknown difficulties facing you that might easily run

(Please turn the page)



Where but in an old garden can children have a big play yard shaded like this? Tanbark floor soaks up noise of racing feet, cushions the inevitable spills that come to youngsters more enthusiastic than skillful. Seat-wall edging makes whole play area neat.

# Try it FREE! Good Housekeeping's FIRST COMPLETELY NEW COOK BOOK IN 15 YEARS!

**3000**  
STEP-BY-STEP RECIPES  
AND COOKING INSTRUCTIONS  
Kitchen-Tested and  
Perfect by the  
**GOOD HOUSEKEEPING**  
INSTITUTE

HERE is the best of all that Good Housekeeping has learned in 70 years about food — marketing, preparation, cooking, gracious serving. Every fact you need for easy roasting, baking, braising, frying, etc. — preparing better meals more quickly for less money!

**NEW** Ways to Fix  
**QUICK MEALS**



Hundreds of delicious time-saving meals for busy homemakers and "After 5:00" cooks. Luscious salads, sauces, hot breads, meat and fish surprises, fancy desserts, etc. — you can make in minutes. New ways to get the most out of new ready mixes, frozen foods, etc. Shortcuts in shopping, cooking, cleaning-up.

**NEW** Ways to Enjoy  
**OUTDOOR GRILL**

A treasury of new outdoor cookery. Complete menus; grilled meat and fowl, vegetables, breads, desserts, etc.



**NEW** Taste Thrills  
with Your  
**PRESSURE**  
**COOKER**

How to get more out of your pressure cooker — better meals in less time. 6-minute casseroles; 20-minute stews, etc.

**NEW** Ways to Use  
**LEFTOVERS**



Over 400 ways to use leftover egg yolks and whites, meats, fish, vegetables, fowl, fruits, cakes, pies, bread, cheeses, milk. 325 thrifty dishes! Soups, Last-of-The-Meat Dishes, etc.

Exciting **NEW**  
**FOREIGN DISHES**

369 favorites from the kitchens of France, Italy, Britain, Scandinavia, Central Europe, China, etc.

**NEW**  
"Susan" Recipes for  
**BEGINNERS**

OVER SIXTY of the most popular Susan step-by-step recipes, the favorites of brides and teen-agers for years. Susan's easy-to-make Angel-Food Cake, Cheesy Scramble, Fish Chowder, Turkeiti, Fudge, Nut Pie, etc. — many delicious treats that anyone can prepare.



**NEW** Section on  
**HOW TO REDUCE**

Good Housekeeping's own Five-Meal-a-Day reducing plan, meal-by-meal How to lose weight and enjoy many delicious dishes. Special reducing diet for teen-agers. Suggestions for gaining weight, too. Carbohydrate Count of 45 different vegetables. Handy Calorie Count Table of all Beverages, Desserts, Meats, Salads, Soups, etc.



Let Us Send You This 768-Page Book for  
**FREE 10-DAY TRIAL**  
in Your Kitchen

THERE is so much more to "rave about" in this great new cook book that it would take many pages of this publication just to describe it! The "old" Good Housekeeping Cook Book sold two million copies — and this one is twice as wonderful! You get ideas on Meals "For One" and "For Two," as well as how to buy and cook for a crowd. Company meals. Treats for children. All about the various cuts of meat and how to select the best for your money. Home freezing and canning. Casserole and chafing-dish cookery. Box Lunches. Nibblers. Correct Serving. Kitchen planning and layout. And much, much more. Over 11,000 listings in handy Index. Durable, washable lie-flat binding.

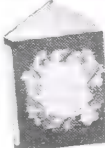
You simply must SEE this book, browse through it, try some of its marvelous ideas, before you can truly appreciate it. That is why we have decided to let you TRY it in your own kitchen first. AT OUR EXPENSE.

### SEND NO MONEY

You need send no money with coupon. We will send you this ALL-NEW Good Housekeeping Cook Book for ten days' FREE TRIAL. If you are not delighted with it, simply return it and owe nothing. Otherwise, send us \$1 then; \$2 a month later; and the balance of 95¢ (plus 35¢ shipping costs) a month after that. The demand for this book will be tremendous. So, to avoid delay or disappointment, please mail the Free Trial Coupon AT ONCE Good Housekeeping Book Division, Dept. HB6-2, 250 W 55 St., New York 19, N. Y.

Also for  
**10 DAYS' FREE TRIAL**  
Good Housekeeping  
Needlecraft Encyclopedia

Everything you want to know about 28 popular needlecrafts. Stitch-by-stitch instructions to make thousands of beautiful things. Over 1,000 "How-To" pictures, 480 pages PLUS valuable 64-page booklet, "1001 Money-Saving Needlework Hints" — FREE with Encyclopedia. Check proper box in coupon for FREE examination.



GOOD HOUSEKEEPING Book Division, Dept. HB7-2  
250 West 55th St., New York 19, N. Y.

Please send for 10 DAYS' FREE TRIAL the book(s) checked below:

☐ The All-New Good Housekeeping Cook Book. If I decide to keep it, I will send you \$1 within 10 days; \$2 a month later; and the balance of 95¢ (plus 35¢ shipping charges) a month after that. Otherwise, I will return the book in 10 days and pay nothing.

☐ The Good Housekeeping Needlecraft Encyclopedia, plus the FREE 64-page booklet of "1001 Money-Saving Needlework Hints." If I decide to keep the Encyclopedia, I will send you \$2 within 10 days and \$2 (plus 35¢ shipping charges) a month later. Otherwise, I will return book and pay nothing, keep the booklet free.

Name.....  
(PLEASE PRINT PLAINLY)

Address.....

City..... Zone..... State.....

☐ Check here if you ENCLOSE payment of \$3.95 for Cook Book (\$4 for Needlecraft Encyclopedia) — then WE pay postage. Same 10-day return privilege; refund guaranteed.



THE LOVELY OLD GROUNDS

CONTINUED FROM PRECEDING PAGE

ERNEST BRAUN



Close-up of entrance garden as seen from its almost tree-hidden back corner looking toward the glass wall of the lanai. Concrete path separates over-eager plants, adds structural pattern for all 12 months. Lawn is lilyturf, big leaves are Siebold aralia.

to heavy, unexpected expenses. And, although the landscape architect did not need to do much to the original garden of the Pace better, here for your information is the detailed procedure for remodeling a garden, if such is your need:

**You start with the trees—their age, health and species.** You must expect to fuss expensively with patchy old trees that have lost their eagerness to live: trees in their prime respond like teenagers to food. Trees beaten by winds or split by lightning may be rotten inside. Probe a little to determine the extent of this and to get an idea of what it will cost to scrape out, way down to the live wood.

Some species of trees aren't worth investing your money. The landscape architect or the local Davey or Bartlett tree expert can advise wisely on this. They are also the people to determine what to do with cables and bolts, when branches seem to reach beyond safe limits and angles.

**Next the shrubs get a close going over.** Age doesn't matter in shrubs. Healthy roots shoot out new sprouts, if but stirred into action by a rich diet and untamed whacking back of old tops. But health here is as important as in trees. The troubles are different, though. Instead of for half-con-

(Please turn to page 111)



Instead of putting plants under the wide overhang that shades lanai, landscape architect Stodman paved the area handsomely with these 2-inch, black ceramic tiles and assembled a flower show of potted plants put out where they can look full at the sun and the rain.

*it's a  
second bathroom...  
it's only 5' x 9'...  
it's Stylon ceramic tile...  
your cost of tile  
and installation,  
about \$450<sup>00</sup>\**

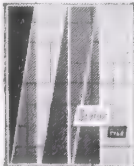
So much beauty in such modest space . . . and at such modest cost! This sumptuous "second bathroom" measures only 5' x 9', yet its ingenious design, rich appointments and many conveniences make it seem much larger. In Stylon Ceramic Tile, this happy blend of beauty and function will add glory to your home for a lifetime.

For everlasting good looks, Alfred Browning Parker, architect, and Carmen Graham, color stylist-designer, have chosen new Stylon Glazettes in a specially created "Waves" pattern.

Whether you're buying, building or remodeling, a Stylon-tiled room can be yours at reasonable initial cost, and not a cent for upkeep! For Stylon Ceramic Tile retains its glistening glamour for a lifetime, despite steam, water, sun, flame and every kind of rugged use.

Ask your architect, builder or tile contractor to show you the wide range of Stylon colors, textures and designs for walls, floors, counter tops. Your tile contractor will supply free estimates.

\*Average cost, tile and installation, varying slightly higher or lower by geographic location.



FREE...TILE INSTALLATION DIAGRAM FOR STYLON "SECOND BATHROOM"

Stylon Corp., 82 Summer St., Milford, Mass.  
Please send me, free, tile installation diagram and color suggestions for Stylon "second bathroom".

CERAMIC  
TILE

Name.....

Address.....

Stylon "Second Bathroom" by Alfred Browning Parker, A.I.A., architect, and Carmen Graham, color stylist-designer





**Stylon**

CERAMIC  
**TILE**





## Make out-of-doors leisure a real pleasure with thrifty, wearproof steel

Today's improved steels are adding a new dimension in grace and ease and solid comfort to American living. Yes, outdoors as well as in!

Just look at steel's handiwork in this pleasing patio. The smart garden furniture, the handy serving cart, the built-in barbecue center, the framework for the distinctive sheltering canopy—all are made of durable, warp-proof, rust-free steel!

And these are just a few of the many practical, economical items of steel designed to add a gay, casual note to relaxing out-of-doors.

Steel costs so little, yet lasts so long, that it's one of the thriftiest possible investments. So, whether you're creating or renovating an outdoor area, make sure that steel figures strongly in your plans. Remember: *Steel is the foundation of modern living.*

Accent on smartness that's down to earth! Steel—enduring, economical steel—is the star in this de luxe transformation of the barren backyard you see below into the inviting patio above. Its well known designer: Marvin Culbreth.



**WEIRTON STEEL COMPANY**

WEIRTON, WEST VIRGINIA

a division of

**NATIONAL STEEL CORPORATION**



## THE LOVELY OLD GROUNDS

CONTINUED FROM PAGE 108

aled rot, the hunt goes after tangled, whiskery growth where sap-filled stems should be, for any leaves scarcely able to keep their own sugars, let alone make ore for pumping to the roots, wewers and growing shoots, and for ti-social suckers that shoot sky- rd all out of proportion to the disciplined habits of the rest of e bush.

Always the watch is for what se pruning could do for each rub. Could this one be converted m a many-system bush to a lone- m junior tree? Old lilacs and neysuckles pushing past the win- ws of the second story often offer other choice. Or is this a shrub at would star, if but afforded tter background—or a new spot the stage?

Many slow growers, like box- od or holly, are still in the minor ey were less significant shrubs. ke most shrubs, moving them is surdly simple at the time of neral garden remodeling. Spe- lists and their special gear are ht on the scene. Even moving g trees is no problem, since there e no complicating over-head res or traffic, as there would be, the plants were brought along e public highway from some er garden.

**Soil must be scrutinized**, not so uch for such easy correctives as ability to feed plants, but to ow what happens when the rains me, when summer drought dries the countryside, when holes ust be dug for planting. Must the es shower down their leaves en rains are scarce, the lawn n brown by midsummer? Will dles remain for hours after ch rain? Will new spring growth me reluctantly and weeks late ch year, because soggy soil is e a cake without eggs?

Depending upon the part of the ntry—though more parts are ore suspect each year—there ust be a tight screening for nema- les. These elusive little eel rms stay in the soil, waiting to ack the roots. Sometimes they row into them (watch for little nps on the roots). Sometimes ey only sidle up to their victims, mp the live sap into their own llies (plants fed and watered erally still languish for no known ason). Either way, the plants are bad condition.

Since the soil is infected and the

pest too tiny for man to see them in the soil, wormy soil involves an over-all chemical treatment, which happens to be expensive. Until this year the treatment also killed most kinds of plants, which made the discovery of nematodes rule out many a proposed garden remodel- ing. Now VC-13 and Shell's Nema- gon wipe out nematodes without injury to even the lawn grass.

**Present grades shouldn't deter- mine what might be done**, but they do limit what can be done without danger to existing trees. Tamper- ing with grades also upsets present drainage patterns, and it may inter- mix good and bad soils. But con- sider whether or not the grades might be left alone, as at the Pace Setter, and a deck built to perform as an outdoor terrace.

Would minor grade changes seem to alter the contours enough to make them more pleasant? Possi- bly new paths or planting might create long lovely lines where now lines seem short and choppy, be- cause they cross the slope.

**Any inventory must include a look into the future.** There will be views to exploit—and to hide. Views might exist, needing only pruning to reveal them, but others will have to be created from nothing but the alert imagination.

### Costly remodeling problems:

- 1. Rot in trees:** This calls for much tedious work by a tree expert at about \$5 an hour. It may take weeks to clean out a big tree. Properly done, the work prolongs the life of a doomed tree for a quarter of a century.
- 2. Poor drainage:** Ripping open the ground to install a network of tile drains is costly enough, but what are you going to do with the collected water? Remember, too, that if you are beyond the sewer lines, adding a new dishwasher, automatic laundry or garbage dis- posal unit dumps much more water into the soil, makes necessary a new drainage field for your septic tank.
- 3. Nematode-infested soil:** At last we have—new this year—chemicals that kill these almost invisible little worms without damage to the plants struggling to keep alive in the in- fested soil. But treating every square inch of soil, which you must do because nematodes outrace even rabbits as prolific breeders, involves you in a major project.

**4. New family needs**, say for a swimming pool, garden house or tennis court, may involve not just the cost of construction, but the dollars spent to tear down and clear away unwanted things—trees, hidden boulders, old pavements.

**5. Steep slopes** that demand re- taining walls or decks before they provide outdoor living space for you: Retaining walls set you back roughly \$1.50 a square foot of ex- posed surface. Decks dent the bud- get about \$5 for each square foot covered, but of course they result in usable living space, whereas the retaining wall provides only the license to go ahead and create something useful from the flat space made possible by the wall.

**6. No easy access from garden to house:** Cutting new doors may cost \$100 or \$1,000, depending on what has to be done to strengthen the wall so that the new door-openings don't bring everything down in a great heap.

### Problems fairly easy to solve:

- 1. Excessive shade:** May seem to make nothing grow. Actually hun- dreds of fine plants must have shade. Shade problems usually turn out to be the wrong choice of plants, starved soil or failure to irrigate during droughts. Starvation and thirst are severe, because shade trees grab off both food and water first, thanks to their deeper, more widely roaming roots. Raise the canopy of shade each year by saw- ing off the lower branches, thus more sunlight and rainfall will reach the plants below.
- 2. Plants overgrown:** No matter what the jungle-tangle, plants come back quickly after a ruthless pruning that clears away the in- tertwining. Many oversize shrubs can be sculpted into a fine, single- stem tree of surprising distinction. Others can be dewhiskered of all the sickly little shoots at the base, so that the plant becomes a clean mass of rugged stems supporting a generous head.
- 3. Too little parking space:** This is most common where antique zon- ing czars relegated one-third the taxed land to a useless front yard—and nowhere is the solution easier or cheaper. Put a privacy screen near the house, convert the street- side land into guest parking, leav- ing existing trees to roof this mod- ern auto-age porte cochère.
- 4. No privacy:** Often baffling to solve, but actually takes more (Please turn the page)



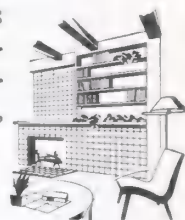
WITH REAL CLAY

Suntile

SAVES HOUSEWORK  
STAYS Beautiful...

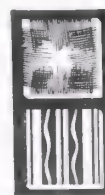
Beauty that lasts a lifetime is possible—when you express your home design ideas in durable, real clay Suntile.

Richly patterned floors, lustrous walls in colors that match *your* taste are so easy to achieve with beautiful Suntile... And, best of all, you can just relax and enjoy this beauty. For Suntile never needs waxing, polishing or paint- ing. Just a quick once-over with a damp cloth keeps it bright as new—forever water- proof, fireproof, stainproof.



CREATE  
exciting patterns

IN CERATILE



This brand new kind of ce- ramic tile offers you a wide choice of colors, textures and patterns for dramatic effects. Ceratile can also be made to your personal order in special designs of almost unlimited variety.

2 VALUABLE BOOKLETS  
YOURS FOR ONLY 10c

Tips on selecting tile to your taste—with many full color illustrations of Suntile and Ceratile installations.

THE CAMBRIDGE TILE MFG. CO.  
Dept. H8-76, P. O. Box 71  
Cincinnati 15, Ohio

Please send me "Personally Yours," the Suntile idea book; and the Ceratile book- let showing installations and patterns in colors. I enclose 10c.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## THE LOVELY OLD GROUNDS

CONTINUED FROM PRECEDING PAGE



alive today



## ...because they went to their doctors in time

Many thousands of Americans are being cured of cancer every year. More and more people are going to their doctors *in time*. That is encouraging!

But the tragic fact, our doctors tell us, is that every third cancer death is a needless death...*twice* as many could be saved.

To learn how to head off cancer, call the American Cancer Society office nearest you or simply write to "Cancer" in care of your local Post Office.

American Cancer Society



thoughtful planning than large sums of money.

**5. Upkeep excessive:** Upkeep is what you make it. Fussy design demanding hand work, succumbing to the myth of "flowers all season," failure to buy available power tools, and unrealistic demands for jewel-box perfection could break even the treasury. "Flower-show perfect" costs four times as much as "passable," in the experience of harried experts like Boston's Homer Dodge, who provides clients with both extremes and all nuances between.

**6. Poor soil:** This is a handy excuse for poor gardening habits, but rarely more than a shaky prop. Usually all that is lacking is plant food. Sometimes the soil has been abused—pounded down until it could win in a weight-holding competition with concrete. But properly loosened, stuffed with peat and plant food, even despised yellow-clay subsoil can outbloom inky loams the way most people garden.

**7. Old views lost:** The previous owner may find it hard to accept the change, but smart remodeling can build in better views, some within the garden, others to the outside world as well. Remember, you "own" as far as the eye can see. Trees and sky, streets away, are yours to include without cost, as you remodel the garden.

### Ten ways to cut upkeep costs:

- 1. Convert to a shade garden,** mainly trees, with big old shrubs pruned into tree form. Because the trees are big, soaring way over head, the mind is happy with a few plants. For example, the magnificent gardens of The South, as we see them today, really are only the remnants of gardens once stuffed with shrubs and flowers.
- 2. Confine flowers** to a small, sunny area and concentrate on mass displays of a kind to provide such color that it makes the whole garden come alive. Forget the fussy perennial border (what the old-time hired gardener called the mixed border or English garden). Specialize in only one or two perennials—maybe iris, daylily, rose or chrysanthemum. Become a lily connoisseur, daffodil specialist or an expert on some favorite annual.
- 3. Streamline all design shapes** for fast power lawn-mowing. It's not the amount of lawn to mow, but how much you have to fuss with little patches of it. Grass can be the cheapest way to keep grounds looking attractive—or most expensive.

**4. Install mowing edges** along the lawn so that hand trimming is banished forever.

**5. Pave or fill with groundcovers** those areas where grass isn't happy. But don't assume that either costs nothing to keep neat. Paving must be swept often, washed occasionally. Groundcovers trap leaves and old papers the way little boys' pockets collect junk, and they are just about as troublesome to get cleaned out.

**6. Prune the big shade trees** to keep branches high enough in the air so that plants at ground level get more light and air. This encourages flowers and shrubs to grow with vim, and makes life difficult for bugs and blights.

**7. Keep pools away from falling tree leaves,** also buffered from grass clippings and wind-blown garden mulches by a strip of paving. Swimming pools require daily vacuum cleaning, if you ignore this.

**8. Pave paths, steps and parking.** Grass paths and steps seem like wonderful dollar-stretchers, but cost far too much in upkeep. Gravel or bluestone driveways look handsome, cost little to install, but they soon seem messy, unless raked and rolled often and lovingly. Add in the cost, too, of nicked lawnmower blades that find driveway stones hidden in the grass.

**9. Prune the hedges once a year,** just before the vigorous spurt of new shoots in the spring, instead of clipping them every week. The soft, natural look that comes as a by-product of this big labor-saver takes away the man-made precision that feeds the ego of a hired gardener, but the soft look also makes less tragic the loss of a shoot or even a plant by pest or accident.

**10. Feed liberally and irrigate during droughts.** Healthy plants shrug off diseases and are bypassed by hungry bugs until all else has been eaten. The secret of the fabled green thumb of oldtime gardeners could be found in the care with which they fed and watered their plants.

### Where to splurge:

**1. Tree pruning:** Hire an artist among tree experts. He will create living sculpture from even nondescript trees.

**2. Plant food:** The plants probably have been half-starved for years, so will jump when fed. Puny leaves will give way to broad, shiny creations and the look of pleased pets.

**3. Moving plants:** Don't put up with the inconvenience of plants out of place, shade that falls just a little to one side of where it would please you most, or plants that jostle each other for a look at the sun. Trees up to 10 inches in diameter offer no problem to a trained tree-mover. The trees will go growing in the new spot, as if never disturbed.

**4. Paving:** Get the best. Paving needs a good foundation as much as a mattress needs good bedspring. A poor mix of concrete makes a surface that cracks or flakes off. Too cheap blacktop is a sticky go in summer, glass-brittle in winter.

**5. Reshaping the lawn:** Streamline to make power mowing easy, eliminate the sharp corners, also the quick changes in elevation that make the mower slash off the humph.

**6. Mowing edges:** These look like luxuries installed for style, but they often cut the lawn-mowing bill in half and trimming by hand is the real luxury.

**7. One gorgeous bed of flowers:** This keeps the garden colorful, but practical. Elevate the bed for even more show for your work. The extra cost of building the raised plan bed will come back in hours saved in caring for the flowers without any stooping.

### Order of work before house remodeling:

**1. Protect the trees from damage** by builder's machinery. Erect rugged barricades.

**2. Tie dangling branches of shrubs** to keep them safe; transplant shrubs into a temporary home until you are ready to place them permanently.

**3. Keep truck traffic and worker cars off the property—at all times.**

**4. Prune the trees to remove branches that obviously must go—during remodeling:**

**5. Install drainage lines** in the soil.

**6. Build necessary pools, garden house, steps, etc.**

**7. Treat the soil chemically** to kill nematodes.

**8. Mix peat and plant food** into the soil.

**9. Pave terrace, paths and parking—after remodeling:**

**10. Complete planting.**

**11. Complete pruning.**

**12. Complete tree pruning,** opening up desired views and creating living sculpture from your trees.

**13. Build privacy screens,** using plants or fencing.

**14. Seed the lawn.**



## A PHILOSOPHER LOOKS AT THIS PACE SETTER HOUSE

CONTINUED FROM PAGE 102



The long driveway, with its beautiful, established plantings, partially explains why the owners chose to remodel.

The first voice of that conversation was of the local spirit, saying:

"If you knew as much as old houses do.

"Your dreams would be troubled and broken too."

But the Spirit of Beauty was pressing a query in the invidious spirit of mortals: "But are you 'functional' or 'organic'?"

"We of this house," the local spirit answered with dignity. "do not separate 'use' and 'beauty'."

"Why, then, did you allow the house over which you preside to be rebuilt?"

"Because the two had been separated and require to be brought together again," the house spirit answered. "But you mistake the nature of my vocation in the very form of your question. I am not cause but only caretaker of this

house, as of the house which preceded it. I can at most only reflect achievement or, at the very most, prompt it. I cannot cause anything. This impotence is the penalty of being immaterial. Do you, Spirit of Beauty, find it otherwise?"

"No," said the Universal Spirit pensively. "such is the relation of all us children of spirit to the stuff of Nature. We must honor the priority of the material and must await its impulses to take on form, to become this or that thing. Are there other local deities hereabout, guardians of the children, for instance, whose remnants of play I see upon the lawn?"

"Yes, there are four guardian angels, one for each child, and then a spirit for the grandfather, who built the place originally."

(Please turn the page)

ERNEST BRAUN



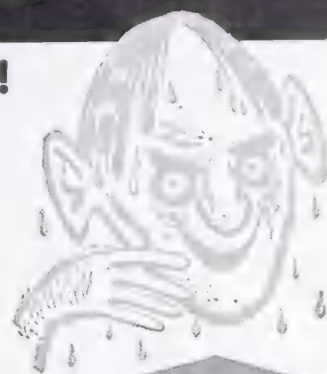
The old motor court and turn-around for the drive were also left intact. The stone wall here has thick moss.

## THE MOISTURE MONSTER IS LURKING IN YOUR BASEMENT!

Send for this FREE Booklet!  
Get rid of the  
Moisture Monster!

Tell-tale signs that tip you off—the Moisture Monster is loose in your basement! Sweaty pipes, warped floors or woodwork, mildewed clothes and furniture, rusty tools, a damp, dank odor. Spot these, and you know... he's there!

Get rid of the Moisture Monster! An Oasis Dehumidifier stops rust, mildew, warping floors and sweaty pipes. The Oasis takes moisture-laden air and removes up to 3 gallons of water per day! Rooms stay dry and comfortable. Send for this FREE booklet! See how easy it is to drive out the Moisture Monster!



**OASIS**  
DEHUMIDIFIER



### Mail Coupon

Book tells how to make basements dry, comfortable... with a new Oasis Dehumidifier!



AIR DRIER

THE EBCO MANUFACTURING CO.

Dept. GG, Columbus 13, Ohio

Tell me how to get rid of the Moisture Monster.

name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_



## World's most glorious reception

It's the one your kids give you when you arrive home at the end of the day.

All you have to do to earn it is to be there—on time and safe!

So, drive carefully to and from work. Play it safe as you work.

This is living... and you know it!

**BE CAREFUL... the life you save  
may be your own!**



A public service message prepared by The Advertising Council in cooperation with the National Safety Council.



## A PHILOSOPHER LOOKS AT THE PACE SETTER HOUSE

CONTINUED FROM PRECEDING PAGE



GUARANTEED  
FOR  
**5**  
YEARS

Leave it to DIEHL—one of the oldest names in fans—to bring you the newest . . . and the best! When you're "looking 'em over" at your dealer's, insist on the fan with this orange and black nameplate. Take home a fan made and guaranteed by DIEHL—Electrical Division of The Singer Manufacturing Co., makers of the world-famous SINGER Sewing Machines!

SEE THESE AND MANY OTHER  
MODELS AT YOUR DEALER'S NOW!



DO-IT-YOURSELF  
"Pancake"  
ATTIC VENTILATOR

Cools entire house!

Easy to install!



Portable  
3 WAY  
VENTILATOR

It's a window exhaust,  
intake fan—  
or a portable room fan!

DIEHL MANUFACTURING COMPANY  
Finderne Plant—SOMERVILLE, N. J.

"And a spirit for the grandmother, as well?"

"No, no spirit for her; her personality was submerged in that of her husband, as the wont was in those days."

"Clearly the present wife, mother of the four children, is not thus incorporated in her husband. So there must be two more guardian angels, one for her and one for her husband, the present owner?"

"Yes, two more, but more like twins than separate. It is a new day, you know, and a new wont—and so this new house to mark the migration of beauty. The husband and wife may tilt over the removal of the evergreen there by the swimming pool, whereupon their spirits are easily discernible in our ethereal kingdom. But you could be easily led astray by pursuing too far the notion of their separable identities. They grew together as children on this very spot, and in the shade of the old house now only partially discernible. Childhood sweethearts they were, and empathetic adjuncts each of the other. They thus achieved a unity of romance much closer than any unity arrived at by marriage."

"And this same unity obtains between the children and their parents?"

"Yes, in large part."

"And are the several deities of these hills united into a community?"

"YOU know, O Spirit of Beauty—though you seem to forget it—how spirits do but follow in the train of those whose distillates they are. We are the aroma not the agents of the world. We spirits are but capable of certain 'promptings' as you have said. We become a community only as men get socialized."

"All this I know; but since you play down our power, I am playing up our influence. We are capable of certain 'promptings'; and I dare

say that without you this house would not have been re-built."

"Yes, all tutelary deities conspired to bring about the rebuilding of this house, that the past and the future might speak to each other and time might issue a seamless whole. Old houses carry on old quarrels and cast dark shadows of old blindnesses before them. We guardian spirits of this house and these people did play upon the sub-consciousness of the present master and mistress until their dreams were disturbed and their vital energies began to incline to discontentment with the old, dreaming of something new, then planning, and at last perpetration."

"And have your promptings been as successful within, so to say, as this outward show of unity between the hills and the house, between the natural and the man-made elements of the place?"

"YES as you may judge for yourself. Last year, the remodeling done, master and mistress went abroad for a long delayed Grand Tour. Arrangements were made, children and all, for a successful tour. Before half the trip was over, they cancelled arrangements and hastened home, not for the children, as you may guess, but for nostalgia over the harmony of these lovely scenes. I heard the mistress tell the master this very morning, looking in the closet where their luggage is stored: 'It is beautiful, our new luggage, but we'll probably not use it again. To tell the truth, I like it better in the closet of this house than on any foreign dock.' They have become to themselves the vital links between those who went before and those who come after; and this house is the linkage across the gulf of flowing time. Its image in their hearts has eased their feet of wanderlust and freed their minds from fugitive desires. As Kipling has written:

"God gave all men all earth to love,

But since our hearts are small,  
Ordained for each one spot  
should prove  
Beloved over all.

"That as He watched creation's birth

So we in God-like mood,  
May of our love create our earth,  
And see that it is good."

"YOU have, O Guardian of this House, you have answered my questions completely and have satisfied me fully. I feel deeply what you have said. It marks the rise in this spot of what the philosophers call 'institutional beauty.' This is the kind which abides and which permanently enriches our world. Who gives form to the void is creator of beauty; but when the void is the plastics of human germ plasm and the form imposed upon it is reverence for life, with piety for its processes, there we find a warp and woof tough enough to withstand the ebb of time and precious enough to yield tribes from families, nations from tribes, and humanity from nationhood. In such cultural forms, and only in them, am I, Spirit of Beauty, wholly fulfilled. A house, and especially a re-modeled house,

. . . knows much that it doesn't tell—

It keeps its secrets closely and well.

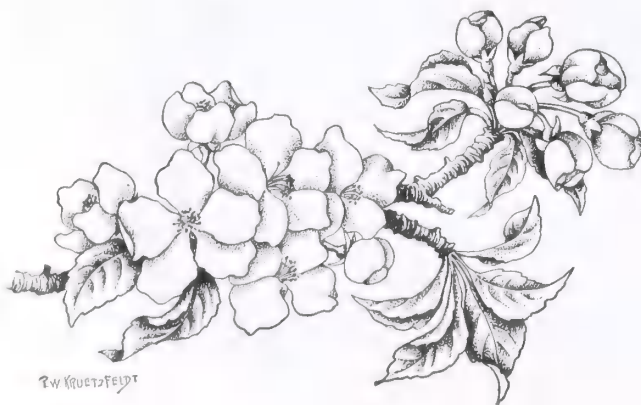
It guards securely, with lock and bar,

The inner place where its treasures are,

I'm sure a house has a thousand ears,

But it never speaks of the things it hears."

"And, O Spirit of Beauty, let you and me keep what this house keeps—let us keep even its identity; and let us tell of it only what this house itself would tell!"



W. KRUEZ-FELDT



## HOW TO ENJOY A SYMPHONY—VI

CONTINUED FROM PAGE 49

water. He died at the early age of fifty-three. Immediately the rumors began flying that he had drunk the glass of water on purpose, that in fact he had committed suicide. Nor was this rumor been stilled to this very day, although no sufficient evidence exists to give it substance.

At any rate, the *Pathétique* was his legacy, one to be cherished, and nothing could have better expressed the spirit of the time, the mood of its audiences. All over the world it was welcomed. Even in Boston, Richard Hale, the program annotator for the Boston Symphony, reported that "the *Pathétique* was at first so popular that many predicted its life would be short."

But its life has proved to be far from short. The *Pathétique* has been just as popular in an age of very different mood and artistic deals, in an age when romanticism had become not a feeling for the present, but a recollection of the past with the new romantic revival.

HERE is the nub. Here you find the explanation of why a work which served as a perfect expression of its time remains popular in a period when it is no longer timely. By understanding this you begin to define the timelessness of a work of art. We are speaking of immortality. Where does immortality lie? Quite obviously in quality, in worth, in strength, in vitality. Launched on the stream of time, the symphony now lives on independent of the stream. For in its own way, the *Pathétique* is great music.

Though for once a symphony is well named and the title applicable, it would be a great mistake to see in the music merely a flood of tears, a musical crying jag. Quite true, its first movement is somber and its final movement ends in a sense of deep oppression. But there are high and lofty moments. There is

exaltation and musical beauty.

Comparing the *Pathétique* to Beethoven's or Brahms' symphonies (a foolish thing to do) we can well be dissatisfied with its lack of restraint, with the nervous short phrases which run up and down the strings, with the squeezing of the last drop of emotion out of the somber hues of the orchestral colors. But taking it at its own self, we can thoroughly agree with the popular verdict. The symphony is unique. It is a legacy to be cherished. It is beautiful.

Certain it is that we find in the first movement one of the most appealing melodies in orchestral music. This is the broad melody of the second theme, a soaring and sensuous melody, lifted high by the strings, until it finally sinks into the soft, lower reaches of the bassoon (in actual performance, it is often played by a bass clarinet, as the bassoon is unable to play that softly). After this, the Development section begins with a great explosive shock, using the dramatic first subject.

The second movement is a charming and graceful one, waltzlike, though the time measure is five to the bar and not three-quarter time.

Then follows the thrice-famous March. It is wild, barbaric, maintaining a mounting tension all through the movement with the use of one melody only.

To the Finale, which is marked "*adagio lamentoso*," really belongs the title "*Pathétique*."

There are people who despise this symphony. I really feel sorry for them.

### Recommended: Recordings

Kleiber: Paris Conservatoire—London

Ormandy: Philadelphia Orchestra—Columbia

Toscanini: NBC Symphony—Victor

## FOR YOUR ART LIBRARY

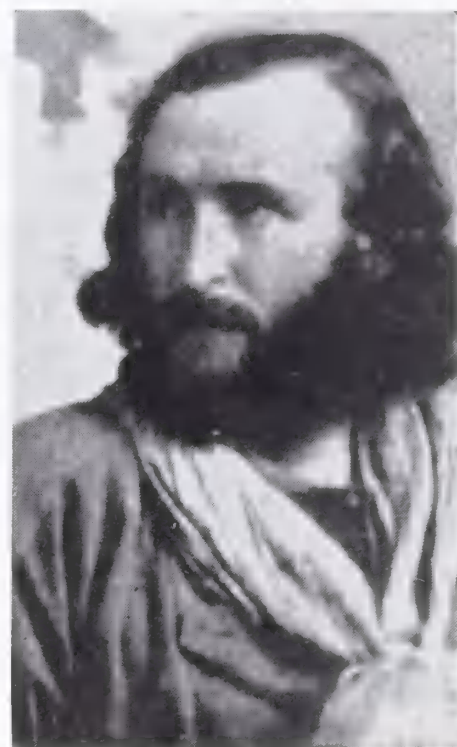
Some strikingly beautiful books are now coming into the United States from Japan. Some of those we've seen and liked are as high as \$16 a volume (and worth it); many more are as inexpensive as \$1 (and worth more).

The former are in a series of six volumes called *Pageant of Japanese Art*, edited by staff members of the Tokyo National Museum. Volume VI of the series is on Japa-

nese architecture and gardens, and we've never seen a finer collection of illustrations on the two subjects.

The \$1 volumes are pocket-size books of prints and explanatory texts describing such superb artists as Hokusai, Sharaku and Hiroshige. Most of them are in English. They all will be shortly. All are imported by Charles E. Tuttle of Rutland, Vermont, from whom catalogs are available.—J.A.B.

## The man who named Tombstone, Arizona



THE SURPRISED government scout from Camp Huachuca reined his horse to a stop at the sight of Ed Schieffelin. And when Schieffelin admitted he was actually living and prospecting in Apache country, the scout warned him, "All you'll ever find'll be your tombstone."

But Schieffelin didn't scare easy. When he struck a silver lode in the desolate, dangerous hills of Arizona Territory, he called his first mine "Tombstone." And, unknowingly, he gave a name to a borning, brawling community soon to be notorious as one of frontier America's tough towns.

The Tombstone mine itself never amounted to anything. But Schieffelin just kept on prospecting—and within a few years, he turned out to be a millionaire. The hills he had risked his life in were practically made of silver.

Today's Ed Schieffelins are hunting uranium ore with Geiger counters, but their spirit is the same. And it is only part of the spirit of 165 million Americans who stand behind U. S. Series E Savings Bonds—who, by being the people they are, make these Bonds one of the finest investments in the world.

And, for an American, the very finest investment. Why not help your country—and, very importantly, yourself, by buying Bonds regularly? And hold on to them!

\* \* \*

It's actually easy to save money—when you buy Series E Savings Bonds through the automatic Payroll Savings Plan where you work! You just sign an application at your pay office; after that your saving is done for you. The Bonds you receive

will pay you interest at the rate of 3% per year, compounded semi-annually, when held to maturity. And after maturity they go on earning 10 years more. Join the Plan today. Or invest in Bonds regularly where you bank.

## Safe as America—U. S. Savings Bonds

The U. S. Government does not pay for this advertisement. It is donated by this publication in cooperation with the Advertising Council and the Magazine Publishers of America.





# KRISPY KAN

Keep crackers fresh and crisp



Krispy Kans are guaranteed to keep your crackers, potato chips, pretzels, popcorn, cereals and other snack foods fresh, crisp and tasty . . . indefinitely!

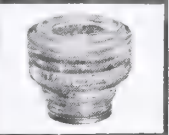
Complete unit \$2.00. Canister available in turquoise, yellow, red and pink. At better stores everywhere.

The secret is in the Blue Magic crystals in glass cap. They absorb all unwanted moisture. Keep snack foods fresh - even when it rains!

Blue Magic crystals can't wear out - they last forever!

If you can't find Krispy Kans in your department store or gift shop, write to

**LUCE MFG. CO., WESTPORT, CT.**



Guaranteed by Good Housekeeping

## FURNISHINGS AND CONSTRUCTION DATA FOR THE PACE SETTER HOUSE FOR 1956

CONTINUED FROM PAGE 106

**WEATHERSTRIPPING:** Bronze interlocking, Chamberlin Co. of America, Detroit, Mich.

**INSULATION:** "Fiberglas," Owens-Corning Fiberglas Corp., Toledo, Ohio.

**INTERIOR WALL SURFACES AND CABINET WORK:** Lanai, living room and dining room, white oak lumber, Southern Hardwood Producers, Inc., Memphis, Tenn. Kitchen and breakfast room, vertical grain Douglas fir plywood, Douglas Fir Plywood Association, Tacoma, Wash. Master bath, marble. "St. Clair Fleuri," Vermont Marble Co., Proctor, Vt., Children's and guest bath tile, "Ceratile," Pacific Tile & Porcelain Co., Los Angeles, Calif. "Dura-glaze," Gladding McBean & Co., Los Angeles, Calif. Plywood used for general cabinetwork, U. S. Plywood Corp., New York. Perforated pressed board in daughter's bedroom cabinets, "Perforall," Woodland Industries, Inc., Detroit.

**CEILING SURFACES THROUGHOUT THE HOUSE:** "Sheetrock" gypsum board, U. S. Gypsum Co., Chicago, Ill.

**FLOORING:** Lanai and breakfast room, white oak flooring, National Oak Flooring Manufacturers' Assoc., Memphis, Tenn., Inlaid Floor Co., Emeryville, Calif. Daughter's bedroom, cork, Armstrong Cork Co., Lancaster, Pa. Master bath, marble, Vermont Marble Co., Proctor, Vt. Kitchen and laundry, "Koroseal." Vinyl tile, The B. F. Goodrich Co., Akron, Ohio.

**MECHANICAL EQUIPMENT:** Heating: central system, forced warm air perimeter system, furnace, Mars Gas Furnaces, San Francisco, Calif. Controls, "Modu-flow," Minneapolis-Honeywell Regulator Co., Minneapolis, Minn. Electric wall heater in laundry, Norris-Thermador Corp., Los Angeles, Calif. Electric heat in baths, "Heat-a-Lites," NuTone, Inc., Cincinnati, Ohio. Infra-red heat lamps, Lamp Division, General Electric Co., Cleveland, Ohio. Water heater, Day & Night Division, Affiliated Gas Equipment, Inc., Monrovia, Calif. Water conditioning Elgin-Refinite, Elgin Softener Corp., Elgin, Ill. Bathroom ventilation: "Blo-Fan," Pryne & Co., Pomona, Calif. Electrical Distribution: remote control system, Touch-Plate Mfg. Corp., Long Beach, Calif. Circuit breaker, Safety Switchboard Co., Oakland, Calif. Dimmer con-

trols for living room and dining room, "Luxtrol," Superior Electric Co., Bristol, Conn. Lighting fixtures: special lighting fixtures in lanai and in living room and dining room designed and made by Boyd Lighting Fixture Co., San Francisco, Calif., exterior fixtures designed by Morgan Stedman and made by B. B. Stern & Co., Burlingame, Calif. Electrically operated draw curtains for lanai, living room and dining room (ADC curtain tracks and machines), Automatic Devices Co., Allentown, Pa. Intercommunication system, "Vocatron" stations throughout the house, Vocaline Corp. of America, Old Saybrook, Conn. High-fidelity music system: System designed by Ben Wildman and installed by Pyramid Sound, San Francisco, Calif. Paragon AM-FM tuner with Prelude full fidelity control and an automatic timer, Pederson Electronics, San Francisco, Calif. "Concert" three-speed transcription turntable, Thorens Co., New Hyde Park, N. Y. Binaural speakers, each with separate controls, James B. Lansing Sound, Inc., Los Angeles, Calif. Portable tape recorder (#600), Ampex Corp., Redwood City, Calif. Electric time switch, Paragon Electric Co., Two Rivers, Wis. Tone arm, Audax Co., New York.

**PLUMBING FIXTURES AND FITTINGS:** Except as otherwise noted, Crane Co., Chicago, Ill. Shower controls: "Safetymix," Symmons Engineering Co., Boston, Mass. Bar sink and flower arrangement sink with foot controls: American Radiator and Standard Sanitary Corp., Pittsburgh, Pa.

**FINISH HARDWARE:** Hardware for operating awning type windows in lanai, "Whitco," Vincent Whitney Co., Sausalito, Calif. Bronze casement operators "Getty," H. S. Getty Co., Inc., Philadelphia, Pa. Entrance door lock set, "Sargent," Sargent & Co., New Haven, Conn. Entrance door hardware (designed by Morgan Stedman) executed and finished by Boyd Lighting Fixture Co., San Francisco. Interior latches and locksets, "Yale," The Yale & Towne Mfg. Co., Stamford, Conn. Sliding door tracks, "Harvey," used on exterior doors of dining room and living room, American Screen Products Co., Miami, Fla.; tracks for shoji

between lanai and living room (Kenna #400), Kennatrack Corp., Elkhart, Ind. Rotary trouser and shoe track in master dressing room, designed by B. L. Schroder, E. M. Hundley Hardware Co., San Francisco, with portions made and finished by William Pfister of Industrial Ornamental Bronze & Wire Works, San Francisco. Cabinet hinges (cone type), The Stanley Works, New Britain, Conn. Olive knuckle hinges on doors, McKinney Mfg. Co., Pittsburgh, Pa. Hospital type door pull, Glynn Johnson Corp., Chicago, Ill. K-V recessed adjustable height supports in kitchen cabinets, Knappe & Vogt Mfg. Co., Grand Rapids, Mich. Plexiglas shelves and supports in bar, K-Plastix, San Francisco, Calif.

**KITCHEN EQUIPMENT:** Built-in ovens and range top, Norris-Thermador Corp., Los Angeles. Built-in twin refrigerators with stainless steel finish, Revco, Inc., Deerfield, Mich. Dishwasher, General Electric Co., Louisville, Ky. Sink, Zeigler-Harris & Co., Los Angeles. Freezer, Amana Refrigeration, Inc., Amana, Iowa. Garbage pulverator "Waste King," Given Mfg. Co., Los Angeles. Dish warmer built into cabinets, Merco Ray Corp., Kent, Wash. Electric food mixer, "Mixmaster," Sunbeam Corp., Chicago, Ill. Fruit juice extractor, Sunkist Growers, Inc., Los Angeles. Undercounter refrigeration in bar and breakfast room, General Electric Co., Louisville, Ky. Translucent glass used for cabinet over kitchen range, "Factrolite," Mississippi Glass Co., St. Louis, Mo. Diffusing panels under kitchen skylight, "Honey-lite," Hexcel Products Co., Oakland, Calif.

**LAUNDRY EQUIPMENT:** Washer and dryer, Hotpoint Co., Chicago, Ill. Ironer, Ironrite, Inc., Mt. Clemens, Mich. Laundry tray, American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.

**PAINT AND WOOD FINISHES:** Except as otherwise noted, W. P. Fuller & Co., San Francisco. "Firzite" and "Satinlac" for wood walls, ceiling, kitchen cabinets, U. S. Plywood Corp., New York. Stain used on oak floors, Murphy Paint Corp., Newark, N. J. Exterior paints and semi-gloss paints for walls and ceilings, Sem Paint Co., Belmont, Calif. Clear creosote used on redwood, Samuel Cabot, Inc., Boston.

*A Jewel of*  
**MECHANICAL PERFECTION**

Shreds quietly as it slices your food waste wastes away. Simple and economical to install.

*The Marvelous*  
**WasteMaster**  
FOOD WASTE DISPOSER

LOCKLEY MACHINE COMPANY  
WASTEMASTER DIVISION  
NEW CASTLE, PA.

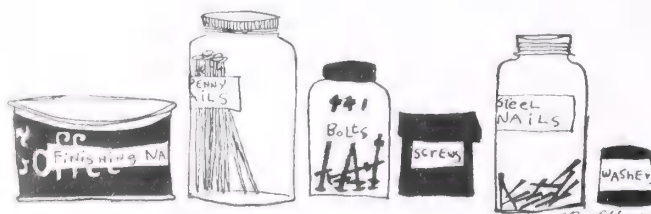
Please send information that will help me with my kitchen chores.

Name

Address

City

State





## THE NEW LANAI—CENTER OF HOME FUN

CONTINUED FROM PAGE 86



Looking from the lanai into the living room at night, one notes the translucent quality of the loosely woven screens that slide back and forth between both rooms.

this new kind of garden room.

The high-fidelity system has a record changer for continuous playing of dance music and a turntable for more serious listening. It serves both the lanai and the living and dining rooms.

The lanai has other entertainment aspects: It is used for the showing of slides or home movies. In one corner of the new room, to the left as one enters from the patio, is a small, cleverly concealed bar, fitted with clear, Lucite shelves and backed with a mirror. When not in use, the bar can be closed off by means of triple-hinged doors and the lanai shows no signs of its presence—which is all to the good, certainly.

As for other functions of the multi-purpose lanai: It now acts as an entrance hall between the front door and the living room. It provides a passageway between the service areas and the bedroom wing, where previously all such traffic had been through the living

room, which had also acted as the entrance hall before remodeling.

It is a second living room, a sort of enclosed garden room, which can be shut off by means of shoji-like panels from the rest of the house or left open to it. Through its wall of protected glass comes the green beauty of the patio-garden, a close-up intimacy with nature that no other room has.

Indeed, so successful has the lanai proved, in all its functions, that the family—parents and four young children—rarely go outside the Pace Setter for their fun. They have it right at home.

When you also consider the wealth of reading in the living room, the abundance of enjoyment possible on the great deck, the variety of games to be played in the upstairs playroom or the outdoor playground, you begin to understand why they feel as they do, why they have come to the fullest realization of the fact that home is the center of everything.

### IMPORTANT NOTICE TO SUBSCRIBERS

• If you are going to move, it is necessary that the proper notification be made at the earliest possible moment so that you may continue to receive your copies of *House Beautiful* without interruption.

Such notification should be made 5 weeks in advance to *House Beautiful* by letter, post card, or post office form #22S, giving the old address as well as the new, with postal zone number if any. You should also notify your local post office on postal form #22 of your change of address.

HOUSE BEAUTIFUL Subscription Dept.,  
250 West 55th Street, New York



## The Bride's House of 1956

Brides will love this house—because it's all the things they are. It's young, gay, bright with color and bubbling with ideas. It will help them create their own framework for happiness. They'll love this issue too—because it tells them all about silver, china, glass and linens and fashion, etiquette and travel. Get copies today for the brides in your life. You'll get thanks a plenty for this most welcome of all presents: a bookful of help on the bride's wedding, her home and her future—all from the nation's leading bridal authority.

*Now on sale at newsstands.*

*Only 50¢ a copy. Or send money to Guide for the Bride, 572 Madison Avenue, New York 22, N. Y.*





## HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 50



*If it weren't for brand names*

## You'd have to be an engineer to know which TV set to buy

The most complicated piece of equipment in the American home is a television set.

Yet you're not afraid to go out and buy one without even "looking under the hood."

What makes you so sure of yourself? In fact—how can you buy so many things you know so little about, without worrying?

Isn't it because you've learned the secret of safe and sound buying?

### A good brand is your best guarantee

No matter what kind of a product you're buying, you know you're right when you buy a good brand. You know the manufacturer will stand behind it because his reputation is at stake. You can depend on a good brand.

The more good brands you know, the fewer buying mistakes you'll make. Get acquainted with the good brands in these pages and get more value for your shopping money.

BRAND NAMES FOUNDATION  
Incorporated

A Non-Profit Educational Foundation  
37 West 57th St., New York 19, N. Y.

A GOOD BRAND  
IS YOUR BEST GUARANTEE

particularly entrancing about the things that are happening to American vacation patterns. We are seeing the dissolution of the sacred "seasons," when it was smart to be seen only *then* in certain places. We go off happily at any time of year to any place that suits us. And mind that word "go," for whether we ultimately deposit ourselves on a Florida beach or on a Wyoming dude ranch, the characteristic of the new vacation is that we cover considerable distance.

There's a wonderful new urgency in us to see more places, know more people, really re-create ourselves in new surroundings. Fortuitously, we can literally go almost anywhere in the world. (SVEA Swedish steamship lines are even shepherding six nine-day escorted tours to Russia this summer, according to their New York agents, Linjebuss International.) Moreover, it seems as if there's hardly anything we've "always wanted to do" that we can't do now, from harpooning whales in Norway to learning Spanish in Madrid. And we can do most of these things with a minimum of traveling effort, in surprisingly little time, at surprisingly little cost. Imagine being able to charge a vacation and save money by taking the whole family along!

Here, for instance, for the benefit of last-minute planners, is an inkling of some of the diverse ways you may still spend a vacation this summer:

**Bermuda.** For \$99 round trip plus tax, you might make the three-hour direct flight to Bermuda from New York via British Overseas Airways, Colonial or Pan American. Temperature charts indicate that Bermuda's heat hovers around 84° during the summer months, but they don't explain that perpetual trade winds can be depended upon to blow up and cool you off. Our standard "must-do" in any season of the year is the ferry trip (carrying your bike, of course, and a box lunch from your guest house or hotel) from Hamilton to Somerset, and a breezy bicycling along the south shore for a picnic and swimming in the secluded, rocky cove of Great Whale Bay. Motor bikes? Oh, sure, if you must!

**Montana's great outdoors**, as part of that trip west which every American family has on the docket, couldn't be more congenially en-

countered than through a stay at Swanson's Mountain View Lodge in Troy, Montana. It's 150 miles from Spokane, Washington, easily accessible from that city by car, rented or your own, and one of those places that people stop off at, and then decide to remain the rest of the summer.

Riding, swimming, fishing and courses in such crafts as painting, sculpture, ceramics, are all casual facets of life on a ranch that's been built on the good old Scandinavian basis of excellent food and perfectly maintained surroundings.

It is run under the personal, intimate supervision of a family of world travelers, the Swansons. And according to visitors who have experienced their hospitality, the Swansons are about 90 per cent responsible for the charm of the place; mind you, they're competing with some rather impressive Rocky Mountains and a paintable neighborhood of lakes and streams and cedar forests.

Rooms in the rustic lodge reflect the family's universal interests, outfitted as they are in designs reminiscent of Hawaii, Mexico, Paris, Bavaria, Sweden and American Indian country.

**Alaska**, besides being the land of glaciers, gold fields, and the violent ways of Soapy Smith, is in summer a sort of enchanted country of birch groves and poppy fields, where flowers grow big as soup plates and the air is as clear as mountain streams. This year you might visit it under the auspices of Pan American World Airways and Wien-Alaska Airlines, on a 13-day, all-inclusive vacation that takes you to scenes of the gold rush, Tanana River, McKinley National Park and the Portage Glacier. Two more days and you can cross the Arctic Circle to the Eskimos' age-old country, stopping over at Point Barrow at the Top-O-The-World Hotel.

The Alaskan trip starts from Seattle and makes a romantic finale to any trip to the American northwest.

Or, if you'd like to make a more leisurely trip to Alaska, cruising the Canadian coast from Vancouver and Victoria up to Skagway or Sitka, you should know that steamships of the Canadian Pacific, Canadian National and Union Steamship lines make this run during the summer. Reservations are usually filled early, so act fast.

**Delta Air Lines** "Millionaire Dream Vacations" are summertime all-expense junkets to Miami, Nassau, Havana and the West Indian Islands at prices the Poor Working Girl can easily afford, and with features to turn the P. W. G.'s boss green with envy. Reason: Off-season rates prevail, so hotels are the best, accommodations are choice, conditions are pleasantly uncrowded everywhere. Typical costs, plus air fare, for meals, sightseeing and a shared double room are: seven days in Miami, \$40.50; four nights in Haiti, \$45; four days in Havana, \$32.50.

**A farm vacation**, a nostalgic back-to-the-soil holiday, is not just an idle dream. Perhaps you've got a yen to board with a farm family and chew a little hayseed for a couple of weeks. Or you have a youngster who'd profit by some first-hand experience with the land and the people who work it. You can choose exactly the kind of farm that's for you, from the pages of a booklet that lists available farm accommodations in 22 states all under the supervision of an organization that insists upon high standards of housing equipment, food and sanitation. Costs are about \$34 a week for adults, \$13 to \$25 a week for children. Current edition (1956) of the booklet gives complete descriptions of farms, locations and facilities and is yours for 25¢ sent to Farm Vacations and Holidays, Inc., 500 Fifth Avenue, New York 36, N.Y.

**American Express Domestic Tours** for those who like to slough off completely all the bother of figuring out time schedules and making hotel reservations, can take you painlessly on a whole variety of trips through the National Parks, California, the Canadian Rockies, most of them carefully planned for the people with one- and two-week vacations. Some are as short as a week end or as long as 25 days.

**The New Hampshire Craftsman Fair**, something of a nationally known festival after 22 years, this year pulling many a home-conscious traveler to the Belknap Recreation area at Gilford, N. H. where it will be held from July 3 through August 4. It's an ambitious, annual display of the work of the state's weavers, ceramists, woodworkers, rug makers and similar craftsmen, with special co-



centration on home furnishings applications of these crafts. Part of the show is a constant series of demonstrations by the craftsmen themselves, with out-of-state crafts experts invited as speakers and demonstrators. For more information: The League of New Hampshire Arts and Crafts, 205 North Main Street, Concord, N. H.

**San Diego County**, considered by some the golden heart of the Golden State, offers summer-time vacationers a score of diversissements, including a 33-day festival, from July 18 through August 19, which is called Fiesta del Pacifico.

The whole Spanish-flavored history of California will be presented in a musical spectacular called, "California Story." And until September 15 all fishermen have a chance to compete in the 10th annual running of its famous Yellow-tail Fish Derby—enough to bring Isaak Waltons in from all over the country to try for the \$25,000 worth of prizes.

The San Diego Convention and Tourist Bureau, 924 Second Ave., San Diego, California, can furnish all the details and help you plan a visit.

**A Canadian arts and crafts vacation** is an engaging thought. And if you're afraid this might put you into the dirndl and long-hair set, you just haven't caught on to the numbers of delightful duds and good natured do-it-yourselfers who are finding out how much fun it is to master a craft like weaving or ceramics, or to learn the proper approach to painting, singing and the ballet.

The New Brunswick School of Arts and Crafts at Alma, New Brunswick, offers all sorts of instruction in crafts like woodworking, furniture-making, upholstering, jewelry-making, rug-weaving and enameling, to visitors who may be spending a few days or a few weeks in Fundy National Park, a locale combining sea and woods.

Accommodation costs here run the gamut from camping out at \$1 a week for a camp site to typical hotel rates for rooms in near-by hotels or rooming houses. The idea is that you learn by participating in projects. Depending on how much time you have, you may toss off a lampshade or make and upholster a love seat! School's in session from July 9 to August 24. For more on this fascinating subject, directions and available facilities, write to Director, New Brunswick School of Arts and Crafts, Alma, New Brunswick.

Sainte Adèle in Quebec, northwest of Montreal in the pastoral Laurentians, boasts the delightful Centre d'Art, under the equally delightful direction of Mlle. Pauline Rochon. She sees to it that guests enjoy the best of French-Canadian hospitality and the usual summer-time pleasures of the mountains, while they're perfecting their French, their painting, their dancing and singing under the tutelage of certificated instructors. Mademoiselle has also arranged for the young ones to be given supervision and instruction while their earnest elders improve themselves. Write for more information.

### Learn Spanish in Spain

Summer in Spain is not just a vivid matter of flamenco dancing, *manzanilla* and the burgeoning *clovalita*, as the Spaniards call the carnation, their national flower. This year it can also be a golden opportunity for those with the urge to study the fascinating history and culture of Spain, without which it is almost impossible for an outlander to grasp the philosophy behind the language.

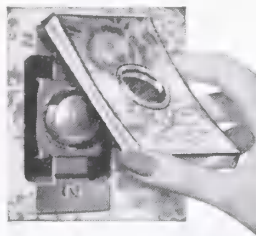
More than a dozen of Spain's venerable and excellent universities are offering programs this year especially geared for helping the North American understand the meaning of Spain, as well as its deceptively simple-looking language.

During July and August, Universities of Barcelona, Burgos, Cadiz, Madrid, Santander, Santiago de Compostela, Segovia, Seville, Valladolid and Zaragoza are giving such courses. All of them are low-cost, some of them offering weekly excursions to museums and the most interesting and beautiful of the near-by country towns, so that the student sees more than the city-slicker side of Spanish life.

The University of Barcelona, for one, is sponsoring classes in Palma on the island of Mallorca, from July 16 to August 6. From July 25 to August 25, for a tuition fee of \$8, the University of Cadiz, will attempt to steep you in Spanish culture, language and history, and see that you experience fiestas, dances, sporting events and even take a side trip to Spanish North Africa.

For \$9 the University of Burgos offers intensive language courses with attendant junkets in and around Burgos. Courses are offered in four degrees of fluency, so that kindergarteners in the language don't get into the same classes as


(Please turn the page)

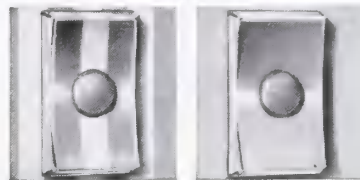


### New Tap-Lite Wall Switch With Snap-On Fashion Plate

**H**AVE fun decorating with Tap-Lite, new kind of wall switch! Transparent wall plate makes it easy to match any wall by inserting your own wallpaper, drapery material, or one of the colored inserts provided. Simple to substitute for old switches; quiet and easy to operate. Tap—it's on! Tap—it's off!  
\$1.95 complete—at leading hardware, electric and department stores.

Ever see a light switch like this?

Tap-Lite by   
**Honeywell**



**SHOTT**

**ALUMINUM**  
Casual  
Furniture

This new, roomy, attractive SHOTT A-16-W FOLDING CHAIR is sturdily constructed of ALCOA® Aluminum with washable Saran webbing in choice of four colors. Typical SHOTT quality at pleasing low price. See it at your dealer's...

or write to: / SHOTT FURNITURE DIVISION  
BALCRANK INC., CINCINNATI 9, OHIO



**Aluminum**

NOW...AND FOR YEARS TO COME

Look for  
this label.

It's your guide to the  
best in aluminum value



ALUMINUM COMPANY OF AMERICA, 2537 ALCOA BUILDING, PITTSBURGH 19, PENNSYLVANIA

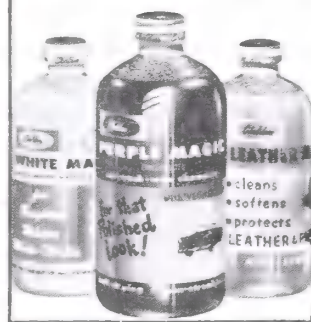
### The Chill of the Sea All Summer Long

One of America's truly fine seashore resorts—overlooking own private beach. Excellent Golf and Tennis. Dancing nightly. American plan. Write for folder. Open June 28th.  
F. L. ABEL,  
Mgr.

*The Essex and Sussex*  
SPRING LAKE BEACH, N. J.

### INFORMATION, PLEASE...

When sending requests to **HOUSE BEAUTIFUL** for further details on products, sources, ideas or company names you've seen on these pages, please include your full name and address, a full description of the product, idea, etc., the issue and page number (if known).



**THANK YOU FOR TREMENDOUS RESPONSE!**  
**WE'LL SEND YOU \$4.98 GIFT... FREE...**  
**FOR 3 EMPTY "MAGIC" BOTTLES!!!!**

You have been magnificent! You swamped us with orders! Although we can ship promptly, our glass suppliers cannot keep up with our demands. So... PLEASE... send us back 3 empty bottles; one each of "PURPLE MAGIC", "WHITE MAGIC" and "LEATHER MAGIC"... and we'll gladly mail you... **ABSOLUTELY FREE... a \$4.98 Chop 'N Slice Block Set.** (Offer expires August 31, 1956.)

"PURPLE MAGIC"—Used daily in speedy AUTO LAUNDRIES throughout the country. Washes as it Waxes. Shines as it Dries! Cuts carwashing time in half! Not a soap or detergent. Contains Vegamin Wax. Two bottle caps sudsed up in bucket of water washes off most stubborn road grime. 8 oz. \$1.  
"WHITE MAGIC"—Insures dazzling, brighter white-wall tires! Easy-to-use! Simply spray on with handy sprayer attached. Cleans, bleaches, whitens 15 mi. \$1.  
"LEATHER MAGIC"—Cleans, softens, protects — all with one easy application. Anti-static additive eliminates annoying shocks 16 mi. \$1.

CHOLDEN MFG. CORP. 332 East Street, New Haven 11, Conn.  
SEND ME: ☐ PURPLE MAGIC Concentrated Car Shampoo @ \$1 ea.  
☐ WHITE MAGIC White-wall Tire Cleaner @ \$1 ea.  
☐ LEATHER MAGIC Leather & Plastic Cleaner @ \$1 ea.  
ALL THREE for \$3  
Attach coupon to letter. PRINT NAME & ADDRESS. Check or Money Order. No. C.O.D. We pay postage. Money Back Guarantee.





**goes upstairs  
... around  
corners**

**MULTI-FLOOR  
Escalift**

Smooth electric rubber-tired drive for straight or curved stairways, even several flights with landings. Exclusive safety devices. Write for descriptive literature or phone nearest SW elevator dealer.

**SHEPARD WARNER  
ELEVATOR COMPANY**  
5003 Brotherton Road  
Cincinnati 9, Ohio

## "IMPORTANT—TO SUBSCRIBERS"

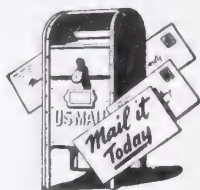
### BEFORE YOU MOVE—WRITE!

Send us a letter, card or Post Office change-of-address form. Tell us both your old and your new address.



At least 5 weeks before you move, notify

House Beautiful Subscription Dept.  
250 West 55th Street, New York 19, N. Y.



**p-s-s-t! Notice . . .**  
**real\* MENGEL  
DOORS!**  
**Beautiful . . . and  
trouble-free!**



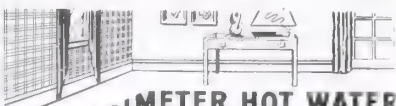
\*EVERYONE KNOWS  
MENGEL DOORS BY  
THE BUILT-IN  
TRADE-MARK

**SODAR®**  
Guaranteed  
**CRAB GRASS KILLER**  
to be sure ask for  
**NOTT'S ARTOX**  
SODAR®  
A Time Tested Hot Product  
Mount Vernon, N. Y.

### What's new in

## SWIMMING POOLS?

This it it! Exclusive Lancomatic skimmer-filter, new reverse-flow circulating system . . . for sparkling clean water, low-cost operation . . . and gunite construction, of course. Large pools, too, with high-capacity pressure filters. But, family pool or Olympic size, all equipment is by Landon, pioneer builder of fine pools. If a Landon builder-dealer is not in the yellow pages of your phone book, write us for his name and your free copy of booklet C-76 and "How To Plan Your Pool." Landon of California, 7240 Fulton, North Hollywood, California.



**TRU-PERIMETER HOT WATER**  
The leading forced hot water baseboard heating. For new homes or old. Folder on request to Dept. HB-7, Warren Webster & Company, Camden 5, N.J.

**Webster**  
BASEBOARD HEATING

**Learn INTERIOR DECORATION at Home**  
Fascinating field for men and women. Excellent starting point for career. Practical basic training. Approved supervised method. Low tuition. Easy payments. Send for FREE 24-page illustrated booklet, "Adventures in Interior Design & Decoration." No obligation.  
CHICAGO SCHOOL OF INTERIOR DECORATION  
835 Diversey Pkwy., Dept. 211B, Chicago 14, Ill.

## HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

the linguistic equivalents of Ph.D.'s.

Universities of Santander, Barcelona, Valladolid and Seville will continue their sessions late in the season. For more on this: Cultural Relations Office, Embassy of Spain, Washington 6, D. C.

### Triple A's Abroad

We see so many world-at-a-glance type of booklets that leave us less than enthusiastic that we want to report a neat little job that the American Automobile Association has done in this direction. It is now making available to its members a revised edition of "Here's How," a quick run-down on the idiosyncrasies of tipping, shopping, wine drinking, clothing sizes, weather, electric current and currency values in almost any major country you're likely to visit in the two hemispheres. To us it makes nice, terse, simple sense. Get it at your AAA office, if you're a member.

### Denmark and Dining

These two words go together like aquavit and beer, as every traveler to Denmark soon discovers. For food is a Danish national preoccupation, and such are the siren ways of *smøerrebroad* (open-face sand-

wiches) and the *koldt bord* (cold buffet), that tourists get to be almost as bewitched by midget shrimps and Danish meat balls as they are by the Little Mermaid or the bright lights of the Tivoli pleasure gardens. They also get to be pretty attached to a Danish national drink known as Cherry Heering, a beautiful, fragrant cherry liqueur which seems to be as compatible with sponge cake and afternoon tea as it is with spiced herring, to say nothing of its affinity for other liquors in cocktails.

Now, whether you're about to embark for Denmark or are simply like us, a nostalgic lover of good things to eat, you can learn more about this distinctive food and drink in a colorful little booklet, "Entertain Differently in the Danish Manner," which the makers of the liqueur have lately published. Besides giving recipes and showing some winsome table settings laid with typical Danish silver and china, the booklet passes on some bits and pieces of sound culinary advice. It also made us so hungry and homesick we wanted to take the next SAS plane for Copenhagen. For a copy, write House Beautiful's Travel Department, 572 Madison Avenue, New York 22.

## DECORATOR'S DIARY

CONTINUED FROM PAGE 48

The handmade papers of Fine Arts, for instance, are flocked on a variety of rather special wall coverings, such as Japanese Tapis or grass-cloth, Shiki silk, paper scattered with mica, or on metallic papers. In juxtaposition with the textural softness of flocking, these backgrounds can be startlingly beautiful and effective.

Conventional flocking patterns tend to be medallions of the French and Italian Renaissance persuasion, but now any type of appropriate pattern is used—geometrics, free forms, what you will. Handmade flocked papers are made to special order, so that you can call up almost any color combination you may want.

For her white marble and mustard dining room, Martha called up a pale, pale gray flocking on silver metallic in a paper known as "18 Karat," which is an alternate patterning of 13" flocked and unflocked diamonds. We'll use it above the white dado on each side



"18 Karat" Flocked Wallpaper

of the marble mantel. We'll do the floor in 13" diamonds of vinyl in two shades of gray and around the marble top dining table we'll use her six Venetian chairs, painted white and upholstered in a shocking golden mustard.—M. G.

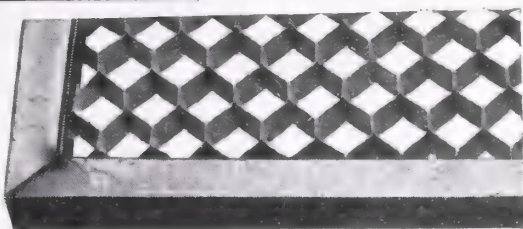


## THE NEW PACE SETTER KITCHEN

CONTINUED FROM PAGE 97



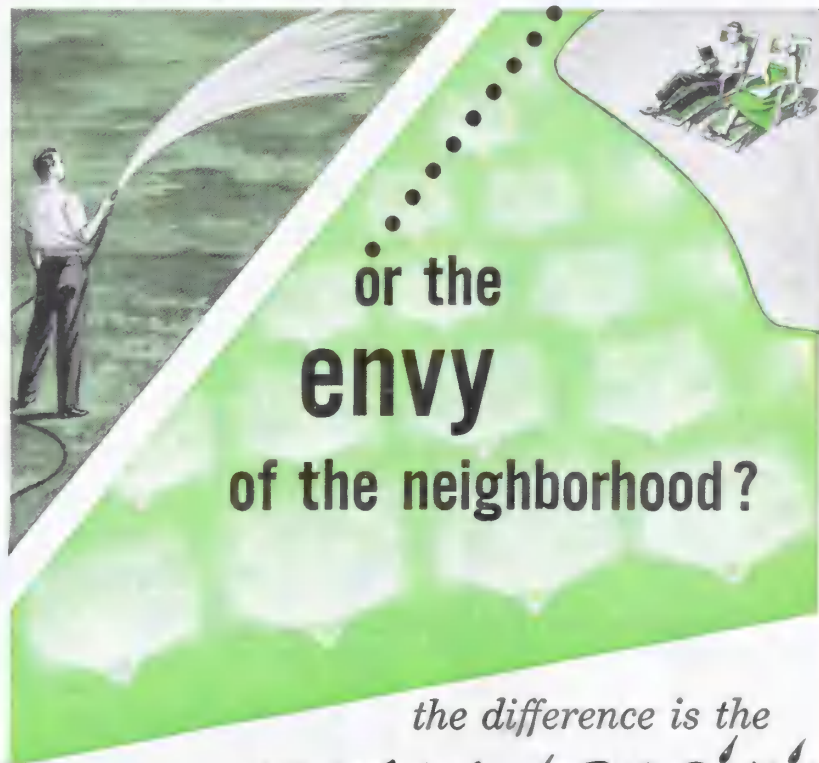
The central skylight of the kitchen, shown to the immediate left, has been screened against glare by wide ceiling panels of Honeylite, which also conceal the incandescent lighting. This new material, only  $\frac{1}{4}$ " thick, is an aluminum honeycomb that completely diffuses and reflects the light, to provide even, glareless lighting. Panels are very light in weight (only 2 ounces per square foot). Easy to remove, they may be cleaned by vacuum suction or by rinsing in clear water.



Typical of the simple refinements in this Pace Setter kitchen are the finger pulls in these cabinet doors, made by cutting corner of plywood front with a sloping saw cut. Opening is backed with blue plastic matching counter. Drawer fronts have finger grooves along under side.

# Will your lawn be

## BROWN, BURNED-OUT



or the  
envy  
of the neighborhood?

the difference is the

# new NOMA 'SPRAY'

complete underground sprinkler system

Spray your way to a luxury lawn! Gardeners know that nothing is so important in making a rich, strong, *deep-rooted* turf as regular watering. Only a permanent underground system can give you *controlled* watering and feeding—without "orphan spots" that turn brown and thin out.

You'll solve your biggest lawn problems forever when you invest in your Noma Spray permanent underground lawn sprinkler system. It's the one modern system designed to do the job right for *your* lawn, no matter how large or small!

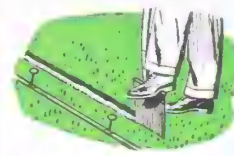
### LOOK AT THESE FEATURES!

- Square Spray Pattern—reaches corners
- Designed to Last a Lifetime!
- Rust Proof, Rot Proof, Freeze Proof (Even at 50° below!)
- Made of Black Flexible Vinyl with Bronze Fittings!
- Completely Assembled with Adjustable Spray Heads!

### EASY TO INSTALL



Comes completely assembled. Nothing to put together. Add units as desired. Installs underground easily in minutes. No damage to lawn.



Make incision in ground with spade... 5 inches deep... insert Noma Spray, adjust volume of spray with key... That's all.

### Approximate cost completely installed

1,000 sq. ft.	\$ 44.95
2,000 sq. ft.	83.50
3,500 sq. ft.	142.50
5,000 sq. ft.	199.95

Noma Spray costs even less if you install it yourself.

# NOMA 'SPRAY'

55 West 13th St., New York 11, N. Y.  
1206 South Maple Ave., Los Angeles, Calif.  
110 Wellington Street West, Toronto, Ont.

### — YOU OWE IT TO YOURSELF TO FIND OUT! —

NOMA SPRAY  
DIVISION OF NOMA LITES, INC.  
55 West 13th Street, New York 11, N. Y.

Dept. KHB

- ☐ Please send me free literature.
- ☐ I am sending plot plan of my property, showing lawn area to be covered—please send layout and cost of a Noma Spray system.
- ☐ Have local representative call on me for free estimate.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





**Wayside Gardens**

See  
these  
exciting  
new  
Wayside  
beauties



EXOCHORDA  
MACRANTHA

"The  
Bride"

For endless variety, dependable quality and unsurpassed beauty, there is nothing to equal Wayside's worthwhile new shrubs, roses, rare bulbs, magnificent new lilies and hardy plants. Wayside's fall catalog is just full of the latest and best selections in all garden categories. No confusing long lists, but over 1300 intelligently chosen, rare and unusual items... all grown and rigidly tested in America's most carefully supervised nursery.



LILIUM  
Royal Gold

FIRST  
TRULY  
GOLDEN  
YELLOW  
Regal Lily  
EVER  
OFFERED

Exochorda, "The Bride" remains handsome and in flower longer than any other shrub we know of. In April and May, small compact bushes gleam with lustrous pearl-like white buds that open into thousands of exquisite, pure white blossoms. Hence the name "Pearl Bush."

Lilium, *Royal Gold*. Spectacular new Regale Lily has large, radiant flower heads of glowing golden yellow. Hardy anywhere and easy to grow, this superb new variety possesses all the breathtaking beauty and sterling qualities of the beloved Regal Lily. Multiplies rapidly.

**SEND FOR THE WORLD'S FINEST HORTICULTURAL BOOK-CATALOG**

To get your copy of this heavy book, please enclose 50¢, coin or stamps, to cover postage and handling costs. Wayside's Fall Planting Catalog has no equal. 130 pages, hundreds of true-color illustrations and helpful cultural directions. America's largest and most complete selection of over 1300 rigidly tested new roses, flowering shrubs and trees, rare and unusual bulbs and hardy "Pedigreed" plants especially suitable for American gardens.

**Wayside Gardens**

25 MENTOR AVE., MENTOR, OHIO



# Practical back-yard games

## Part II

By LEAVITT DUDLEY

The main point of family games on a homemade back-yard court is that here is fun with freedom. Of course it's a good idea to conform to regulation measurements if you can, but nobody's going to report you if you simply haven't the space to keep everything official. And the same goes for game rules. You may find yourselves improvising some rules of your own, and why not? Back-yard games are geared for family fun, not professional training.

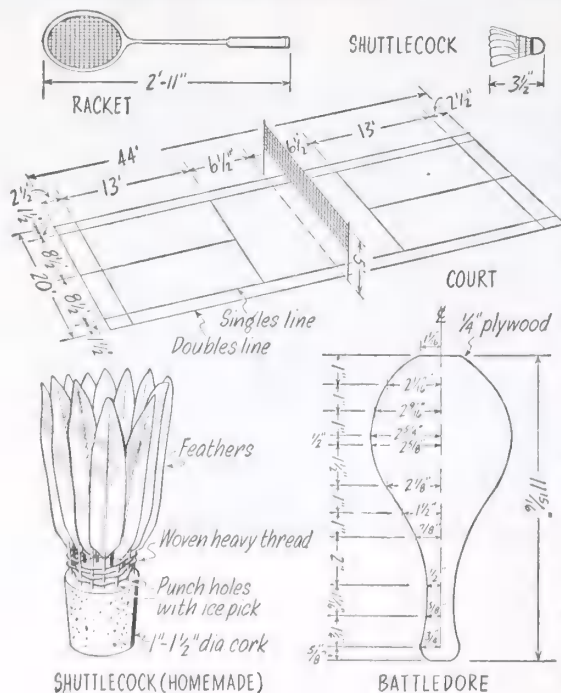
Don't expect the youngsters to like all the games that you enjoy as an adult. By anticipating their interests as they develop, you'll be able to plan the variety of home activities your whole family will enjoy. Courts mean little to children below the third grade level, when they will begin to play the simplest types of basketball. By the fourth grade, they will advance in basketball, and be ready for the game of peteca. Handball, tether ball, and badminton-type games come with grade five. Their interests broaden to include horseshoes, paddle tennis, table tennis, volley ball, and other net games during the sixth and seventh grades. By the eighth grade, they will have taken up bowling, shuffle-board, and can probably still give competition to their parents in most back-yard sports.

Many variations of popular games are possible on the following basic courts:

### BADMINTON

Best playing surface: concrete or asphalt. To save wear and tear on more expensive rackets and shuttlecocks by

youngsters who are just developing interest in badminton-type games, you can make inexpensive substitutes. For a shuttlecock, stick 10 to 16 chicken or turkey feathers into a cork 1" to 1½" in diameter. Trim feathers to allow 1" quills. They should be nearly the same length and size. The battledore, a substitute racket, is band-sawed from ¼" plywood.




### KILL CRAB GRASS

with **SODAR**® try it and see!

**INSIST ON SODAR** the Newest & Finest Selective Crab Grass Killer

HERE'S PROOF — In independent tests of 60% infestation areas, **SODAR** gave 100% control after 3rd treatment (91% after 2nd). **SODAR** was most effective! Will not injure most grasses incl. fine bents. 9¢ WORTH OF SODAR TREATS 100 SQ. FT.

Ask Your Local Dealer for **SODAR**®




**DAYLILIES**

AMERICA'S LARGEST GROWER (30 Acres)

Send for America's finest full-color catalog — it's yours — it's **FREE**.

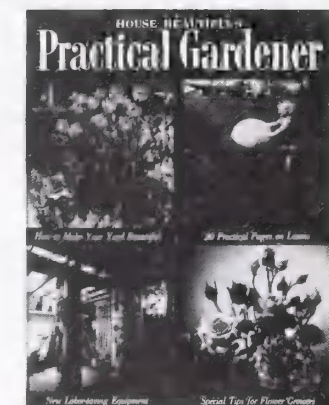
**Russell Gardens**  
Spring 5 Texas



**You Are Their Hope**

**CP**

Give to  
**UNITED  
CEREBRAL  
PALSY**



### hang it next to your hoe

House Beautiful's PRACTICAL GARDENER is just as basic to your gardening success as good tools. Whether you are a beginner or an expert home gardener, you'll find this new, colorful, picture-filled 1956 PRACTICAL GARDENER a tremendous help in stretching your garden dollars.

In the new 1956 PRACTICAL GARDENER

- Lawns—30 pages
- Backyard planting—54 pages
- Flowers—22 pages
- Garden chemicals—8 pages

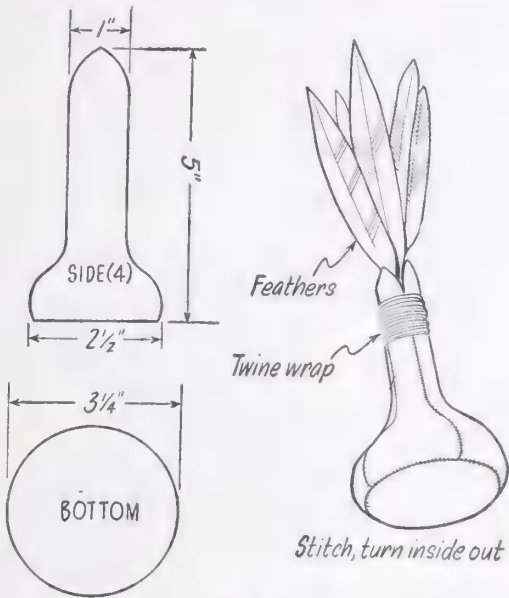
Now on sale at newsstands. \$1 a copy. Or send \$1 to House Beautiful's PRACTICAL GARDENER, 572 Madison Ave., N.Y. 22, N.Y.



PETECA RIO

Best playing surface: any net-game court, with or without net. A game for younger children. Equipment: peteca (hit with the hand). Four canvas or leather sides and a bottom-piece are sewn together, filled at the bottom with sand or birdshot, and the neck is wrapped tightly with heavy string to hold five or six

long turkey feathers in place. (Ready-made sponge-rubber petecas are sold in most department stores.)



DECK TENNIS

Best playing surface: Use concrete or asphalt. Rings for deck tennis may be sponge or hollow rubber. You can make these rings at home out of manila rope or rubber hose.

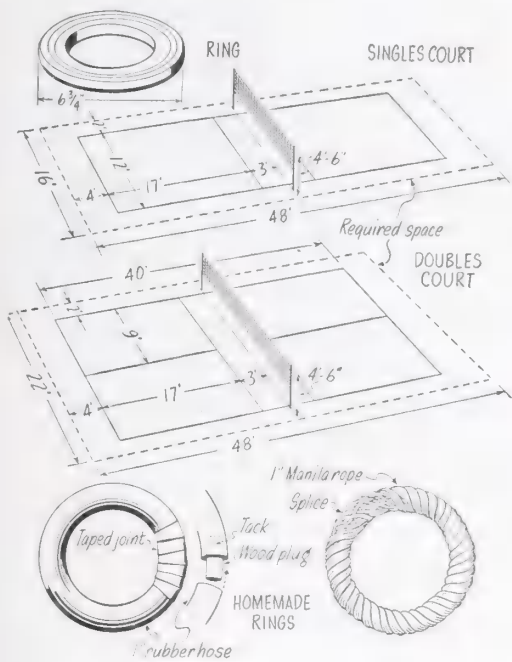
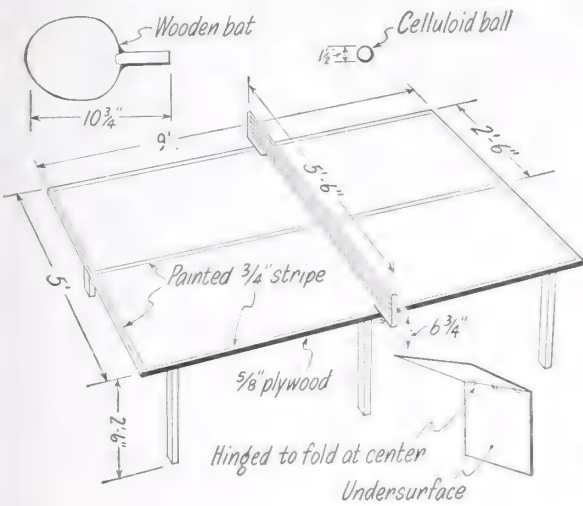


TABLE TENNIS

Best playing surface: 5/8" plywood, painted dark green with white markings, supported by table or sawhorses on level surface. An 8' x 4' top is also suitable for home use if space is limited. Top may be hinged to center for better storage when not in use.

(Please turn the page)



# FREE

JACKSON & PERKINS FALL 1956

## Catalog of Roses AND PERENNIALS

### 50 PAGES IN GLOWING FULL COLOR

Yes, here's the newest, most beautiful catalog in Jackson & Perkins' history — and it's yours absolutely free! Within its 50 full-color pages you'll see all the latest J&P creations . . . *White Bouquet* — the only white rose ever to win an All-America Award; *Spectacular* — a sensational new red climber — and many others!

You'll also see all the established J&P favorites . . . Floribundas like *Spartan*, *Fashion Vogue* . . . Hybrid Teas like *Diamond Jubilee*, *New Yorker*, *Golden Masterpiece* . . . Climbers like *Blaze*, *Aloha*. There's also a wide selection of hardy J&P Perennials, plus gardening hints, plus money-saving offers. All J&P plants are guaranteed to live and bloom. Experts recommend Fall planting — send for your Catalog now!

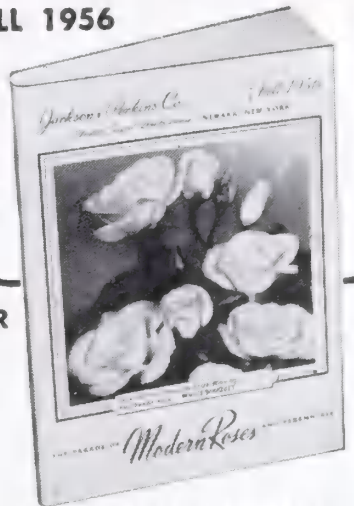
### ALSO FREE

### J&P BULB CATALOG

Huge selection of J&P guaranteed Holland Bulbs — Tulips, Irises, Hyacinths, Crocuses, etc.

## JACKSON & PERKINS CO.

WORLDS' LARGEST ROSE GROWERS  
Newark, NEW YORK



### MAIL COUPON NOW

JACKSON & PERKINS CO.

161 Rose Lane, Newark, NEW YORK

Please send me a FREE copy of the new Jackson & Perkins Fall 1956 Catalog of Roses and Perennials.

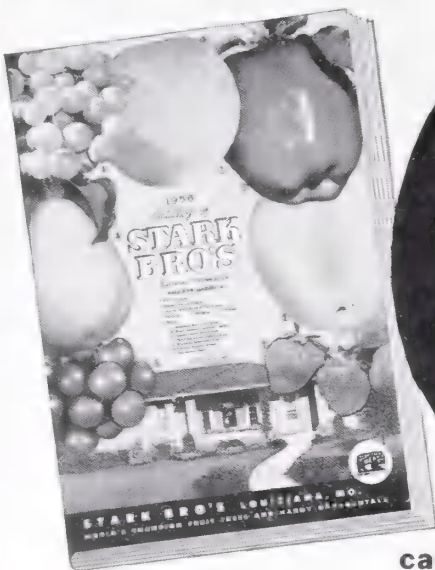
Also send me FREE, as soon as it is ready, your new Bulb Catalog.

Name.....

Address.....

City.....Zone.....State.....

This offer good in U.S.A. only



## Stark Bro's 1956 Fruit Tree and Landscape Catalog

# FREE

IT'S NEW...  
All in Color!

Only from Stark Bro's  
can you get Stark Genuine  
Exclusive Leader Varieties!

### Get News About Stark DWARF and Standard Size FRUIT TREES

New! For the first time we offer Stark DWARF Peach Trees, as well as our amazing Stark Apple and Pear DWARF TREES in our famous varieties. Grow giant size, super quality fruit on a shrub-size tree. Ideal for ornamental planting and colorful borders. See catalog for details.

### How You Can Make EXTRA MONEY...

Stark Bro's will help you turn spare time into welcome extra cash. Our plan makes money for many ambitious folks. We paid Homer DeVille \$11,340.66 last year! Let us show you how to make MORE MONEY too! Check coupon for full details... FREE!

## STARK BRO'S Nurseries and Orchards Co.

Dept. 4377, Louisiana, Mo.



Just write today and get absolutely FREE our new 64 page Stark Landscape and Fruit Tree Catalog for 1956. Filled with natural color pictures of famed Stark Bro's Roses, gorgeous Flowering Shrubs, lovely Vines and Shade Trees. You'll see the amazing Stark Fruit, including many new U.S. Patented and Trade Marked Stark and Luther Burbank varieties. Contains valuable Landscape Planning guide. Stark Bro's now in our 140th year! Write today for your FREE catalog!

### FREE CATALOG—Mail Coupon Today

STARK BRO'S NURSERIES, Dept. 4377

Town of Louisiana, Missouri

HB7-56

Please send me FREE the big new STARK 1956 COLOR-PHOTO LANDSCAPE-FRUIT CATALOG containing valuable Home Landscape Planning Guide.

☐ Send me your special offer for early orders.

NAME.....

1st Initial.....2nd Initial.....Last Name.....

R.F.D. or Street Address (very important).....

Post Office.....Zone.....State.....

☐ Check here for extra money opportunity.



Before you buy, build or remodel, find out hundreds of new ways to save yourself time as well as money.

## Building Manual



Get your copy of the Spring-Summer 1956 issue of House Beautiful's BUILDING MANUAL. Now on sale at newsstands \$1 a copy. Or send \$1 to House Beautiful's BUILDING MANUAL, 572 Madison Avenue, N. Y. 22

In this issue:

**Remodeling:** Your dream kitchen comes true, How to add a bathroom, How to make the attic liveable, How to remodel with windows, How to remodel with wallpaper, Turn a bedroom into a music room, Remodel with rugs, How to make music a part of your home.

**30 New House Plans:** incorporating the latest construction and planning for homes ranging in price from \$12,000 to \$36,000.

**Pre-Fab House:** Full details on what the reader can get for his building dollar in a pre-fabricated house.

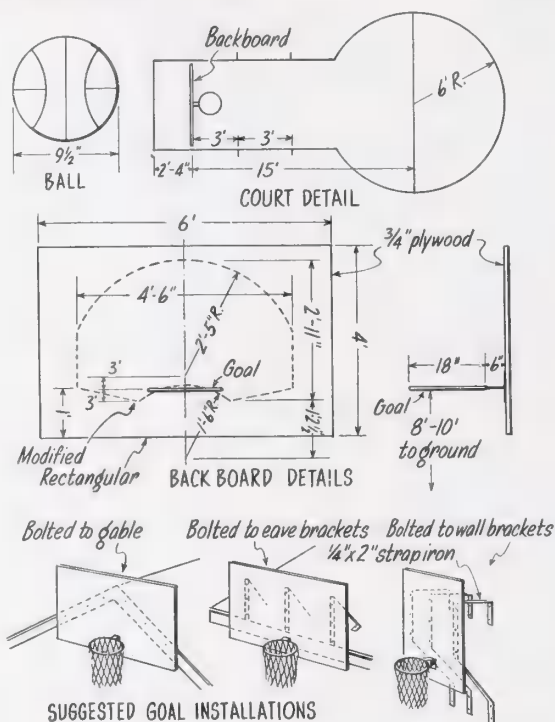
**Home Insulation:** How to save money and be more comfortable by insulating your home.

**Building Ideas:** Storage cabinets at little cost, Shopping the building supply store, How to finish concrete How to build a basement storage wall, The cuff-proof room for children, How good planning stretches your building dollar.

## PRACTICAL BACK-YARD GAMES

CONTINUED FROM PRECEDING PAGE

### BASKETBALL

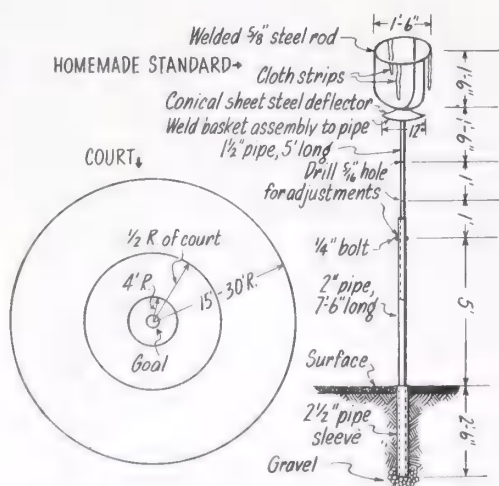


Best playing surface: concrete or asphalt. Back yards are usually too small to accommodate full regulation courts, and games are played around one goal only.

Installation: Backboard of  $\frac{3}{4}$ " plywood may be the rectangular style or the smaller modified type. The larger size will be easier for small children to hit, will keep the ball in play better, and is easy to install against a large flat surface. The smaller size is neater appearing, requires less bulky mountings, and is better for difficult installations exposed to wind. Bolt goal to board, then affix assembly firmly to an overhanging eave, gable, or wall so the board is at least 2 feet out from a solid wall. You may have to build out to a safe distance with brackets.

Official goal height is 10 feet, but this should be reduced to 9 feet for children or upper elementary grade ages or to 8 feet for lower grade levels.

### GOAL-HI (POLE-GOAL BASKETBALL)

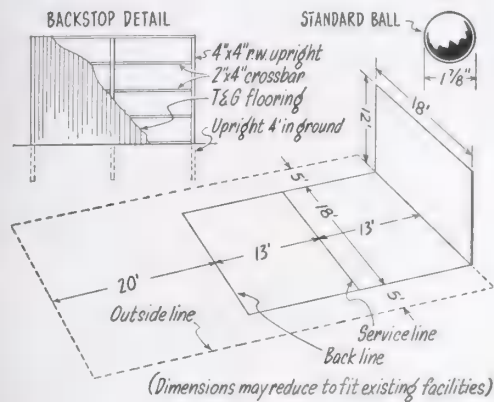


Best playing surface: concrete or asphalt. Size of court can vary to fit your space restrictions. Installation: Commercial standard rests on its own base when in use. For home play, a cheaper version can be assembled of welded steel rod and galvanized steel pipe, designed to adjust to goal heights of



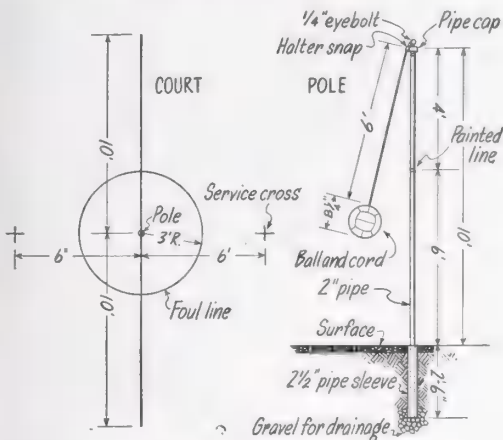
10, 9 and 8 feet. When in use, the unit is held in position by a pipe sleeve similar to that holding a volley ball post, or other net games posts.

HANDBALL



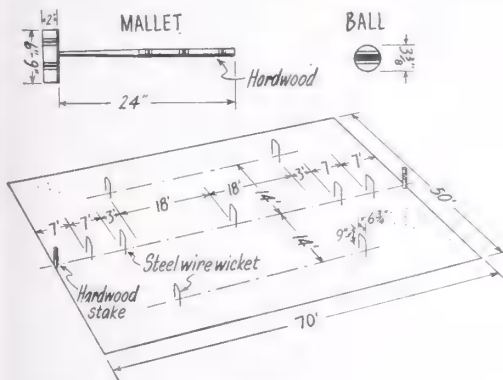
Best playing surface: concrete or asphalt, wood backstop. Modified versions of the one-wall game are the only courts practical for average back yards. Driveways or other game courts can serve as playing surfaces; smooth double - garage doors, windowless walls, or high fences as backstops. Though height and width may not be official, youngsters can still have a lot of fun and exercise on such a court.

TETHER BALL



Snap the tether ball cord to the eye-ring with halter snap. The cord may be lengthened, so when smaller children want to play they can reach the ball.

CROQUET



Best playing surface: concrete or asphalt, wood backstop. Modified versions of the one-wall game are the only courts practical for average back yards. Driveways or other game courts can serve as playing surfaces; smooth double - garage

Best playing surface: concrete or asphalt. Installation: Use a 13-foot length of 2"-diameter galvanized pipe, thread end of pipe, top with pipe cap drilled for 1/4" eye-bolt. Set 3 feet into ground in pipe sleeve, similar to net games post.

Best playing surface: smooth, level lawn, with the grass clipped short. The dimensions given may be reduced proportionately to fit the court into smaller lots.

(Please turn the page)

# How to better your home . . . better your living

Products advertised in HOUSE BEAUTIFUL are your guide to satisfaction. Ask for them by name to "BETTER your home . . . better your LIVING." An asterisk (\*) beside the name of a product indicates that a booklet, or other information is offered in the advertisement. Write to the manufacturers for your copies today.

Appliances, Major & Small

- \*Elco Oasis Dehumidifier .....113
- Hotpoint Dishwasher ..... 10
- \*Revco Built-In Refrigerator-Freezer ..... 46

Bathrooms

- \*AllianceWare Bathrooms .....103
- Briggs Beautyware ..... 21
- \*Case Plumbing Fixtures ..... 42
- \*Eljer Plumbing Fixtures ..... 12

Building Materials

- \*Cambridge Suintile & Ceratite .....111
- \*Hardwood Plywood Institute .....126
- \*Landon of California .....120
- Minneapolis-Honeywell Light Switch .....119
- \*Mosaic Ceramic Tile ..... 22
- \*Paddock Pools ..... 48
- \*Pass & Seymour, Inc. ....106
- \*Schlage Lock .....105
- \*Shepard Warner EscaLift .....120
- \*Stylon Ceramic Tile .....108, 109
- \*U. S. Plywood Weldwood ..... 51

Carpets & Rugs

- Monarch Rug Mills .....Back Cover

China, Glass, Silver & Tableware

- Chas. D. Briddell Cutlery .....44, 45
- \*Sascha Brastoff China ..... 8

Decorative Furnishings

- \*George Koch Sons, Inc. .... 44
- \*Libbey-Owens-Ford Parallel-O-Plate Glass for Mirrors ..... 52

Floor Coverings (Hard Surface)

- \*Armstrong Terrazzo Corlon ..... Inside Front Cover
- KenRoyal Vinyl Tile ..... 9

Furniture

- \*Aluminum Co. of America .....119
- \*American Walnut Mfrs. Assn. .... 13
- \*Baker Furniture .....126
- \*Diamond Furniture ..... 6
- \*Fancher Furniture ..... 8
- \*Goodrich Textfoam Cushioned Furniture ..... 11
- \*Kittinger Furniture ..... 46
- \*McGuire Furniture .....105
- \*Mersman Tables ..... 32

- \*Ritts Casual Furniture ..... 48
- Weirton Steel Co. ....110

Garden Fertilizers & Insecticides

- Notts Products .....120
- Sodar Crab Grass Killer .....122

Seeds, Bulbs & Plants

- \*Jackson & Perkins Co. ....123
- \*Russell Gardens .....122
- \*Stark Bro's .....123
- \*Wayside Gardens .....122

Garden Tools & Equipment

- \*Goodyear Underground Lawn Sprinkling System ..... 5
- \*Noma Spray .....121
- Weirton Steel Co. ....110

Heating, Air Conditioning, Ventilating & Plumbing

- \*American-Standard Air Conditioning ..... 31
- Chase Spring-Flo Aerator .....104
- Diehl Mfg. Co. ....114
- Lennox All-Season Air Conditioning .....2, 3
- Minneapolis-Honeywell Zone Control ..... 1
- \*Mueller Climatrol ..... 49
- \*Webster Baseboard Heating .....120

Housewares & Supplies

- \*Luce Manufacturing Co. ....116

Kitchen Equipment

- \*Lockley WasteMaster Food Waste Disposer .....116

Linens & Bedding

- \*Springfield Blankets ..... Inside Back Cover

Shades, Blinds & Wallpaper

- \*Stockwell Wallpaper ..... 47

Stationery & Books

- The Heritage Club ..... 7

Travel

- \*The Essex & Sussex .....119

Windows & Doors

- Mengel Doors .....120
- \*Pittsburgh Plate Glass Twindow. 41

Miscellaneous

- \*Chicago School of Interior Decoration .....120
- Choldun Mfg. Corp. ....119

Department, Furniture, Jewelry & Special Stores

- \*Androl Industries, Inc. .... 39
- \*Carabao Special Products ..... 17
- Julius Goodman & Son ..... 19
- Thoresen's ..... 29
- Spear Engineering Co. .... 25



# BAKER



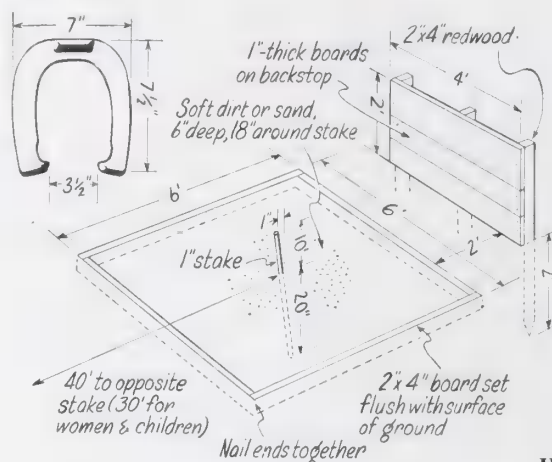
BROCHURE ON REQUEST, PLEASE SEND 25c

BAKER FURNITURE, INC., 25 MILLING ROAD, HOLLAND, MICHIGAN

NEW YORK • CHICAGO • GRAND RAPIDS • LOS ANGELES • DALLAS • ST. LOUIS • ATLANTA

## PRACTICAL BACK-YARD GAMES

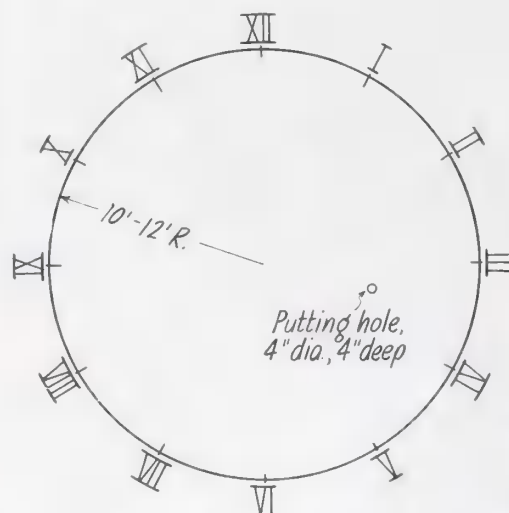
CONTINUED FROM PRECEDING PAGE



### HORSESHOES

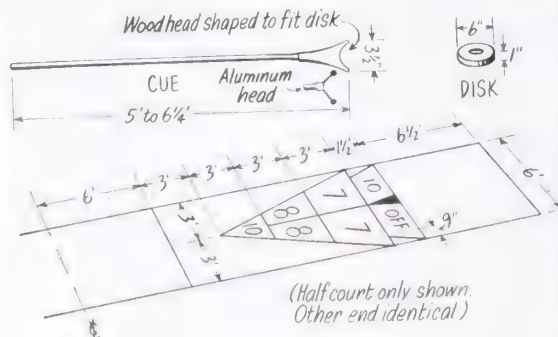
Best playing surface: shallow pits of soft dirt or sand. Backstops behind stakes are necessities on the residential lot to prevent rolling and damage by poorly thrown shoes. Installation: Two iron or soft steel stakes one inch in diameter (or pipes) are driven into the ground 40 feet apart for regulation distance, 30 feet apart for play by women and children under sixteen. Four horseshoes weigh  $2\frac{1}{2}$  pounds each.

### CLOCK GOLF



Best playing surface: smooth, level lawn, the close-clipped grass. Installation: Punch holes in bottom of can for drainage, set into ground flush with surface for putting hole. Mark off court as shown in the sketch. Equipment: a tin can four inches in diameter, a regulation putter and golf ball for each player.

### SHUFFLE-BOARD



Best playing surface: smooth concrete (a level driveway may be your best location). Mark court with  $\frac{3}{4}$ "-wide lines of high quality oil or varnish base paint. Dimensions are measured to centers of lines.



### Your assurance of highest standards

The HPI seal identifies American mills operating under a rigid, 5-point quality control program.



"A Builder showed me how we could have  
**hpi HARDWOOD PLYWOOD**  
paneling"

"When we remodeled, my first question was one of cost, but I needn't have worried. Our beautiful Hardwood Plywood paneled room and built-ins cost but a few dollars more than an ordinary room. Hardwood Plywood is so easy to install, that considerable time and labor was saved—and what's more, yearly maintenance and upkeep are gone forever."

If you are modernizing or planning to build, learn all about Birch, Maple, Walnut, Gum, Mahogany and the scores of Hardwood Plywood species available. Send 25c for your copy of *A Treasury of Hardwood Plywood*.

**HARDWOOD PLYWOOD INSTITUTE**, Dept. HB-7, 600 S. Michigan Ave., Chicago 5, Ill.



# House Beautiful



AUGUST 50c

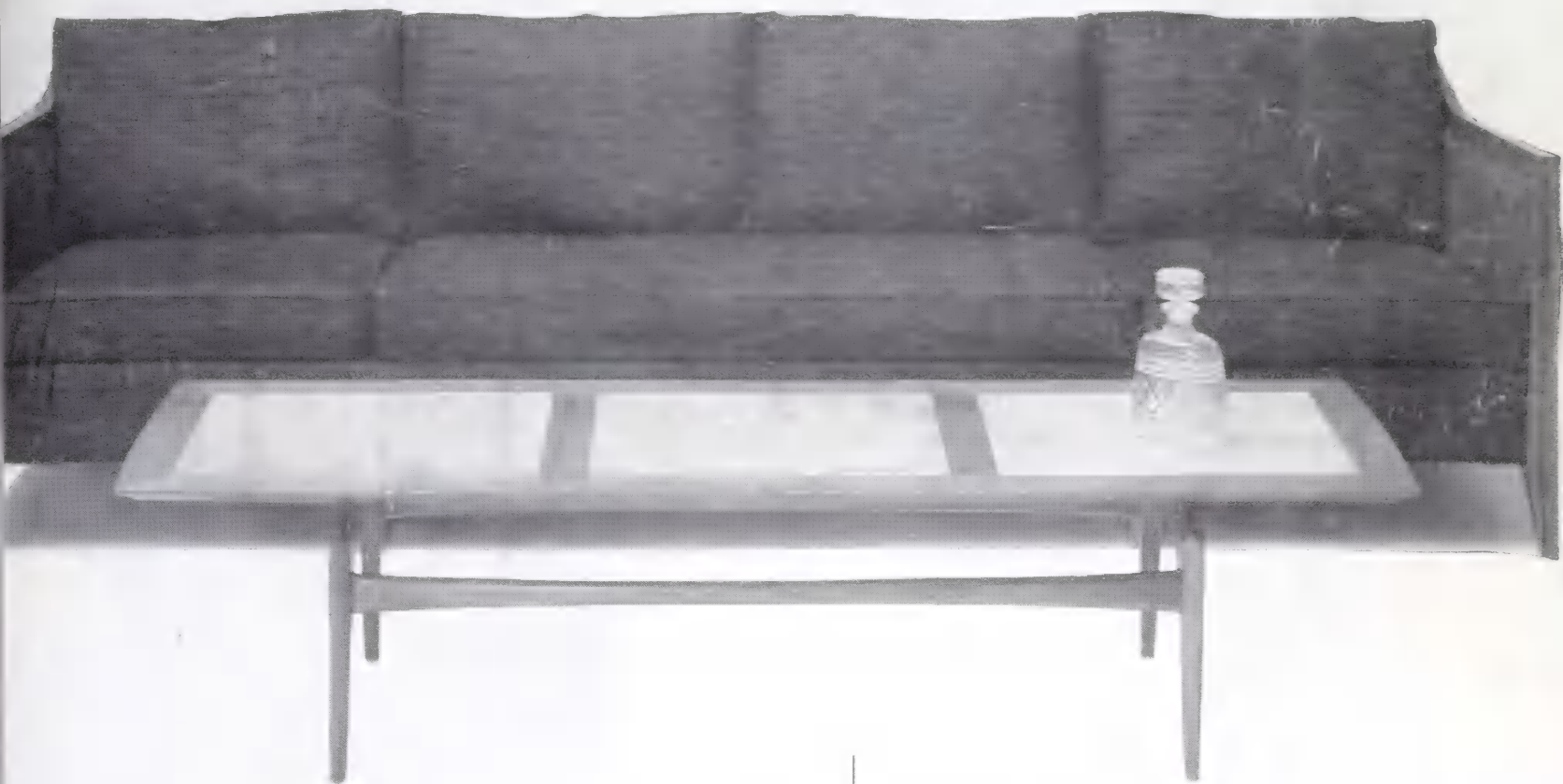
Reporting on a new breed of woman  
**THE 20 BEST VEGETABLE RECIPES**  
Furniture that really nurses you








Form and Fashion,  
the elegance of  
today's living



 **erwin-lambeth**  
thomasville, n. c. • new york, new york • chicago, illinois



\*Prices F.O.B. Louisville



Consider H. Willett are also makers of  
Transitional, Trans-East, Countryside and Wildwood  
Solid Cherry groups . . . Brownleigh Solid Maple group

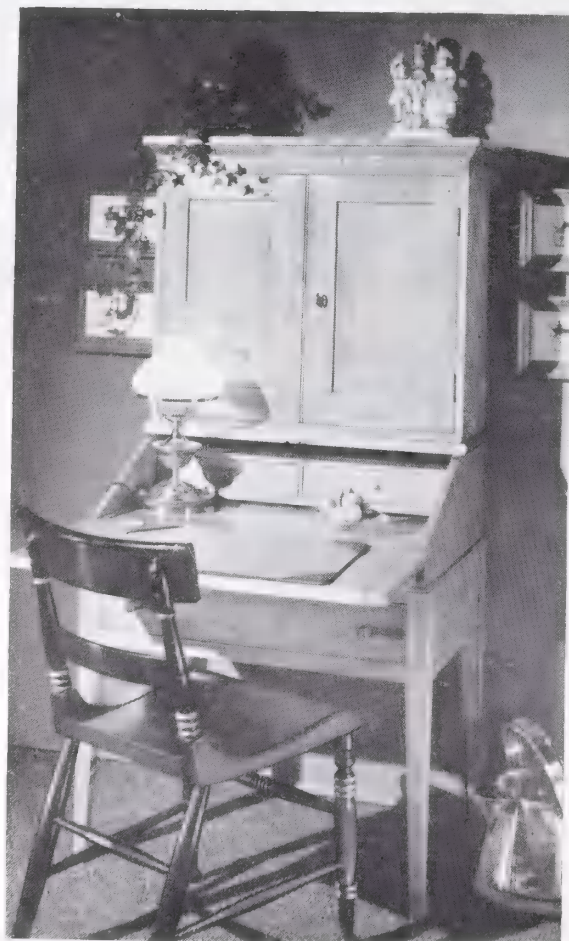


Sofa \$342.75, Doughbox \$45.00, Cupboard \$320.00, Captain's Chair \$55.00, Round Table \$149.00, Lazy Susan \$17.50\*

Enjoy the richness of a gentler age...  
with LANCASTER COUNTY solid maple  
furniture by **WILLETT**

There's something about the soft tone, the simple, good lines of this fine furniture that helps bring peace into a room, a rich, quiet sense of well-being. These sturdy, golden pieces are hand-joined, pegged and dovetailed, then hand-rubbed to a luxurious satin finish. There are more than 80 pieces of Lancaster County maple in open stock. Start your shopping in the column on the opposite page, then see your Willett dealer. We'll be glad to send you his name.

A colorful folder on Lancaster County yours for the asking . . . write  
**CONSIDER H. WILLETT, INC.,** 3017 W. Kentucky Street, Louisville 11, Kentucky



Schoolmaster Desk \$196.50, Chair \$32.50\*





## Willett Shopping Center

Start your Willett collection here. Whether it's a roomful or an additional piece, your dealer has it or can get it for you.



Large Cabinet  
\$330.00



Chair \$37.50



End Table \$52.50



Chest \$189.00  
Chest Mirror \$32.50



Coffee Table \$67.50



Step Table \$49.50



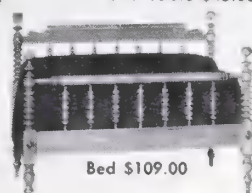
Dining Table  
\$145.00



End Table \$45.00



Night Stand  
\$49.50



Bed \$109.00



Arm Chair \$45.00



Double Dresser \$215.00  
Mirror \$49.50



Chair \$32.50



Chest on Chest  
\$185.00



Settee \$99.50



Cupboard \$189.00

All Prices F.O.B.  
Louisville

CONSIDER H. WILLETT, INC.,  
Louisville 11, Kentucky

With Sibelius's Second, the symphony marks an ending—and a new beginning as well—of a musical form almost two hundred years old

By RICHARD WILLIAMS



## How to enjoy a symphony

Conclusion

We are about to close the door on the Nineteenth Century. The room is still filled with the glow of Tchaikovsky's *Pathétique Symphony*, that misty-eyed but fiery sun, which we observed last month. Its light, so rich and extravagant, will be sufficient—it will have to be sufficient—to warm us 50 years more. Our musical world is still being illuminated by the romantic Nineteenth Century.

Now we step across to a colder region. We shall have to get used to a light less rosy, a glow less steady. We shall have to attune our ears to melodies of shorter breath. The long, lyric flow will flicker, harmonies will twist and shift uneasily, reflecting a new nervousness.

Not all at once, of course. The change did not come overnight. "Romantic" didn't end and "Modern" begin with a definite date line, without one flowing gradually into the other. In art anything that is altogether new is probably altogether foolish. One may suspect any work in which preceding influences are not to be found.

Six years after the *Pathétique*, Jan Sibelius published his *First Symphony*. He was then thirty-four years old and had already acquired considerable fame by such shorter symphonic works as *En Saga*, *The Swan of Tuonela*, and the patriotic *Finlandia*. His *First Symphony*, appearing with a nice sense of historic orderliness exactly as the Nineteenth Century turned into the Twentieth, is obviously and clearly

influenced by Tchaikovsky. He was inheriting the old in the process of developing the new. In point of fact, Sibelius's *First* is more old than new, though its harmonic language uses some new idioms and includes expressions less mellifluous than those which Peter Ilyitch would have employed. It has been called "Tchaikovsky's Seventh," much as Brahms' *First Symphony* was nicknamed "Beethoven's Tenth." But out of this *First* very shortly developed the *Second*, which appeared three years later.

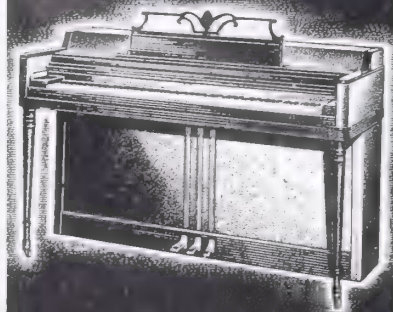
This *Second Symphony* is more new than old, a product of the Twentieth Century. To be sure, compared to the latest work of a Milhaud or a Hindemith, the *Second* is old-fashioned stuff, not in the least "frightening." But it does embody a new principle.

We have observed that the basic structure of the romantic symphony lies in the statement of two or more themes, themes of strongly contrasting nature, one being dramatic, the other a lyrical one. In the Exposition, these melodies spring into being fully grown, are put before our ears once or twice or as often as the composer deems advisable, and only when we have become familiar with them are they changed, broken into fragments, pitched one against the other, used for allusion, subjected to adventure.

Sibelius's method differs from this. The Exposition of the *Second Symphony* presents to us fragments (Please turn to page 6)



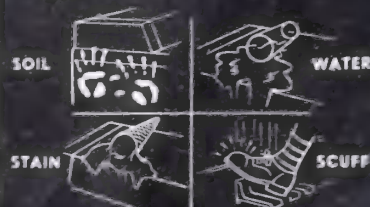
FOR THE FAMILY  
WHO LOVES MUSIC



WURLITZER

Piano 2155  
finished in

WUR-LON



Wear resistant—  
scuff resistant—stain resistant  
You can't mar its beauty!

The thriftily priced 2155 combines Wurlitzer's world-renowned piano tone and performance with the ruggedness and beauty of the Wur-lon finish to create the perfect family piano. Available in a variety of colors—mahogany, walnut, maple, blond, ebony—to blend harmoniously with any room setting.

Learn to play for pennies a day  
Low-Cost Trial Offer—

WURLITZER  
LESSON-LOAN PLAN

Here's what you get:

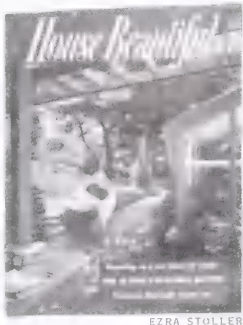
- A new Wurlitzer Piano in your home
- Weekly lessons
- Free delivery
- All music material

No Extras—  
Nothing More to Pay

The Rudolph Wurlitzer Company  
De Kalb, Illinois—Dept. H8-8/56  
Please send full details on  
Wurlitzer Lesson-Loan plan.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_





**Our Cover:** Inviting you to relax and enjoy the fruits of your gardening, your house work, the 1,001 projects for your week ends is this hammock under the trees. Find time this summer to simply loaf and invite your soul to dream and watch the grass grow. Or what's a heavenly home for?

EZRA STOLLER

# House Beautiful

Vol. 93, No. 8

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

AUGUST 1956

**ELIZABETH GORDON**  
Editor

**JOSEPH A. BARRY**  
Editorial Director

**RICHARD E. DEEMS**  
Executive Vice-President

**RICHARD A. HOEFER**  
Publisher

**FRANCES TAYLOR HEARD**  
Home Furnishings Editor

**WALLACE F. HAINLINE**  
Art Director

**RALPH G. MARTIN**  
Executive Editor

**MARION GOUGH**  
Feature Editor

**DR. JOSEPH E. HOWLAND**  
Technical Editor

**MARION ROWLAND**  
Copy Editor

**PATRICIA GUINAN**  
Window Shopping

**ROY McMULLEN**  
Contributing Editor

**CAROLYN S. MURRAY**  
West Coast Editor

**MARVA SHEARER**  
Family Editor

**CECILE STARR**  
16mm Movies for Home Use

**RICHARD WILLIAMS**  
Music

## HOME FURNISHINGS AND DECORATING

**LAURA TANNER**  
Decoration

**SARA LITTLE**  
Decoration

**KENNETH YOUNG**  
Decoration

**HELEN LITTLE**  
Decoration

**ROBERT BURCHETTE**  
Decoration

**ELAINE NEAL**  
Decorating Adviser

## ARCHITECTURE AND BUILDING

**JOHN DEKOVEN HILL**  
Architectural Editor

**ROBERT MOSHER**  
Building Editor

**MILES COLEMAN**  
Economic Consultant

**RAYMOND D. RITCHIE**  
Consultant on Construction and Specifications

**HENRY WRIGHT**  
Climate Control and Air Conditioning

## FOOD AND APPLIANCES

**POPPY CANNON**  
Food Editor

**NANCY CRAIG**  
Home Service Editor

**JULIE POLSHEK**  
Food Products

**PRISCILLA LANGWIESCHE**  
Researcher

**VIRGINIA STANTON**  
Party Editor

**MARY ELIZABETH WILEY**  
Researcher

**HAROLD KNAPIK**  
Researcher

## GARDENING

**JEAN LAWSON**  
Horticulture and Landscaping

## REPORTING ON A NEW BREED OF WOMAN

The Home of a Woman Who Adores Homemaking 42-45

I'm One of the Happy Breed 46-49

The Dilemma of Modern Woman Is of Her Own Making 50-51

She Tries Her Hand at Anything and Succeeds at Everything 52-56

Women are Busy Making New Things for Their New World 57-61

How I Make "Japanese" Paper 58-59

How We Pour Plastic 60-61

The Playful Possibilities of Setting a Table 62-67

The 20 Best Vegetable Recipes 68-71

Nothing Tops Bicycling for Family Fun 72-73

Streamlining the Art of Quilting 74-77

How to Work Embroidery into Your Decorating 78-79

A Marquesa Who Cooks for a Living 80-81

The Womanly Art of Cultivating a Garden 92

## FOOD AND THE ARTS OF GOOD LIVING

Reporting on a New Breed of Woman 41-81 and 92

Beer in the Champagne Manner 88-91

## BUILDING AND DECORATING

The Home of a Woman Who Adores Homemaking 42-45

She Tries Her Hand at Anything and Succeeds at Everything 52-56

Women are Busy Making New Things for Their New World 57-61

How I Make "Japanese" Paper 58-59

How We Pour Plastic 60-61

Streamlining the Art of Quilting 74-77

How to Work Embroidery into Your Decorating 78-79

Furniture That Really Nurses You 82-85

## GARDENING

What Makes a Heat-Proof Garden? 86-87

The Womanly Art of Cultivating a Garden 92

## OTHER FEATURES

How to Enjoy a Symphony—Conclusion 3

Window Shopping 8-36

How to Leave Home and Like It -38

## ADVERTISING INDEX 119

House Beautiful is published monthly by the Hearst Corporation, 572 Madison Ave., New York 22, N. Y. Richard E. Berlin, President; John Randolph Hearst, Vice-Pres.; George Hearst, Vice-Pres.; Richard E. Deems, Exec. Vice-Pres. of Magazines; Fred Lewis, Vice-Pres. and Gen. Manager of Magazines; John R. Miller, Vice-Pres. for circulation; Richard A. Hoefler, Vice-Pres. for House Beautiful; G. O. Markuson, Vice-Pres. & Treasurer; R. F. McCauley, Secretary. © 1956 by the Hearst Corporation; all rights reserved. Advertising offices: 572 Madison Ave., New York 22; 1132 Park Square Bldg., Boston 16; 11 No. Wacker Dr., Chicago 6; 1712 Fisher Bldg., Detroit 2; 715 Keith Bldg., Cleveland 15; 1709 West 8th St., Los Angeles 17; 530 Hearst Bldg., San Francisco 3; 1447 Peachtree St. N. E., Atlanta 9; P.O. Box 3142, Tyler, Texas. Chamber of Commerce Bldg., Miami 32, Fla. Subscription prices: United States and possessions and Canada, \$5 for one year; \$7.50 for two years; \$10 for three years. All other countries, \$10 for one year. For change of address, give old address as well as the new, with postal zone number if any, and allow five weeks for change to become effective. Manuscript material submitted will be handled with care, but the magazine assumes no responsibility for it. No unsolicited manuscripts will be returned unless accompanied by full return postage and return envelope. The following trademarks registered in U. S. Patent Office: "House Beautiful's Building Manual," "House Beautiful's Buying Guide For the Bride," "House Beautiful's Practical Gardener," "The Bride's House," "Good Buys," "House Beautiful," "House Beautiful Combined With Home & Field," "Better Your Home—Better Your Living," "Climate Control," "Window Shopping," and "Pace Setter." Re-entered as second-class matter October 25, 1943, at the post office, New York, N. Y. under the Act of March 3, 1879. Authorized as second-class mail, Post Office Department, Ottawa. Printed in the U. S. A.

NOTICE TO POSTMASTER: Please send notifications regarding undeliverable magazines to House Beautiful, 250 West 55th Street, New York 19, N. Y.





## How you can set your family up for house-keeping!

### New York Life's low-cost **MORTGAGE PROTECTION** **PLAN** gives heirs cash to pay the balance due on your home.

A home is usually the most important purchase of a man's life. It's the possession he chooses with the greatest care . . . the one he wants most to protect for his family's present and future welfare.

That's why so many men today are taking out New York Life's insurance plans designed especially for mortgage cancellation. If he should die unexpectedly, such a plan assures a man that his family will immediately receive enough cash to pay off the mortgage remaining on his home. Yet the cost per month of this vital protection is very small.

Say, for example, you're age 30 and have

a 20-year mortgage for \$10,000. You can buy a \$10,000 Mortgage Protection policy at a premium cost of little more than \$5 a month. And dividends after the second year could be used to reduce premium payments. If you died the first year, your family would receive the full \$10,000. If you died later and mortgage payments had been kept up to date, they would receive at least enough cash to pay off the unpaid balance. During the last 5 years the amount would remain constant at \$3,500. And after 20 years, the policy would terminate without value. This is *decreasing term* insurance.

An alternate plan combines decreasing term insurance with *permanent* life insurance. While premiums are somewhat higher, this plan builds cash values which can be used for your own retirement. Or you can continue life insurance protection *after* you've paid off your mortgage.

Ask your New York Life agent about this low cost protection that can keep your home in the family—and your family in their home. Or mail the coupon today!

The New York Life Agent in Your Community  
is a Good Man to Know

### NEW YORK LIFE INSURANCE COMPANY

Dept. HB, 51 Madison Ave.  
New York 10, N. Y.

(In Canada: 320 Bay Street, Toronto, Ontario)

Please furnish me, without obligation, your free booklet, "There's Money In Home Maintenance."

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_





of themes. We do not hear definitely clear-cut melodies, which are then taken to pieces. We hear the pieces first. Gradually the pieces move together until they form an orderly design. This is inversion of a long accepted principle.

The Development section of the first movement is the one in which the themes are brought together, where the picture is built of fragments into a whole, and the canvas is completed. Then, in the Recapitulation of the first movement, the themes are dispersed again, disintegration follows integration, until the movement ends in a void.

At the very opening of the symphony, the difference becomes at once instructive. The symphony begins with a groundswell of mutterings by the strings, setting a mood of expectancy. We then hear a broken theme played by the oboe and clarinet, another by the bassoon, and it is only when these preliminaries have passed that the violins in unison sing out what may in the old language be called the main theme. All of this musical material is used with almost equal prominence in the course of the movement. It is the task of the Development section to complete all the themes. In doing so, it enables music of great force to emerge.

## HOW TO ENJOY A SYMPHONY—Conclusion

CONTINUED FROM PAGE 3

The second movement is a tense *andante*, which is ominous in tone and becomes ever more dramatic in its progress until it rises to a violent climax. The third is the counterpart to the *scherzo* of the Beethoven symphony and contains the classical *trio*. This leads into a great *finale*, which, again, owes something to romantic music, because it is a movement of triumph, accomplishment and jubilation.

SINCE the symphony was written, it has become the custom among certain musical intellectuals to deride the "happy ending" of the symphonic form. Could this be because we no longer know how to compose a convincing jubilation, that we no longer know how to shout in triumph without being a little embarrassed? At any rate, here in the *Second Symphony* the last movement is still unashamedly exuberant, and no doubt the popularity of the symphony is based to some extent on this glorious *finale*.

The musical material used in the entire symphony is very closely linked, one theme to another. We can discover, if we wish to, that

practically all the themes spring from a single germ-motive of three notes. Interrelation is nothing new. The nineteenth-century composer was no stranger to it. But in Sibelius and in the modern symphony this interrelation becomes closer and more conscious. The result is that the musical texture becomes ever more tightly woven.

The modern symphony tends toward compression. The melodies themselves become compressed; we no longer want to sing with open throats and throw out our arms in a wide gesture. As compression takes place, the conventional four movements of the symphony seem no longer necessary. When Sibelius arrives at his *Seventh Symphony*, finished in 1924, we are confronted with a work in one single movement, and, incidentally, a work so dense that it has not so far captured public favor.

Whatever be the ultimate judgment of Sibelius, whether 50 years from now he will be considered a great composer or merely a transitory one, it is certain that he is an innovator, the most valuable kind of innovator, one who combines

new elements with old. Lawrence Gilman has called him a profound inscrutable, yet candid spirit. He is not, I repeat, a modernist in the advanced or acerbic sense. But the new principles on which he worked you will find used in such symphonies as those of Prokofieff, particularly the *Fifth*, which in my opinion is very fine music, and in the symphonies of Shostakovich, which in my opinion are overblown and second-rate products.

THESE judgments have to be tentative. We are not far enough removed from any of these works to pronounce an authoritative verdict. It is even possible, though not probable, that somewhere is hidden a modern symphony which has been totally unrecognized, and which in the future will rise to fame. Only of one musical fact can we be sure: The symphony as a form has by no means outlived its usefulness; its history is by no means completed. Sibelius has shown how it can be changed. Subsequent composers will undoubtedly change it further.

\* \* \*

With this article our cursory and by necessity, spotty discussion of the symphony comes to an end.

# Extensole

NEW MODERN

CHERRY IN CONTEMPORARY MOOD

NO SPLIT IN TOP

— Fine contemporary at its newest! Select cherry veneers, enhanced by our "dry sherry" finish, are accented by the generous use of brass. The dropleaf extension table has no split in top.

(Extensole's patented feature). Extended it seats up to ten. The buffet-china, although scaled for small dining areas, adds distinction. Accordion folding doors give easy access. Solidly constructed chairs, with foam-rubber seats, complete this handsome ensemble.

The Extensole console and 40" round table illustrated will seat 8 when extended.

Your dealer will gladly show you Extensole Modern. It's surprisingly low-priced for truly fine furniture. (Dropleaf—\$149 for 90" length).

Send for name of dealer and folder showing other extension tables in many styles, finishes,—priced from \$69.

MADE IN CANADA BY THE WUNDER FURN. MFG. CO. LTD.

EXTENSOLE CORPORATION • SPARTA, MICHIGAN



# YOU NEED A "BIG" DICTIONARY LIKE THIS IN YOUR HOME...

... the Book-of-the-Month Club will send  
this one to you *Free...*

IF YOU JOIN NOW AND AGREE TO BUY ONLY SIX BOOKS DURING THE NEXT YEAR—  
OUT OF AT LEAST 100 THAT WILL BE MADE AVAILABLE TO YOU . . . AND THERE-  
AFTER YOU GET A BOOK-DIVIDEND WITH EVERY SECOND BOOK YOU PURCHASE

## A THIRTIETH ANNIVERSARY OFFER

- \* THIS VALUABLE BOOK WILL BE SENT TO YOU WITH YOUR FIRST PURCHASE (See available books in the coupon)
- \* THE FIVE ADDITIONAL BOOKS YOU AGREE TO BUY CAN BE BOOKS YOU WOULD BUY ANYWAY
- \* YET YOU WILL PAY 20% LESS, ON THE AVERAGE, THAN YOU WOULD OTHERWISE, AND ALSO GET FREE BOOK-DIVIDENDS
- \* THE OXFORD UNIVERSAL DICTIONARY IS AN "ADVANCED" BOOK-DIVIDEND EARNED BY THE PURCHASE OF THE SIX BOOKS YOU AGREE TO BUY
- \* AFTER YOUR SIXTH PURCHASE—IF YOU CONTINUE—WITH EVERY SECOND CLUB CHOICE YOU BUY, YOU WILL RECEIVE A VALUABLE BOOK-DIVIDEND (See coupon)
- \* LAST YEAR ABOUT \$12,000,000 WORTH OF FREE BOOKS, RETAIL VALUE, WERE EARNED AND RECEIVED BY CLUB MEMBERS AS BOOK-DIVIDENDS
- \* PERHAPS MOST IMPORTANT OF ALL, THIS SENSIBLE SYSTEM WILL KEEP YOU FROM MISSING BOOKS YOU INTEND TO READ

## ◀ ALSO GIVEN: THIS NEEDED BOOKREST

This sturdy bookrest, which allows the dictionary to lie open for easy reference, will also be sent without charge

RETAIL PRICE \$25

## The Oxford Universal Dictionary

- \* Now 2544 pages. Fifty years in preparation . . . the latest edition, reprinted with corrections and up-to-date additions
- \* The only dictionary of its size that explains not only the meanings but also the history of words, from as far back as Chaucer up to the present day
- \* Apt quotations are used wherever needed to illustrate correct and precise usage
- \* Includes the latest scientific words and colloquialisms
- \* Employs the most modern system of phonetic symbols to indicate American and British correct pronunciation

**IMPORTANT: Please read carefully**  
Because of the expense involved in printing such a huge work, the number of volumes manufactured for the Club has had to be carefully estimated. If it proves insufficient, another printing will be required and this will necessitate

a delay . . . at least four months. It takes this long to obtain the paper and print a large edition of a work of this size. Consequently, it is important that you mail the coupon at once if you are interested. Should there be a delay you will be notified.

## BEGIN YOUR MEMBERSHIP WITH ANY OF THESE GOOD BOOKS

- |  |  |
|--|--|
| <input type="checkbox"/> A HISTORY OF THE ENGLISH-SPEAKING PEOPLES, Vol. 1: The Birth of Britain by Winston S. Churchill<br>Price (to members only) \$4.50 | <input type="checkbox"/> ANDERSONVILLE by MacKinlay Kantor<br>Price (to members only) \$4.25         |
| <input type="checkbox"/> THE LAST HURRAH by Edwin O'Connor<br>Price (to members only) \$3.95   | <input type="checkbox"/> INSIDE AFRICA by John Gunther<br>Price (to members only) \$4.25             |
| <input type="checkbox"/> GOODBYE TO UNCLE TOM by J. C. Furnas<br>Price (to members only) \$4.15  | <input type="checkbox"/> A NIGHT TO REMEMBER by Walter Lord \$3.50                                   |
| <input type="checkbox"/> MARJORIE MORNINGSTAR by Herman Wouk<br>Price (to members only) \$3.95   | <input type="checkbox"/> MEMOIRS BY HARRY S. TRUMAN (2 vols.)<br>Price (to members only) \$4.95      |
| <input type="checkbox"/> GIFT FROM THE SEA by Anne Morrow Lindbergh<br>De Luxe Edition, Boxed \$5.00   | <input type="checkbox"/> NO TIME FOR SERGEANTS by Mac Hyman \$2.95                                   |
|  | <input type="checkbox"/> A STILLNESS AT APPOMATTOX by Bruce Catton<br>Price (to members only) \$3.95 |

BOOK-OF-THE-MONTH CLUB, Inc.  
345 Hudson Street, New York 14, N. Y.

A1368

Please enroll me as a member of the Book-of-the-Month Club\* and send, free, THE OXFORD UNIVERSAL DICTIONARY with the purchase of my first selection, indicated above. I am also to receive separately, without charge, the bookrest illustrated above. I agree to purchase at least five additional monthly Selections—or Alternates—during the first year I am a member. I have the right to cancel my membership any time after buying six Club choices. After my sixth purchase, I continue, I am to receive a Book-Dividend\* with every second Selection—or Alternate—I buy. (A small charge is added for each book bought to cover postage and mailing expenses.)

**PLEASE NOTE:** A Double Selection—or a set of books offered to members at a special combined price—is counted as a single book in reckoning Book-Dividend credit, and in fulfilling the membership obligation.

Mr. / Mrs. / Miss / Address: \_\_\_\_\_  
(Please Print Plainly)  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Book prices are slightly higher in Canada, but the Club ships to Canadian members, without any extra charge for duty, through Book-of-the-Month Club (Canada), Ltd.

\*Trademark Reg. U. S. Pat. Off. and in Canada





## WINDOW

*Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping.*



### THEY GO TO YOUR HEAD.

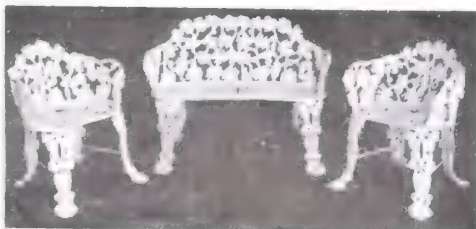
Kanzashi Sticks are Japanese hair spikes of black bone, 10" long, topped with a Ming tree of gold wire and pearls. \$5. The Chignon Pins have delicate sunbursts of pink French crystals or icy rhinestones, may be bent to suit your tastes. \$3. Ppd. Susan Smith Co., Carpentersville, 10, Ill.



**SALAD BOWL TABLE-CLOTH** looks good enough to eat! Sturdy white sailcloth is printed with brilliant vegetables, salad bowls, and trivets; would be gala for terrace luncheons and back-yard barbecues. 54" x 54" size, \$2.50; 54" x 72", \$3.50. Matching dish towels, \$1.25 for 2. Matching barbecue apron with chef's cap, \$2.50. Ppd. Mastercraft, 212 Summer St., Boston 10.



**SURE-FLY KITE** is a radically new 3-dimensional cloth kite designed by an aeronautical engineer. It won 3 first prizes in the 1954 and 1955 Kite Flying Contests. The multicolored kite is tail-less, has 1296 square inches of flying surface, is over 3' high and assembles in seconds. With 300 feet of cord, \$2.95 postpaid. Taylor Gifts, Wayne 1, Penna.



Original GRAPE & LEAF Pattern  
Settee #601 39" deep ..... C.I. C.A. \$54.50  
Chair #602 21 1/2" wide ..... \$25 \$30/3 (or group)  
..... \$18 \$22 (\$59.50 aluminum)

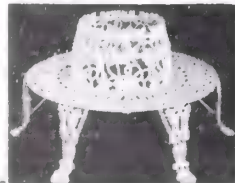
Chaired from, soap, etc.,  
in morning under. Sharp  
pine charge - collect.  
Spec. freight or ex-  
press.

**J. F. Day & Co.** Dept. B8-56  
1904 4th Ave. S.  
Birmingham, Ala.

### Authentic Reproductions in Cast Iron and Aluminum

Old-fashioned  
'Round the Tree Bench, White.  
For trees up to 18" diameter  
\$50, C. I. \$65, C. A.  
For trees up to 32" diameter  
\$60, C. I. \$72.50, C. A.

Catalogue  
on request.



## SHOPPING

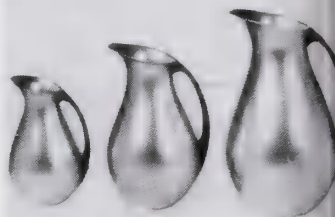
WITH

*Pat Guman*



### THREE STAR PITCHERS.

These are extraordinary copies of noble pewter pitchers that have won all kinds of "Good Design" awards. They're made of aluminum in a pewter finish, have black Bakelite handles, and come in 3 sizes. 1-pint, \$1.50; 1-quart, \$2.98; 2-quart, \$3.98. All three, \$7.98. Ppd. No c.o.d.'s. Merrill Ann Creations, Dept. H-8, 102 Warren St., New York 7, N. Y.



### WINDOW BOTTLES

come in colors that have the vibrant opulence of a stained glass window. And they're dazzlers when the sunlight shines through them! Made from the original molds that produced some of the finest glass in the country, they come in amethyst, amber or bottle green. 8" Grape and Eagle Flask; 10" George Washington Bottle, \$2.95 each \$5.50 the pair. Ppd. Page & Biddle, Haverford, Pa.



### BACK DOOR KNOCKER.

This is the part of the cat that goes over the fence last—and we think it's terrific for your kitchen or patio door. Of black iron, about 7" high, it mounts easily with two wood screws which are included. \$4.25. In solid brass it is \$6.25. Postpaid from Tennessee Chromium Plating Co., 206 Louise Ave. N, Nashville, Tenn.



### GLAMOUR-EYES YOUR SPECS!

Set your sights on new eye beauty! These fascinating jeweled rims easily snap on any eyeglass frames. In brilliant blue sapphires to match your eyes—or your costume; dazzling rhinestones to spark that basic black; or gold set with pearls for just about any outfit. Unbelievably inexpensive, you'll want all three for subtle switchery! Make your glasses an elegant fashion accessory—your eyes sparkling jewels. Use them on sunglasses, too!

No C.O.D.'s, please. Write for free catalog!

**GREENHALL** Dept. H8-8  
1133 Broadway, New York 10, N. Y.





Photographed in the Paris salons of Jean Dessès expressly for Cadillac

There are, at this very moment, a great many families considering the purchase of a new Cadillac car. If yours is among them, we should like to offer for your consideration the following remarkable facts about the "car of cars". *Firstly*, it is generally conceded that the cost of a new Cadillac is quite modest for a motor car of such quality and stature. *Secondly*, Cadillac's cost of operation and upkeep will rival that of almost any automobile in the land. And *thirdly*, Cadillac's resale value stands, year after year, as the finest among all makes. Certainly, then, there is every *practical* as well as every *personal* reason to make your decision for Cadillac. Why not visit your dealer for the full, wonderful story? We think you'll find that the move to Cadillac is as *wise* as it is *wonderful*!

Cadillac







At the turn of a dial...

## the right light for every activity

You have every level of light  
...from dark to full bright...at  
your finger tips...

Light just right for every activity . . . mood . . .  
seeing need. You can create new decorative  
and functional effects. New accents of shade  
and color. New comfort for the eyes.

You can set the right mood for formal din-  
ners or parties . . . or just an evening at TV.  
And quietly, unobtrusively, enter the nursery.  
For you have no noisy on-off switches, or  
sudden bright light, to startle or disturb.

You'll be pleased with LUXTROL controlled

lighting. Pleased because in that world of your  
own (your home), "all the world's a stage"  
. . . and **you** change the scenes to your heart's  
content, at the turn of a dial.

LUXTROL is **not a rheostat**. It is a cool, effi-  
cient auto-transformer. Well engineered. Pre-  
cision-made. Controls both incandescent and  
fluorescent lighting. Low cost.

See your electrician or electrical contractor  
about this exciting new lighting that flatters  
every room.

Use the coupon to get descriptive literature,  
and the name of your nearest distributor.

new **LUXTROL**

light control

A product of The Superior  
Electric Company



THE SUPERIOR ELECTRIC COMPANY  
2086 Demers Avenue, Bristol, Conn.

Please send me—at no obligation—full descrip-  
tive literature on new LUXTROL Light Control  
. . . and the name of my nearest distributor.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





# WINDOW SHOPPING

**MERRY TOGA** will have you looking like a Greek goddess while you're playing handball on the beach, shampooing your hair, bathing the baby, or giving the house a once-over-lightly. It slips over your head, has open sides, pockets, ties around the waist. With shorts or a bathing suit, it gives you a clean, long-legged look. With red embroidered monogram or name. \$5.95 ppd. Bard's, Dept. 1178, Evanston, Ill.



**BUG SCREENS** for car windows are the only thing we've found that makes it possible to sit through a Drive-In movie without being eaten alive by Mosquitoes or flies. It's a fine mesh fabric with taped edges that acts as a screen on the rolled-down window of any car with a vent post, except a hardtop. \$1 the pair ppd. House of Schiller, 180 N. Wacker Drive, Dept. 394, Chicago, Ill.



**HAPPY PANCAKES!** Sunday Morning Breakfast will be something to whistle in the shower about, rush downstairs to, gather around the table for, if you have this 3-piece Pancake Set of Rockingham ware in the famous earth-brown glaze. The 6" Batter Pitcher, 5" Syrup Jug, and 3 1/2" Butter Pitcher are decorated with red posters. \$3.98 plus 50¢ postage. Vest of Miss. Anders Co., 66 Beaver St., New York 4.



## IMPORTED MINIATURES



Clever-Charming! Each set has tiny saucer (3 1/2 in. dia.) and dainty matching cup (1 1/2 in. high) with permanently "planted" multicolor fabric flowers. Both posy-painted, glazed china pieces fit securely on wood display stand. Two complete sets plus delicate Spring flower boutonniere, \$2.00 value. Order #68.

All 7 Pieces

Only \$1.00 postpaid

Write for New Free Catalog

**WALTER FIELD CO.**

DEPT. 240 CHICAGO 6, ILL.



## MUSICAL JUMP ROPE

What a lovely ideal! As an applecheeked little girl skips rope, a merry tune fills the air because the handles of the bright colorful rope are self-contained music boxes! Postpaid just \$1.50

Penna. Residents Add 3% Sales Tax  
Sorry No Stamps or COD's Please.  
Send For New Gift Catalog

**Page & Biddle**

21 STATION ROAD, HAVERFORD B8, PA.

save to 1/2 by mail



## Beautiful Drapes Custom Made For Your Windows

approx. \$1.50 a yd. including labor

### ♦ Easy credit terms to fit your budget ♦

Choose from a tremendous color selection in exquisite decorator fabrics—we will custom make draperies to your exact window measurements for less than ready-mades. You'll be delighted with the fabric quality and the fine tailoring, such as tiny overlapped seams, full 3" weighted hems, plastic crinoline headings. Prices, including labor, are approx. \$1.50 a yard. It's easy to order by mail and save.

### SEND 25¢ FOR SWATCHES OF ALL COLORS OF ALL FABRICS

**FORTISAN.** Yardage \$1. The sheer wonder fabric you've been reading about—usually more than twice our price! White, champagne, pink, café, turquoise, sea foam, gold.

**METALLIC PRINT SHANTUNG.** Yardage \$1. Non-tarnishable gold and silver snowflakes printed on white, beige, grey, rose, copper, sea foam.

**SHADOW WEAVE.** Yardage \$1. A dull-finished background highlighted with shiny nubs for a dramatic effect. Straw, white, rose, ice pink, beige, turquoise, natural, rose beige, grey.

**SHEEN WEAVE.** Yardage \$1. When we sold this fabric for \$2 a yard in our San Francisco store, the demand was terrific. Our latest factory order was so large we're able to offer it now by mail for only \$1 a yard—\$1.50 made into draperies. Rose dust, white, gold, turquoise, grey, sea foam, spruce, rose beige, natural, ice pink, beige, straw.

**NUBBY WEAVE.** Yardage \$1. Texture similar to raw silk, subtle colors to enhance any room. Beige, white, grey, spruce, turquoise, leaf green, sea foam, lime, straw, gold, natural, rose beige, ice pink, rose dust, ash rose, tea rose, fawn, cocoa, snow.

**SHANTUNG WEAVE.** Yardage \$1. We've sold over 2 million yards of this fabric! Cross dyed, beautifully textured, perfectly hanging. New colors just added to the line: chamois, gold, pearl, turquoise, beige, cocoa, ash rose, rose dust, sea foam, spruce, leaf green.

**MAKE YOUR OWN DRAPES.** Free instruction booklet. Pleating tape, traverse rods, hooks available. Above fabrics are about 45" wide. By the yard \$1.

CLIP THIS COUPON AND SEND 25¢ FOR SWATCHES, EASY MEASURING DIRECTIONS, COMPLETE INFORMATION

CARABAO SPECIAL PRODUCTS CO. ■ Dept. HG7  
2750 Hyde at Beach ■ Box 3689 ■ San Francisco, Calif.

☐ Enclosed is 25¢ for swatches, information, directions for measuring. (Please print)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



**CARABAO**  
SPECIAL PRODUCTS COMPANY

2750 Hyde at Beach • Box 3689  
Dept. HG7 San Francisco, Calif.  
Our Sixth year of selling direct by mail.



## MOSLEY'S SPECIAL SALE

OF CHICAGO

- ★ MONOGRAMMED SHOWER CURTAIN only \$9.95
- ★ Matching window curtain, plain or ruffled pair ..... only \$5.95
- ★ MONOGRAMMED TOWEL SET
- ★ 4 pieces (2 bath, 2 hand, and 2 wash cloths) ..... only \$14.95
- ★ MONOGRAMMED BATHMAT (21"x36") \$6.95
- ★ MONOGRAMMED CHENILLE RUG (21"x36") \$9.95

Prices include monogramming and postage prepaid. Fine 6" x 6" taffeta shower curtain is water repellent, mildew resistant, quick drying, long wearing. Luxuriously thick Martex towels are extra large, extra absorbent, with rich, deep softness that lasts for years.

Choose one color for shower curtain or towels from pink, turquoise, white, black, rose, yellow, green, gray, charcoal, peach, red, dubonnet, blue, champagne and brown. Monograms in any color you designate. Indicate script or block letters.

E.B.H.

MOSLEY  
LinensDept. HB-86, 11 East Washington Street  
Chicago 2, Illinois

## Hanging Ceiling Lamp

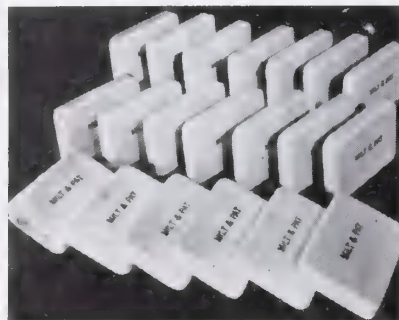
Light up your life with the best of early Americana combined with new-as-now black wrought iron. Wonderful over a dining table or in a kitchen, you can adjust its height from 32" to 60" from ceiling. The 11" shade is in decorator's delight hobnail milk glass; the mechanism is guaranteed for a lifetime. Complete with hurricane chimney, mounting cap and fully electrified 3-way socket, here is an unusual gift to enhance any decor.

\$19.95 ppd.

plus \$1.00 west of Miss.

Write for new 50-page catalog.

**Jenifer House** Dept. B-8  
New Marlboro Stage  
GREAT BARRINGTON, MASS.



## 20 GUEST-SIZE CAKES PERSONALIZED SOAP

Here is custom-made glamour for your bathroom at a new, amazingly low price. 20 cakes of baby-smooth pure castile soap are personalized with any lettering just for you. The name never washes away, stays on each cake until completely used.

Use two first names, or a family name like "The Smiths," or the name of your boat or estate. The lettering will be done in clear black lettering, smart block style.

Unusual gift for all occasions. Perfect for showers, weddings and anniversaries and tops for "new home" giving. 20 postpaid for \$2.95 just

New Gadget-Gift Catalog FREE

**HOSTESS HOUSE, Dept. B-8**  
5858 Forbes St. Pittsburgh 17, Pa.

**Dinnerware Booklet FREE!**

"MUMS" ENGLISH BONE CHINA

**Herbert S. Mills**  
11 EAST KING ST., HAMILTON, OHIO

## MILK GLASS CANDY JAR

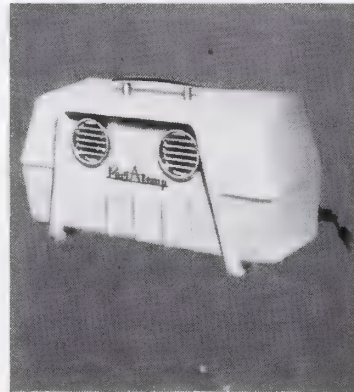
- For sugar and spice and everything nice!
- Opalescent milk glass imported from France
- Old-world design of grape clusters and leaves
- Faithfully crafted from centuries-old molds
- Extra sweet on coffee table or mantel
- Just 6" high including lid
- The perfect accent for any decor

**\$2.75 ppd.**  
Sorry, no C.O.D.'s

**the salt & pepper shop** Dept. B-8  
90 Park Avenue, Park Ridge, N. J.



## WINDOW



**PORTABLE AIR CONDITIONER** is a revolutionary new cooler that cools and conditions an area 15' in front of it. Just plug it into any AC outlet. Hot air is forced over 2 refrigerant units (which are re-frozen in your own refrigerator). 19" x 9 1/2" x 12", \$39.95. Car mode (specify 6 or 12 volts), \$44.95. Exp. chgs. coll. Jeanette Interiors Dept. 14, 727 Filbert St., Philadelphia 6, Pennsylvania.



**STICKY DRAWERS** can turn saints into shrews. But with *Slide Free* wood or metal drawers open and close as though on ball bearings! It shrinks wood, impregnates it with a non-oily lubricant. Basic ingredient was used by Romans to lubricate chariot wheels! It also eliminates squeaks in furniture. 4-oz. bottle gives over 100 applications. \$1 ppd. Elron, 225 W. Erie St., Chicago 10



**ON THE STREET WHERE YOU LIVE**, your house will be easy to find if you stake this good looking Terrace Sign in your lawn. It's cast in sturdy, rust proof aluminum in a black finish and it displays the number of your house in Duo Glo numerals that shine when a car's headlights hit them. 11" x 15" sign takes up to 5 numbers. \$4.95 plus 30¢ per numeral. Ppd. Meredith, Inc. Evanston 25, Ill.

## Easy-to-assemble TRELLIS

**METAL STAKES AND WOOD CROSSBARS**

**NO BOLTS — SCREWS — OR WIRE**  
Just push pointed steel stakes into ground, insert and wedge wood crossbars into tapered slots at any height desired. Sets up in a straight line or right angle. Attractive foliage green finish.

**FOR YOUR YEAR 'ROUND USE**

**32" kit**—protects corner lots, new grass, shrubs, trees and plants. Two 32" metal stakes and three 32" wood crossbars ..... \$1.98

**52" kit**—for garden plants, vegetables, evergreens or lawn fencing. Two 52" metal stakes and four 48" wood crossbars ..... \$2.98

**72" kit**—greatly increases the growth and production of climbing vegetables, vines and flowers. Two 72" metal stakes with six 48" wood crossbars—only ..... \$3.98

Postage prepaid—no C. O. D.—money back guarantee, circular on request.

**GARDEN ART TRELLIS**  
ATLAS MFG. CO.  
1026 Euclid Street • Saint Paul, Minnesota

## MAD at MOTHS?

**MOTHROX**  
KILLS  
• MOTHS  
• MIDGE  
• BOACIES  
• SILVERFISH

**CEDARIZED**  
LONGER LASTING BECAUSE IT'S CONCENTRATED

**CEDARIZED MOTHROX** is a new scientific moth-killer with a pleasing cedar aroma! Comes in 4 1/2"-long bags... just hang in the closet or place in a drawer, and woolens are safe for months. MOTHROX is certain death to all moths, roaches and silverfish... prevents mildew, too! One bag of MOTHROX is enough to protect contents of an average-size closet.

**79¢ each, or 4 for \$3.00** postpaid  
Send check or money order (no C.O.D.) to  
**DRYROX, INC.**  
P. O. BOX 8751, HOUSTON 9, TEXAS



# SHOPPING



## CATTER BUTTERFLIES

ound a scoop neck blouse; poise  
em on a headband; let them  
ght on your flower arrange-  
ents; hover on the rim of iced  
a glasses; sparkle on a pony  
il; rest like butterfly-kisses on  
ft packages. Glittering and gid-  
metal butterflies, in sparkling  
stels have spring-clip backs,  
easure about 1" wide. Gift box  
8 is \$1 ppd. Helen Gallagher,  
3 Fulton St., Peoria, Ill.



## AREFOOT HOOKS

are good  
tle "piggies" for a bathroom,  
bana or child's room. They'll  
old night clothes and towels,  
thing suits and swim caps, blue  
ans and baseball caps. And  
ey'll make you smile every time  
u look at them. 3½" high, com-  
ete with screws, they come in  
brass or silver finish. \$1 the  
ir ppd. Elizabeth McCaffrey,  
pt. B-8, Orange, N.J.



## FRUIT SHERBETS

ay as  
mmertime, are white ceramic  
th assorted raised fruit designs  
vintage colors. You'll use them  
every kind of dessert, from  
elon balls to ice cream sun-  
es. They're 4¼" in diameter,  
high; and the price is a  
cker! \$1.95 for 6; \$3.50 for  
Add 25¢ post. The Added  
uch, Dept. HB, Wynnewood, Pa.



## Handmade IN OLD KENTUCKY



## SOLID CHERRY REPRODUCTIONS

uthentic reproductions (over 200 in all) of Bedroom,  
ining room and Living room pieces. They're exact  
opies of priceless old heirlooms unearthed from old  
omes here in the famous Kentucky Blue Grass horse  
untry. Each piece aged, solid wild cherry through-  
ut, hand-made and hand-finished with a skill handed  
own from generations of craftsmen. Unhurried hands  
end hours sanding and rubbing to produce a light  
ddish brown natural finish. Pictured above is our 43"  
ide dresser with oval mirror and boxes  
priced at \$215.00 express or freight col-  
ct. Send 25¢ (coin) for 32-page catalog.

## The Cherry Shop

225 WEST MAIN STREET LEXINGTON, KY.

## THRILL YOUNGSTERS WITH A CIRCUS DECORATED PARTY CAKE

Now you can decorate party cakes like a  
professional! Delightful Circus Cake Set  
has gaily striped red roof, poles, flags,  
clown, 12 plastic animals, 2½" tall. Fits  
any size cake—stands 9" high. Use set  
over and over, your kids will love it more  
each year, you'll save many dollars.

Little girls will love Complete Set  
our Ballerina Set— Only \$1.00 postpaid  
also \$1.00.

## artisan galleries

2100-A8 N. HASKELL DALLAS 4, TEXAS



## HANDSOME COUPLE

We've seen our share of pepper mills  
and salt shakers (we bet you have, too!),  
but these are so extraordinarily smart  
we couldn't resist them. Made in Italy  
of glowing copper with brass top and  
base, the grinder is a good one. And  
the salt shaker is glass-lined. 6½" high.

\$8.00 pair, ppd.

No C. O. D.'s, please. Write for free gift catalog

## CHALMAR

Dept. H-8  
Split Rock Road, Syosset, New York



## SWIVEL

CAPTAIN'S STOOL  
With Sturdy, Con-  
cealed Ball Bearing  
Swivel

Now . . . a swivel stool  
styled for the home.  
For the drink bar, food  
bar, kitchen counter,  
work or drafting table,  
office, etc. Ideal child's  
dining chair (turnings  
on legs allow easy slic-  
ing off as child grows).  
Large, contoured seat  
and wide curved back  
give maximum comfort.  
Rungs are just the right  
leg height for young  
or old. Thick knotty  
pine seat and back—  
hardwood legs and  
rungs. In finest hand  
crafted quality. Beauti-  
fully finished in mel-  
low honey-tone knotty  
pine or maple.

COMPLETELY  
FINISHED  
OR IN EASY  
HOME KITS

Seat ht. 30 in., or 24 in. (Specify). Only \$16.95  
COMPLETE KIT—for easy home assembly. Pre-  
fitted, drilled, sanded, etc. with simple instructions.  
\$11.95

Shipped Express Charges Collect

NOW—Large new catalog of Finished and Kit  
Form Furniture and Wall Racks In Friendly Pine.  
Send 10¢ in coin or stamps.

No  
C.O.D.'s  
Money  
Back  
Guarantee

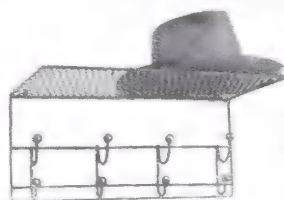
**Yield House**  
Dept. B8-6  
North Conway, N.H.

## MAPLE SYRUP JUG

Milk glass with the  
happy look of a Sun-  
day breakfast table—  
old-fashioned, friendly  
and unburied. Popu-  
lar vintage grape  
molded pattern. 6¾"  
tall, holds half-pint  
and the cover locks on!  
For cream and sweet  
sauces, too. Only \$3.75  
postpaid.



## COAT RACK & SHELF



For hats, pack-  
ages, coats near  
an entrance.  
For towels, etc.  
in bathrooms.  
Favorite in

professional and business offices. Sturdy iron  
frame, openwork shelf, flat black baked finish.  
18" long, 10" high, 8" deep. Just 2 picture hooks  
hold it. \$5.95 postpaid, check or money order.

Write for FREE catalogue of  
other distinctive decor ideas,  
traditional and Early Ameri-  
can as well as modern.

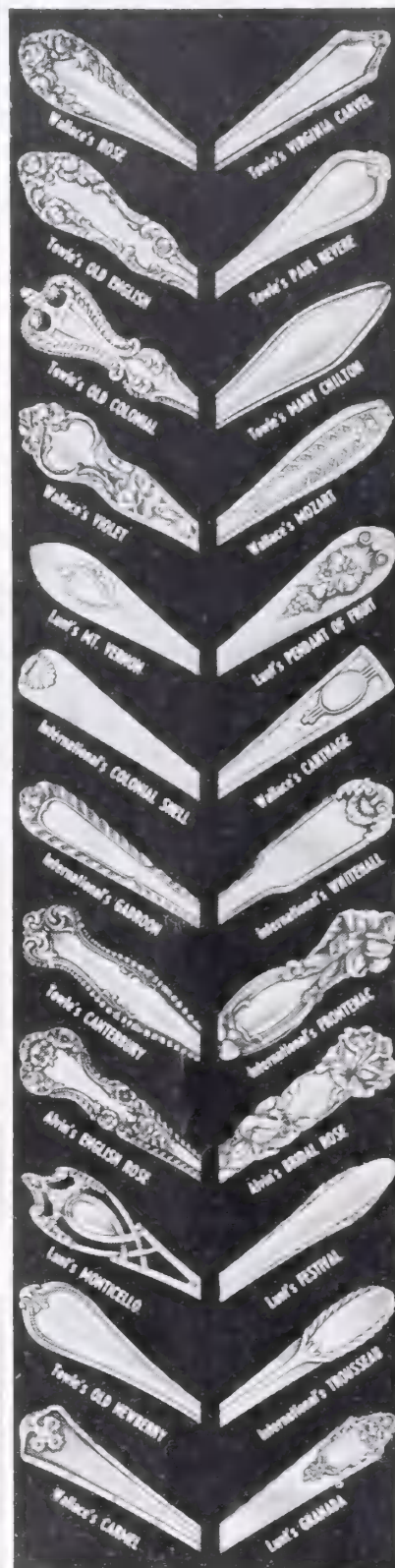
DISTINCTIVE ACCESSORIES

**Gilbert  
& Leonard**

1544-B Miracle Mile  
Manhasset, New York

## OVER 500 ACTIVE, INACTIVE and OBSOLETE PATTERNS

FOR IMMEDIATE DELIVERY



Most of the illustrated and 500  
other inactive patterns are avail-  
able immediately. One of the  
world's largest silver dealers, we  
will also take your old silver in ex-  
change as a purchase of any one  
of 100 new, current patterns.

Correspondence Solicited

## JULIUS GOODMAN and SON

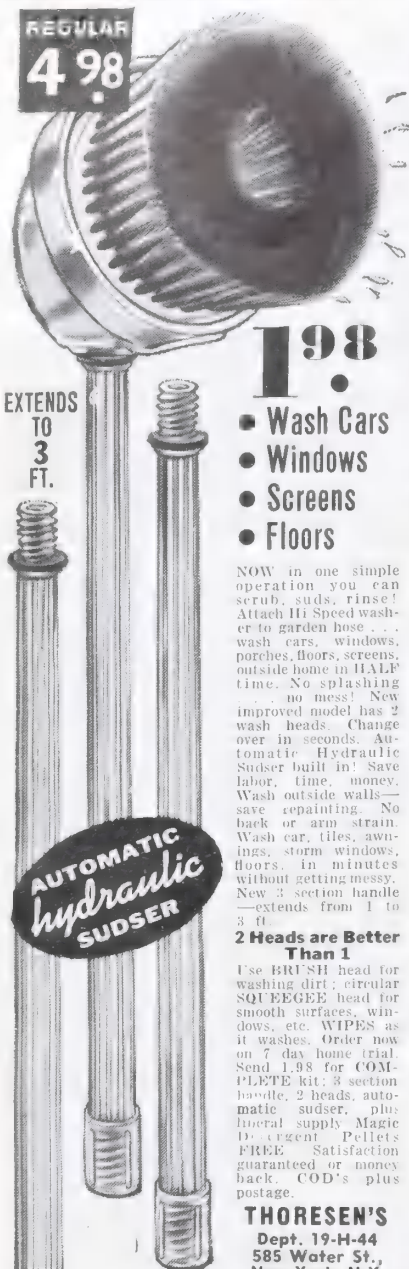
Jewelry in Memphis since 1862  
113 Madison Ave., Memphis, Tenn.



# HI-SPEED HOME & CAR WASHER

with 2 washing heads

REGULAR  
**4.98**



**1.98**

- Wash Cars
- Windows
- Screens
- Floors

NOW in one simple operation you can scrub, suds, rinse! Attach Hi Speed washer to garden hose... wash cars, windows, porches, floors, screens, outside home in HALF time. No splashing, no mess! New improved model has 2 wash heads. Change over in seconds. Automatic Hydraulic Sudser built in! Save labor, time, money. Wash outside walls—save repainting. No back or arm strain. Wash car, tiles, awnings, storm windows, floors, in minutes without getting messy. New 3 section handle—extends from 1 to 3 ft.

## 2 Heads are Better Than 1

Use BRUSH head for washing dirt, circular SQUEEGEE head for smooth surfaces, windows, etc. WIPES as it washes. Order now on 7 day home trial. Send 1.98 for COMPLETE kit: 3 section handle, 2 heads, automatic sudser, plus liberal supply Magic Detergent Pellets FREE. Satisfaction guaranteed or money back. COD's plus postage.

**THORESEN'S**  
Dept. 19-H-44  
585 Water St.,  
New York, N.Y.



## GOLDEN BRASS BUTTERFLIES

add an elegant decorative accent to your bathrooms. Towel Bars, Rings, Hooks, etc., available in solid brass, lacquered to eliminate polishing. Matching Butterfly Towels, Soap, Baskets, Tumblers. BOOKLET READY NOW.

Shown above, Towel Ring, 4 1/2" diam., \$1.75 ea. special, 3 for \$4.50

**ELIZABETH McCAFFREY**

Dept. HB-8 Orange, New Jersey

## It's New! SKILLET CLOCK



Add the charm of "Granny's Favorite Skillet" to your Early American decor. Clock has easy-to-read white numerals on a 7" copper-tone face. Has self starting, guaranteed electric movement. 12" high, 2 1/4" deep. 110-120 V/60 cycle AC. White cord and plug. Use for grouping with your favorite copper accessories on the wall of the kitchen—or hang in dining nook, rumpus room or cottage.

Only \$5.95 plus 35¢ shipping (tax inc.)

Satisfaction Guaranteed or Money Back

Send for FREE Catalog!

**Helen Gallagher**  
413-B8 Fulton Street, Peoria, Illinois



# WINDOW



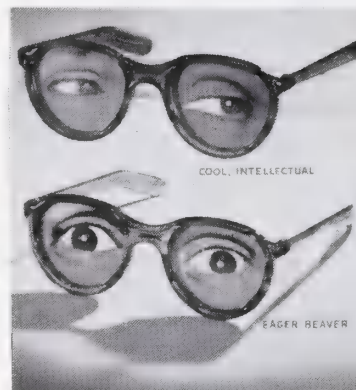
## APOTHECARY JARS

The more we see them the more we love them! Hand some indeed for pretzels, hard candies or cocktail tidbits and these clear glass jars that have polished brass hoops, bases and screw-on covers. They come in two sizes: 11 1/2" high, \$12.95; 14 1/2" high, \$14.95. Add 50¢ post. The Lillian Shoppe, 20 Armat St., Philadelphia 44, Pennsylvania.



## IT'S GOT YOUR NAME ON IT

A clear plastic shower curtain is hand-decorated with a post lantern and a house sign that is personalized with your family name, first and last name, or two first names. And it's gay enough to give as a shower gift or to bring to your hostess. In pastel pink, yellow, blue, green, or white. \$5.95 ppd. Miles Kimball Co., 33 Algoma Blvd., Oshkosh, Wisc.



## JEEPERS CREEPERS! Get

a load of these peepers! Life-like photographs of wide-awake eyes are attached to regular glasses, lenses and set in tortoise plastic frames. Peep holes let you see what's going on. Now you can doze when the party gets dull and no one will ever know. There's a choice of "Eager Beaver" and "Cool Intellectual." \$1 each; 3 pairs, \$2.85. Ppd. Rec. Oaks, Prairie View 8, Ill.



## PARIAN PITCHER

You'll like the tiny price of this lovely white bisque Parian Pitcher whose decorative charm is right for any setting. It's 7 1/2" high and when not being used is nice for an old-fashioned knickknack shelf. Note the charming cupids and all-over berry design. Also in white glazed finish with pink overtones.

**\$2.95**

TWO PITCHERS, PPD. \$5.50

**Lee Wynne**

Dept. B8, 5446 Diamond St., Phila. 31, Pa.



**NOW HEAR THIS!**

**A Real BO'S'N'S PIPE**

Satisfy the suppressed desire of every old Navy Man to own a real Bo's'n's Pipe! One foot, and he's back aboard ship. Handy for Lady Tars, too, when piping all hands to chow, hailing a taxi, welcoming the Admiral aboard each evening. For the Dungeness Set, a nautical wolf whistle! Made of aluminum, 4 1/2" long. Each Pipe \$2.50

**Ward Phillips Co.**

8 East Main St. Carpentersville 1, Ill.



## TAKES THE CAKE!

Slice and serve your cake the easy, Modern Way with no danger of embarrassing fumbling or crumbling—and not a finger in the frosting. Spread the shining blades to the size slice you want, press the sharp cutting edges through the cake—simply lift and serve. Made of gleaming stainless steel with attractive ebony black handles. A treasure for the smart hostess. This elegant server is 10" long. Every penny refunded if you're not delighted.

Write for my free Gift Catalog.

Only **\$2.25** Postpaid

**Grandma Pennypincher**  
1216 Yale Street Dept. K Houston 8, Texas

## PHOTO STATUETTES

**Immortalize Your Favorite Snapshots**

Now you can turn priceless snapshots into life-like miniature statues that give you a lifetime of pleasure and satisfaction. Wonderful for gifts. Your child, a special friend, or a favorite pet becomes so real

so charming — so life-like they almost breathe! Every action and pose is captured with realism no ordinary photograph can duplicate. About 7" high—mounted on a beautifully polished wood stand. Can be placed anywhere. Only \$2.50 each, or \$3.50 each for oil coloring. Send photo or negative—returned unharmed. Cash, check, or M.O. only. MONEY BACK GUARANTEE, if not delighted. Mail your order TODAY! FREE! Photo Greetings and Novelty Folder.

**\$2.50 each**  
\$3.50 Oil Coloring

**WHITEHALL STUDIOS**

886 Cleveland Ave., Elmira, N.Y.



# SHOPPING



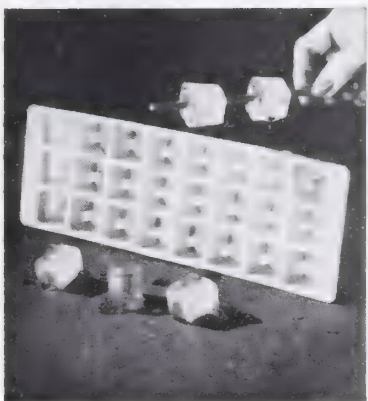
**IT MIGHT AS WELL BE MEISSEN.** because *honestly* you can't tell this remarkable copy from the original Onion Pattern. Even the shade of blue is identical. So here you have a covered cheese or butter dish, wonderful for cocktails on the patio or corn-on-the-cob suppers. Container is 1/2" in diameter; attached scalloped plate. 8 1/2". \$6.50 ppd. Edith Chapman, Nyack, New York.



**THESE ARE SIAMESE, IF YOU PLEASE!** And royal characters though they be, they carry a price tag that wouldn't scare a mouse! We think they're a monumental value and enormously decorative. Glazed ceramic with true Siamese markings, the playful puss is 6" long; the strong silent me is 5 1/2" tall. Just \$1.75 the pair. Add 35¢ post. Bryn Mawr Gifts, Bryn Mawr, Pa.



**COLES IN THE MIDDLE** of ice cubes make them freeze up to 7 minutes faster than the solid cubes. They cool drinks faster, too, because there's so much more ice surface. So here's a plastic freezing tray that comes in pretty pastels, makes twenty-four cubes and releases them with a flick of the wrist. 2 for \$1; 4 for \$1.89. ppd. Breck's of Boston, 415 Breck Bldg., Boston 10, Mass.



## 100 Toy Soldiers For \$1.25

A complete set of 100 plastic Toy Soldiers! This big colorful assortment includes 4 Riflemen, 8 Machine-gunners, 8 Sharpshooters, 4 Infantrymen, 8 Officers, 8 Cannon, 8 Bazookamen, 4 Marksmen, 4 Tanks, 4 Trucks, 4 Jeeps, 4 Battle-ships, 4 Cruisers, 4 Sailors, 8 WAVES, 8 WACs, 4 Bombers and 4 Jet Planes. Each toy is completely assembled, designed to scale, and measures up to 4 1/2". Order several sets NOW. *Guaranteed your kiddies will love them, or your money back!* Only \$1.25, postage paid. Order direct by mail from **SUNSET HOUSE**, 434 Sunset Building, Hollywood 46, California.

## EMBROIDERED TABLECLOTH



**All NYLON Elegance...**  
to grace Milady's table

So decidedly different... So deliciously frothy! The delicate scalloped border is a dream of beauty. Best of all, it's completely washable, dries quickly, like magic... requires no ironing. Comes in white only in two sizes.

**72" ROUND . . . . \$12.95 P.P.**  
**70"x88" OBLONG \$17.95 P.P.**

**COMFORTS — PILLOWS RECOVERED**

• Guaranteed by our Seal of Satisfaction •  
Write for Free Samples & Booklet 55

**H.G. ORIGINALS**  
104 W. 29th St., N. Y. 1, N. Y.

**SAVE 1/3**  
up to 1/3.

Own this 4 piece  
Dixon's group as  
shown for as little as  
\$246.30

## FURNISH YOUR WHOLE ROOM AT DIXONS DIRECT FACTORY PRICES

Dixon's is shipped right to your door, completely upholstered and finished in a few simple sections that lock together in minutes.

**EXCLUSIVE!** Dixon's upholstery is changeable... a new cover from Dixon's can be fitted by yourself quickly and easily. Dixon's is made from beautifully grained woods with molded foam rubber construction.

**DIXONS FURNITURE CO., Dept. J-85, ELLCOTTVILLE, NEW YORK**



**SEND 25c TODAY**

25c brings you this big complete catalog including actual wood samples of wood and finishes. Actual fabric swatches of upholstery (over 30 in all), complete descriptions, dimensions and ordering information.

## BABY'S PERSONAL BIRTHDAY CANDLE

Artistically designed, beautifully colored for lighting on every birthday for 21 YEARS.

A charming gift of lasting value to a new-born or on the occasion of child's birthday. Pink ribbon for girls—blue for boys.

Baby's full name, birthdate and weight inscribed free. Size: 17 inches, weighs 1 lb.

**\$3.45 ppd.**  
including  
wrought  
iron holder

**\$3.95 ppd.**  
incl.  
cadmium  
plated  
(silver color)  
holder

Send for FREE COLOR photo and folder

**Lion's Novelties, Inc.**

Dept. 70

139 Payson Ave.  
New York 34, N.Y.

A Beautiful gift to a young couple:

**WEDDING ANNIVERSARY CANDLE (Personalized)** with markings and symbols for 60 years. Silver color holder, silk ribbon and artificial flowers included. \$3.95 ppd.

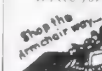
## HATS IN VIEW...NEATLY TOO



No more crushed out of shape hats. At last a smart economical and durable Hat box Set... finished in a tan linen weave, has a front window which opens outward from the bottom making it easy to remove and replace hats without taking hat box off the shelf. Each roomy box measures 13" x 13" x 7". Will fit men's or ladies'. It's a necessity for a neat closet. Order by No. C445.

Set of 3... Only \$2.79 postpaid

Satisfaction guaranteed or money back  
Write for Free Catalog of Wonderful New Gifts.



**DOWN'S & CO.**  
Dept. 1178F, EVANSTON, ILLINOIS



Carefree Safety, Economy For Your Pool

## NEW KROHOME POOL COVER

New Krohome Pool Cover safeguards children, adults. Keeps pool cleaner, lowers operating costs. In tests, Krohome has supported 12 people. Keeps leaves, rubbish out of pool; reduces chlorine loss, keeps pool warmer. Pays for itself in as little as 1 year. Durable, lightweight vinyl plastic; custom made 18¢ a sq. ft. Send blue print or dimensions for free estimate.

Ask for free literature.

**KROHOME INDUSTRIES**

Mt. Diablo Blvd., Dept. H8  
Walnut Creek, Calif.



**"NEXT WEEK WE'VE GOT TO GET ORGANIZED"**

is the laugh getting caption under a humorous Gardner cartoon depicting two eager beavers planning an assault on the take-it-easy record. Cartoon and caption are hand-painted on an oval white ceramic tile that holds a swivel ball point pen. Will serve as a humorous reminder to get on the ball. **\$2.95**

Felt backed. Ppd.

Pa. Residents Add 3% Sales Tax

**TAYLOR GIFTS**  
Wayne A8, Pennsylvania





## REDWOOD NEEDS



**Liquid Raw-Hide**  
for long life  
for beauty

**BEHR PROCESS LIQUID RAW-HIDE REDWOOD FINISH** beautifies redwood or any wood, brings out the grain and gives it years of outdoor protection. RESIN-FREE Behr Process Finishes chemically bond with the natural resins of wood to form a protective coating — an exclusive feature advantage. Buy either Clear Finish #1 or Dull #2. \$1.80 Qt., \$5.65 Gal. Postpaid, Guaranteed.

**LIQUID RAW-HIDE REDWOOD COLOR STAIN & SEALER #3** is a combination stain and sealer producing a rich redwood color to new and old redwood; also fir, pine or any light colored wood. \$1.75 Qt., \$5.65 Gal. Postpaid, Guaranteed.



Wood finishing pamphlet and color literature describing these and other Behr Process Finishes sent with every order or FREE on request.



**LINSEED OIL PRODUCTS CORP.**  
1100H S. Fremont Ave., Alhambra, Calif.



**Now! PRE-ASSEMBLED, READY TO FINISH AND HANG INTERIOR ADJUSTABLE**  
*Shutters*

All you need is a screw driver (and some stain or paint) to finish and hang these **SHUTTERCRAFT INTERIOR ADJUSTABLE SHUTTERS** to fit your doors or windows. Send inside measurements of doors, windows, bars for low price of these beautiful, custom-made shutters, which we will now also trim and rabbet to size for you. No nailing or glueing required. Instructions with each order. We ship all over the world.

Send only 25¢ for new illustrated brochure.



Dept. B-39

101 NO. SANTA ANITA AVE. ARCADIA, CALIF.

**LINGUAPHONE**  
MAKES IT EASY TO LISTEN and LEARN to Speak  
*Speak*  
SPANISH • FRENCH • ITALIAN  
GERMAN • RUSSIAN • JAPANESE

MODERN GREEK—34 languages available for FREE TRIAL AT HOME

With LINGUAPHONE—The World's Standard Conversational Method—You Start to SPEAK another language TOMORROW and IT COSTS YOU NOTHING! Only LINGUAPHONE brings 8 to 12 of the world's best native language teachers into your home. For just 20 minutes a day you listen to modern, lively recordings. This makes it easy AND FUN to learn modern languages. AT HOME—the natural way.

For a FREE sample lesson, also details on how you can get a COMPLETE course, send in the Linguaphone coupon and return on FREE TRIAL.

**LINGUAPHONE INSTITUTE**  
T-94-086 Rock Plaza, New York 20, N.Y.  
Phone: MU 2-1111  
FREE trial of 10 lessons on 10 records.  
If you are interested in a complete course, send in the coupon and return on FREE TRIAL.

## STUDY INTERIOR DECORATION

FOUR MONTHS' PRACTICAL TRAINING COURSE  
TWO YEARS' INTERIOR DESIGN  
Resident Day Classes

Start Oct. 1st. Send for Catalog R

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

### Home Study Course

Starts at once. Send for Catalog C

Same training for those who cannot come to New York. Practical, useful and intensely interesting.

### NEW YORK SCHOOL OF INTERIOR DESIGN

29 East 72nd St., New York 21, N. Y.



**"LAZY SUSAN" Dryette**

For washings and ironings  
For the new drip-dry fabrics  
For nylons and sheer things

Folds Like An Umbrella

Satisfaction Guaranteed or your money back!

Snagproof, Rustproof Metal, holds more in less space. Lustrous finish. Perfect gifts

### SUPER DRYETTE

12 arms  
(23 ft. drying space; strong, sturdy)  
\$8.95 ppd

### TRAVEL DRYETTE

8 arms  
(9 ft. drying space; stands in bathtub, packs in suitcase)  
\$4.95 ppd

Act now to enjoy easier clothes drying service... order today direct  
**DRYETTE CO., DEPT. H8**  
P.O. Box No 2219 • Wichita, Kansas



## WINDOW



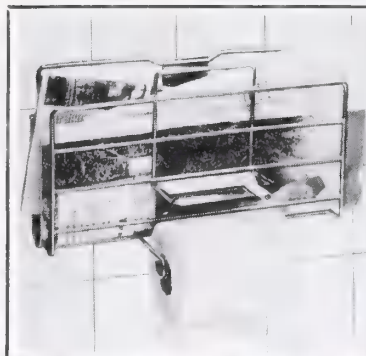
**TOM THUMB COLLECTION.** A group of brass and copper miniatures, perfect in every detail, is a wonderful find for your show-off shelf. Each one of them works. For example, the tiny coffee grinder has a handle that turns and a drawer that pulls out. Tallest piece is 2 1/2" high. 12-piece set. \$2.95 ppd. Artisan Galleries, 2100 N. Haskell Ave., Dallas 4, Texas.



**FLASHLIGHT-SIZE FAN** is only 6" tall, yet those whirling blades stir up quite a breeze when the heat's on! Stand it on your dressing table when you're doing your nails in sticky weather. Get one for your desk during the "dog days" in the office. It uses 2 regular flashlight batteries (not included). \$1.98 ppd. Carol Beatty Co., 7410B Santa Monica Blvd., Los Angeles 46, Calif.

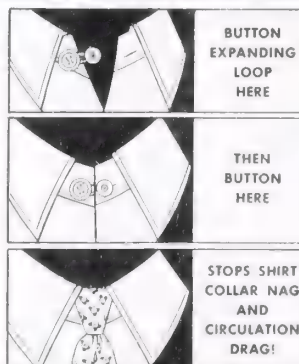


**HEP CATS** are the real cool characters that decorate the 4 white plastic tiles on this Ribbon Drop. For the more serious bopsters, there's a group of 4 musical instrument tiles. Black ribbon laced through the four 4 1/2" tiles gives you an eye-catching black and white pin-up. \$2.50 for each group. Ppd. Glasscraft, 920B Chicago Ave., Evanston, Ill.



### ALL THE CONVENIENCES!

Make yourself really comfortable with a **BATHROOM CADDY!** Provides not only a handy ash tray and a holder for toilet tissue, but also plenty of space for magazines, newspapers and comic books—keeps the bathroom tidy! Made of chrome-plated steel, 7 3/4" x 12 1/2". Simple to install with special adhesive that's included; no holes or tile problems! Deluxe Caddy is \$2.98 postpaid; also available without tissue holder for \$2.79. Ask for latest FREE Gift 'n Gadget Catalog, too! Order today from **MEREDITH'S, Evanston 24, Illinois**



### COLLAR TOO TIGHT?

make it fit right with a "wonder button"

#### COLLAR ENLARGER

This all metal "wonder button" is easy on, easy off when changing shirts. No need to discard that favorite shirt with its tight collar. Specially selected materials are used and guaranteed. Cannot be seen behind tie and gives amazing comfort. Patented and only available from Schafer Products Co. Comes gift boxed. Send for yours today and save shirts. Only \$1.00 postpaid

#### SCHAFER PRODUCTS CO.

Union City 8

Michigan



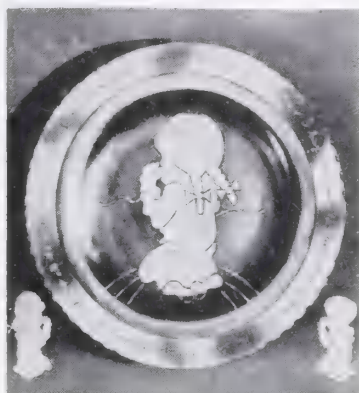
# SHOPPING



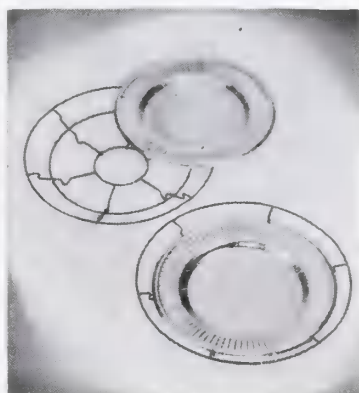
**THE GUERNSEY JUG**, beloved of the breakfast-in-bed, and the morning coffee-on-the-terrace dawdler, is the pleasantest shape ever devised for serving coffee. And there's nothing better for bedtime Ovaltine or hot milk. Copied from the original pewter jug, these are chalk-white fine china, 1½-cup size, \$3.95; 3½-cup size, \$4.95. Ppd. Chalmar, Split Rock Road, Syosset, N.Y.



**CHILD'S PRAYER PLATE** of heavy pewter is hand-engraved with a child's name, and the sweet prayer of childhood: "Now I lay me down to sleep; I pray Thee, Lord, Thy child to keep; Thy love go with me all the night; And wake me with the morning light." Date or short message is in the back. Specify boy or girl. 9" plate, \$6.95 ppd. Jeff Elliot, Dept. HB8, Flushing 52, N.Y.



**THROW AWAY PLATES** in black wrought-iron holders are terrific. And these have the added distinction of being able to be used under the broiler as they are covered in aluminum foil! 9" silver-colored plates won't absorb food or gravy. 4 holders with 20 plates, \$2.95 plus 15¢ post. 8 holders with 40 plates, \$5.95 ppd. RMS Interiors, 11146 So. Michigan Ave., Chicago 28.



## Kills Fleas while Cats Nap

What a wonderful gift for your cat! The miraculous new **Kitty Cootie-Chaser** is a comfortable bed that also kills fleas and lice while cats nap. Its inviting aroma entices them away from even softest chair or sofa. No more messy powders, sprays. No risk of dry coat or flaky skin—helps prevent mange. Stops biting and scratching. Improves disposition. Praised by those who enter pets in shows. Long-lasting. **Kitty Cootie-Chaser** 14x18 in., \$2.49. Extra inner pad, \$1.50.

For Dogs—**Flea-Scat-Pad**—just as comfortable and effective. Kills fleas, doggy odor. Regular size, 15x28 in., \$3.49; Super size, 28x36 in., \$4.98.

Send check or M.O. and we pay postage. Money-Back Guarantee. Sudbury Laboratory, Box 22D, South Sudbury, Mass.

## Calendars for Remembrance

To mark the most important day of your life together . . . The moment precisely fixed in hand-set synthetic rubies on calendars accurate to the day, month, and year you wish. Backs are the favorite swivels. Size 7½" x 3¼".

In sterling silver . . . \$12.50 pr.  
In gold-filled . . . \$16.50 pr.  
In 14K solid gold . . . \$33.50 pr.  
(For genuine 2-point diamonds, add \$5 to any style.)

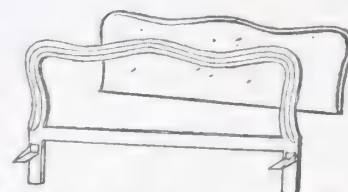
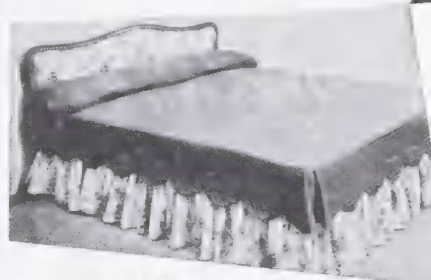
Prices include all charges. Quality, prompt and safe delivery assured.

No C.O.D.'s, please. Catalog on request.

**Holiday House**  
18 Bellevue Theatre Bldg. Upper Montclair, N.J.

## king-size HEADBOARDS

MATCHED TO YOUR FURNITURE AND DECOR, DESIGNED FOR ONE LARGE OR TWO TWIN UNITS.



Headboard panel designed for easy "do it yourself" upholstering

### Bed widths from 60" to 78"

This beautiful headboard will be finished to match any furniture. The panel upholstered in muslin will come ready for covering or we will do it for you. **79.50** prepaid

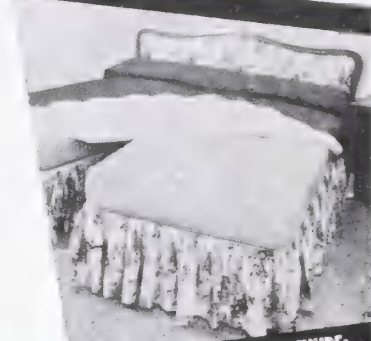
#### HOW TO ORDER:

1. Send a small drawer or other wood item of furniture to be matched.
2. If you desire us to upholster the center panel, send 2½ yards of 36" or 1½ yards of 48" material. If floral, allow for matching.
3. If you desire to upholster yourself, complete instructions for easy operation are enclosed.
4. You must give us the width of the box spring to be used.
5. ENCLOSE CHECK OR MONEY ORDER... IF YOU ARE NOT COMPLETELY SATISFIED, RETURN HEADBOARD AND YOUR MONEY WILL BE REFUNDED.

THE SOUTHWEST'S LARGEST MFG. OF KING-SIZE BEDS

**DENNIS**  
BEDDING COMPANY

4416 WASHINGTON AVE. HOUSTON, TEXAS



WRITE FOR DETAILED BROCHURE:

Complete information on special woods, unusual designs in French Provincial, Victorian, Early American, Modern and STYLING TO MATCH ANY FURNITURE.

SEND 25¢ TO COVER HANDLING AND MAILING. TO DEPT. HB-3



## Proven Home Plans for BETTER LIVING

Save Any Three Books... only **\$2**

### New Ideas—Builder Approved Plans

Find your dream home here! Plans with beauty, "extras", economy from the drawing board of experts. Working blueprints for plans at low cost.

New! **HILLSIDE HOMES**, over 60 plans . . . \$1  
**FAMILY ROOM HOMES**, 118 living plans . . . \$1  
**SELECTED HOMES**, 115 dramatic styles . . . \$1  
**NEW TRENDS**, 154 plans, new ideas . . . \$1  
**BLOCK MASONRY**, 225 thrifty beauties . . . \$1

Send today... \$1 per book ordered separately

### HOME BUILDING PLAN SERVICE

Studio D, 2454 N. E. Sandy Boulevard  
Portland 12, Oregon

## STAKE THIS FOUNTAIN BIRD BATH



for our feathered friends and your garden will come to life. It's sturdy, yet portable of rust proof metal. Just snap porcelain enameled bowl on green ornamental iron base. Stands 28" above ground—

4 qt. bowl is 16½" across, 2" deep. Simply screw fountain attachment to hose—Special adjustment regulates flow to tiny droplets. Birds love it. Completely guaranteed.

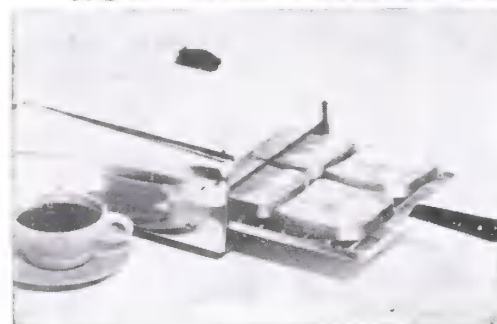
No. 099 (With Fountain) . . . **\$6.95** postpaid  
No. 0100A

(Without Fountain) . . . **\$4.95** postpaid  
Send for New Free Catalog of Unusual Items.

**BARD'S PRODUCTS INC.**

Dept. 1178 M, Evanston, Ill.

## NOW—NEW TOASTER-GRILL, only—\$6.95



**NEW LOW PRICE** due to quantity production resulting from tremendous response. Imagine, without lighting your oven, you can have delicious oven toast in 60 seconds right at your table. This sensational electric toaster grills and broils too, perfect for hot buttered or garlic toast, cinnamon toast, English muffins, grilled cheese, hamburgers, hot dogs, etc. New Modern design in smart aluminum. Quick recipes included. A real buy at \$6.95. Money back guarantee. Send cash, check or m.o. **OLD PUEBLO TRADERS**, Box 4035, Dept. BT, Tucson, Arizona.



# Portable Electric VACUUM CLEANER goes with you everywhere...

Easily  
worth  
\$10  
to you...

OUR  
PRICE

2.99

- Only 7 inches
- High Suction
- No plug-in
- Cleans Fast
- Suits & Dresses

## GETS TO DIRT THAT BIG VACUUMS CAN'T REACH

New high power vacuum—only 7 inches high! Weighs less than a pound. Fits bag or glove compartment—travels with you everywhere! High speed motor works on 2 flash-lite batteries. Removes lint, dust, surface dirt from clothing in seconds! Better, faster, more thoro than a brush for soft fabrics, flannels, velvets, suede, etc. Circular brush gets at encrusted dirt, saves on cleaning bills.

### Use for Car Upholstery

Keep in glove compartment. Handy and practical for hundreds of household jobs too—cleans pockets, cuffs, upholstery, typewriters, dandruff specks, ash trays, table crumbs, drapes—in fact, anything a big vacuum can't reach. Well constructed. Lasts years.

### 7 DAY TRIAL

Send 2.99 check, m.o. or cash for prepaid delivery. COD's sent, plus postage. Try 7 days FREE. Satisfaction guaranteed or money back! NOTICE: Last time this vacuum was advertised, it sold out in 3 days. Don't risk disappointment. Order NOW.

THORESEN'S, Dept. 19-H-36

585 Water Street, New York 2, N. Y.

CANADIANS: Address 45 St. James W., Montreal 1, P. Q.

Absolute  
Satisfaction  
Guaranteed

## Down Comforts Beautifully RE-COVERED



... in exquisite down-proof satins, taffetas, sareens. Wool Comforts Re-Covered Too.

Send for  
FREE

ALSO... Old Featherbeds converted into heirloom, cloud-soft feather-fluff comforts by ALDEN secret de-stemming process © 1954 Alden.

ALDEN COMFORT MILLS - INC.  
Box 5070 • Dallas, Texas

I have ☐ Old Down Comfort ☐ Featherbed ☐ Pillows which may need re-covering or converting into beautiful Alden Heirloom Comfort. Send FREE samples of coverings and literature without obligation.

Name \_\_\_\_\_

Add \_\_\_\_\_

City \_\_\_\_\_



## "M.J. Hummel" "HEAVENLY PROTECTION"

One of her finest works of art. You can see and feel the love and devotion the artist shows in this figurine.

height 9 1/2"

price \$22.00 ppd.

Available 36 beautiful Hummel Christmas Cards \$2.35 ppd.

order from

**Hildegard Studios**

597 Farmington Ave., Hartford 5, Conn.



visit CANADA'S

## LEADING JEWELLERS

A friendly welcome awaits you at Birks—from coast to coast in Canada. See our displays of fine English China and Leather,

Jewellery and Silverware made in our own craftshops, Antique Silver, Crystal, and Objets d'Art from 'round the world.



## BIRKS

MONTREAL • TORONTO

and other principal

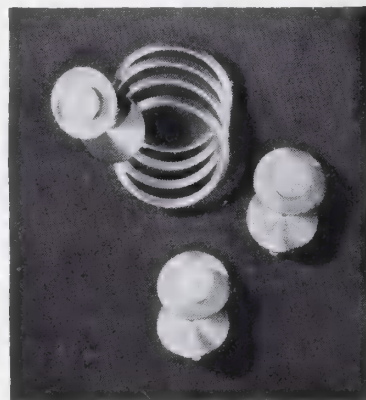
Canadian Cities



## WINDOW SHOPPING



**GUATEMALAN SKIRT.** This is the skirt that globe-trotter travel to far-away places for, and bring home by the armful. Handloomed from long-fibre Indian cotton, the Mayan designs are fingerwoven into material at time of looming. With pocket, zippered placket, it comes in navy, green, black, brown, red. Waist sizes 24-26-28-30-31. \$11.95 ppd. Beverly Baker, Box 135, Darien, Conn.



**TERRIFIC PIN.** The only thing that keeps this from wearing an astronomical price tag is the lack of the "14k" mark. But in style it is indeed as good as gold. The 18k gold-plated swirl design, set with a simulated pearl, has a modern classic rhythm that would be wonderful with a suit or a black sheath. 2" long, \$3.95. Earrings, \$3.95. Set, \$7.50. Ppd. Tax incl. Aimée Lee, 545 Fifth Ave., New York 17, N.Y.



**FOGMASTERS** are scientifically devised contact lenses that press right on top of ordinary car headlights and give you amber light in heavy fogs. They fit all sealed beam headlights on every make and model car. Press them on and they stay put, utilizing full candlepower whether on high or low beam. One set is just \$9.95 ppd. Townsend House, 645 Bergen Ave., Jersey City 4, N.J.

(Please turn to page 21)

## COLONIAL MASTERPIECES

by Greenbaum Brothers

## SOLID PINE BOOK TABLE



Genuine Pine Shop replica of Early American book table. Superb hand-rubbed and waxed antique finish. A magnificent occasional piece, a perfect gift! 10" wide, 14 1/2" deep, 27 1/2" high. Free 28 page catalog with order, shows America's finest maple, pine and cherry furniture. Satisfaction guaranteed!

\$31.50

SEND CHECK

OR MONEY ORDER.

NO C.O.D.'S PLEASE. WE PAY SHIPPING.

SEND 25c FOR LAVISHLY ILLUSTRATED 28-PAGE CATALOG SHOWING AMERICA'S FINEST EARLY AMERICAN FURNITURE. WE'LL REFUND WITH YOUR FIRST ORDER.

**Greenbaum Brothers**

DEPT. HB-856, 101-105 WASHINGTON ST. PATERSON 1, NEW JERSEY

## a sparkling decoration



Now you can make any corner as bright as the Milky Way! Just fill this clear 5" plastic star with water to keep flowers or ivy fresh—then watch it become a radiant jewel in the sunlight! Its crystal-like segments separate the light rays into their rainbow colors and reflect them all about the room. Order a galaxy of Astro-Stars—hang them by their golden chains from ceiling or walls in a twinkling!

\$2.25 each, ppd.

3 for \$5.95 ppd.

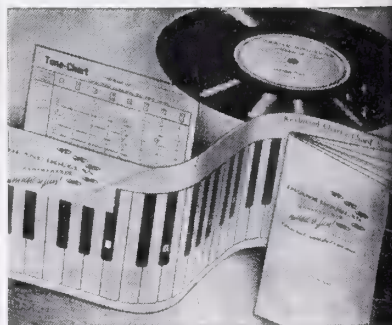
Sorry, C.O.D.'s

Write for free catalog.

**ANDERS COMPANY**

44 Beaver Street

New York 4, N. Y.



## Learn Piano New Way in 28 Days

Notes, scales, tedious practice not needed to play popular music, hymns, folk-songs, ballads, old-time tunes. Deane Douglas Method is scientific way to learn 17 basic chords and 5 piano styles on which this music is based. Each week you receive Lesson Booklet, 4 Keyboard Charts, 2 Tune Charts, and Phonograph Record. Just look, listen, then play—30 fascinating minutes a day—results guaranteed. Send check or money order for \$9.95 in full payment of 4 weeks course. Deane Douglas, P.O. Box 541, Arcadia, California.





**Wouldn't you know she'd choose a Bigelow...** If she'd lived in the Renaissance, gold cups by Cellini would have graced her table. Today her instinctive love of fine things leads her to the treasures of our times...among them the magnificent broadloom which she buys for her floor. It's a Bigelow broadloom, of course—designed by leading carpet stylists, woven of the choicest yarns. Owning a beautiful Bigelow is a sure way for you to enjoy years of carpet comfort, beauty and luxury.

*Shown here: Rich, elegant Waikiki and exquisitely sculptured Radford. See these and other fabulous Bigelow carpets at leading stores. Costume by Bonwit Teller.*



**Bigelow**

*Number 1 name in Carpets*



This Hollywood bed rolls like magic

LOUNGING ROOM BY DAY...SLEEPING COMFORT AT NIGHT



These two twin size beds are hinged to a corner table. They swing together for side by side sleeping.



looks

like

a dream



thanks

to

wonderful

new

# Harvard

Bed Frames

SMART LOOKING SWING BEDS

Two twin size beds, made with Harvard Frames, hinged to a bookcase headboard. Swing apart for cleaning, lock together for adjacent sleeping.



Look how easy it is to move your new Hollywood bed when it's made with a Harvard Frame. And it's no wonder! Harvard Frames roll on free-wheeling, non-marking casters. Bed making and room cleaning are a snap. See how your spreads hang more gracefully. Notice how much more you can do with the space you have. Now, look at the whole picture... the sheer elegant beauty, the bedroom of your dreams. Harvard Frames add strength, give better support to any Hollywood bed — swing beds, bookcase headboards, corner groupings and divans. Sold with fine bedroom furniture everywhere. The best foundation for your new spring and mattress.



the **HARVARD**  
FRAME

Guaranteed by  
Good Housekeeping

take a peek



## HARVARD BED FRAMES

6201 Woodland Avenue Dept. 86 Cleveland 4, Ohio

The mark of superior quality. Only the Harvard Frame carries this label. Look for it, insist on the genuine Harvard product.

**FREE!** Illustrated brochure shows scores of different arrangements...how to glamorize your bedroom. Send postcard today.



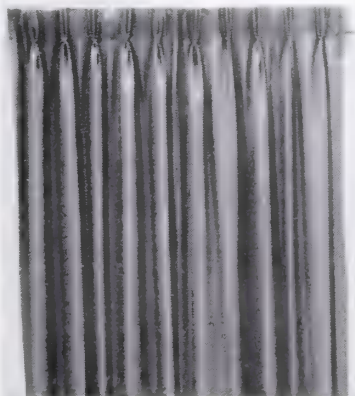


# WINDOW SHOPPING

CONTINUED FROM PAGE 18

## SUN-RESISTANT FAILE

will be taking lots of curtain calls from now on. It dresses a window handsomely, comes in rose, antique gold, pink, aqua, mocha, white, green. Send 10¢ for color samples. Pinch-pleated draperies of Chromefaille come in 3 lengths: 63", \$6.95; 81", \$8.95; 100" (lined), \$12.95. Send for custom made size chart. Add 90¢ post. Colten's, 1361 Beacon St., Brookline 46, Mass.



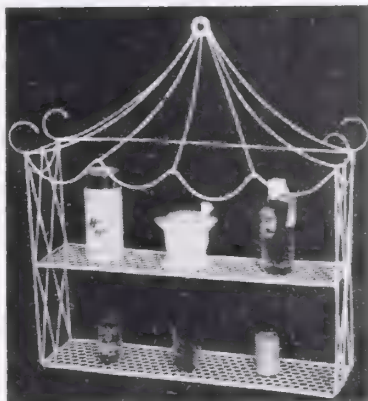
## WISHING FOR A WASH-

ER? Dying for a dryer? Then start saving with the Appliance Fund Bank. In a year you'll have almost \$100. Unless you save 25¢ a day, the date won't change. Total is recorded. With "Appliance Fund" in gold letters, or plain bank; \$2, \$5.75 for 3. Ppd. Leecraft, Dept. HBP, 300 Albany Ave., Brooklyn 13, New York.



## SHELF-CONSCIOUS

about your bathroom? Then give it a decorative shot in the arm with his pretty shelf. It's a fine show-off spot for perfume, bath salts, dusting powder; comes in a white, black or gold finish; measures 8" x 18" with two 18" x 4" shelves. You might get an extra one for the kitchen or guest room. Just \$3.95 plus 35¢ post. Laurie & Co., 507 Fifth Ave., New York 17.



Petite little 1/2" "wooden" shoes in genuine Holland Delft Blue enamel and Sterling silver. Pair, \$6.00

Tiny 1/2" Sterling Silver Dutch Windmills with arms that actually turn. Pair, \$5.00



**Luciaint**  
Dutch Shoes and Windmills in Charming Earrings Imported from Holland

"Conversation Pieces" — certain to attract attention, win admiration, and make your friends exclaim in sheer excitement and envy. Finest quality and workmanship — imported from Holland. Wonderful gifts for any occasion — a MUST in every wardrobe. POSTPAID—No C.O.D.'s, please. Prices include Federal Tax

Sterling silver "Wooden" shoes with gay, bright red linings, 3/4" long. Pair, \$5.00

**Holland Delft Blue**

3811 Carondelet St., New Orleans 15, La.



Tall or short—or "On the Rocks"  
Serve 'em all in PERSONALIZED ROLY POLY GLASSES

Serve all your drinks from tall 'n tasty to short 'n sweet in Roly Poly Glasses. These crystal clear spheres are party-perfect. Modern, handy to hold, personalized with big block letters. Two sizes: 5 oz. cocktails; and 11 oz. for hiballs, double old-fashioned, or "on-the-rocks." Great for giving or keeping. Please print initials. Set of 8 Cocktails, \$4.45; set of 8 Hiballs, \$4.95.

Special! Matching set (8 of each) \$8.95

No C.O.D.'s please. You must be delighted or your money refunded.

**GLASSCRAFT** 920-B Chicago Ave. Evanston, Illinois

## NOW! KILL MOSQUITOES

WITH YOUR  
**POWER MOWER!**



Free your lawn and shrubbery of annoying mosquitoes while you mow! Fogging attachment sends out heavy fog that kills mosquitoes and most flying insects. "Rocket Robber" muffler reduces nerve-racking exhaust roar to a pleasant purr. Fits any 4 cycle single cylinder engine up to 2 1/2 horsepower with 1/2" standard thread exhaust port. Order 1929-6, Fogging Set.



**\$5.95** By mail, postpaid!  
Includes Muffler, Mix Valve, Pint of Fogger Insecticide.

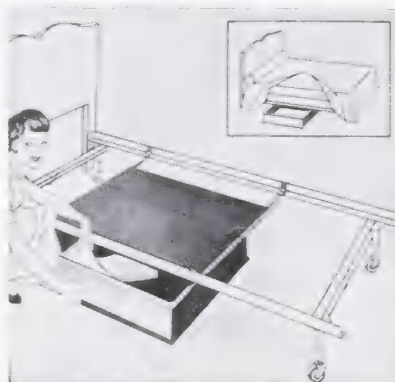
**\$2.95** Muffler only  
(Order No. 1928-6)

Write Now For Your

**FREE CATALOG!**

Unusual Ideas in Gifts,  
Toys, Housewares!

**Miles Kimball** 85 Bond Street  
Oshkosh, Wis.



## STOW-A-WAY BED DRAWER

Homemakers will be delighted with this efficient drawer that turns wasted underbed space into clean, dust-free storage space. Sturdy metal drawer with dust cover, clamps onto runners of any wood or metal bed frame—either single or double. It's out of the way and off the floor. Slides easily, in or out, from either side of bed. Holds extra blankets and linens, toys, etc. Simple to assemble without tools. 2 sizes: REGULAR 30"x24"x5" or KING SIZE 36"x30"x5". You can use 2 Regular drawers on each bed or 1 King.

Regular Size...\$12.95 King Size...\$16.95  
Plus 75¢ for Delivery

No C.O.D. Guaranteed, of course

**ELRON**

225 W. Erie St., Dept. F-128, Chicago 10, Ill.

Bring the SONG of BIRDS  
to your  
GARDEN

With this smiling  
Boy with Jug

**BIRD  
BATH**

Pompeian Stone  
Figure 19" high.  
Bird Bath 36" high,  
26" wide.

Complete \$70.00  
Sold Separately

Figure \$35.00

Bird Bath \$35.00  
f.o.b. New York

Many other artistic  
pieces in Pompeian  
Stone, Bronze, Lead  
and Marble. Figures,  
Fountains,  
Bird Baths, Pedestals, Vases, etc.

Write for our illustrated Catalog.  
10 cts. please for mailing.

**Erkins Studios**

42 West 40th St., New York City 18, N. Y.

## FOOD DOMES

Hard-to-find table accessory... attractive Plexiglas domes to cover toast, platters, etc. 3 sizes. 7" in diameter toast dome is \$7.95; 12" dome is \$13.95; 14" dome is \$15.95. Two holes in top keep food from over steaming. All dressed up with a handsome 3-letter monogram in white and gold—or any other color you wish. You'll wonder how you ever got along without them.

Sorry, no C.O.D.'s

**EDITH CHAPMAN**

260 Main Street Nyack, N.Y.



**MUSICAL KNOCKER**, to strike a note of hospitality on your front door two wood screws supplied makes installing easy. Send it as a house-warming present to a music lover, or to the man who complains about having to face the music when he is late getting home.

6" long solid brass...\$5.95 postpaid

6" long Black brass...\$3.95 postpaid

Bedroom size 4" long solid brass \$3.75 postpaid

Catalog 10¢

**TENNESSEE CHROMIUM PLATING CO.**

206 Louise Avenue N Nashville 5, Tennessee



"Famous since 1921"

# Merrin

333 MADISON AVE., COR. 54TH  
NEW YORK 17

GENUINE STONES SET IN 14K GOLD



CULTURED PEARL  
14K GOLD  
EARRINGS, \$9.90†

LARGER SIZE,  
NOT ILLUSTRATED \$15†



BLACK STAR SAPPHIRE  
14K GOLD TIE TACK \$25†  
LARGER SIZE \$35†



CULTURED PEARL  
GOLD TIE TACK \$5†  
LARGER SIZE \$10†



CLUSTER  
EARRINGS  
WITH MATCHED  
CULTURED PEARLS  
AND PERFECT DIAMONDS \$55†

†TAX INCLUDED  
ALL JEWELRY ACTUAL SIZE  
MAIL ORDERS FILLED • POSTAGE PREPAID  
UNCONDITIONALLY GUARANTEED  
WRITE DEPT. HB-8



## Lovely Rococo SWITCHPLATES

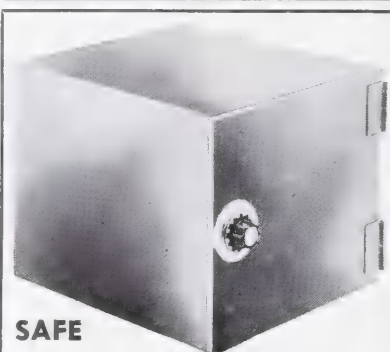
Only **\$1.00** Ppd.

The first time shown . . . this lovely Rococo switchplate has a soft gold finish that never dulls or requires polishing. Perfect for any home decor. Of beautifully molded sturdy plastic, 9" high by 4" wide, they're also available in frosted pink. At these tiny prices you will want them throughout your home.

2 FOR \$1.95 PPD. 4 FOR \$3.75 PPD.

**the added touch**

Dept. HB8, Wynnewood, Penna.



## SAFE and SOUND

At last, the ideal way to keep cash, jewelry, documents on hand at all times—in home or office—safe against both theft and fire! This gray crackle finish safe is equipped with a tumbler combination lock and removable partition. The rubber bumper legs can be removed for permanent floor installation. Interior surfaces are insulated by 1/4" thickness of solid asbestos with inner liner and outer cover of heavy gauge cold rolled steel. 16" deep, 14 1/2" wide, 13 1/2" high.

ONLY **\$29.95** shipping charges collect (shipping weight 48 lbs.)

No C.O.D.'s, please  
Write for free  
gift catalog  
P.O. Box 65  
Dept. H-8 Watertown, Conn.

**Elf Hollow**



## Junior blows his top SIREN HELMET

He tells every one he's coming by simply blowing into a safe flexible vinyl tube attached to siren on helmet erect. There's hours of fun in this Siren helmet that acts as both head protector and horn. Fits youngsters 4-10—adjustable chin strap. Yellow or Red.

Loads of play value for **\$1.98**  
plus 20 cents postage

**HERE'S NOW CO.**

Dept. HB-28, 27 E. 22nd St., New York 10



## Silver PIE PLATE WITH PYREX LINER

Let this lovely silver plated pie plate take place of honor along with your nicest silver service. Overall width is 13 1/2" including the delicately designed Porriquer handles. The removable pyrex liner is 10" in diameter. The small claw feet add to the beauty of this lovely silver piece. Also nice for vegetables, fish, small stews, etc. Use it yourself or give it as a gift. Postpaid.

Federal tax included.

Pa. Residents Add  
6% Sales Tax

**\$9.00**

THE **Lillian**  
SHOPPE  
(Dept. B8)  
20 Armat St. (Germantown) Phila. 44, Pa.



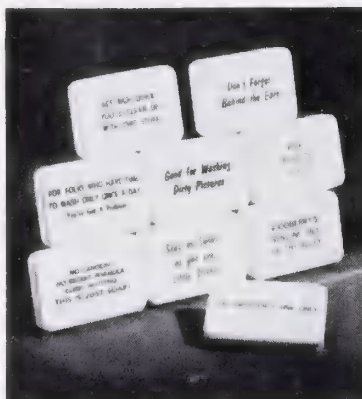
## WIND OW



**HOT POT** is one of the great ideas of the year. An 8-cup white porcelain teapot is fitted with an asbestos-insulated chromium cozy. And it really keeps beverages piping hot for hours. No more luke-warm tea. No more warmed-over coffee just because you're late for breakfast. \$5.95 ppd. Downs & Co., Dept. 1178, Evanston, Ill.



**BUTTERFLY COASTERS**, as gay as a summer's day, belong unmistakably in a pretty living room, and not in a saloon. They have foam rubber bases, are very thin, so glasses won't wobble, and come in white or pale pink with gold butterflies. Set of 8 is just \$1 postpaid from Jeredith Manor, Box 130, Nyack, New York.



**SILLY SOAP** makes no claims, won't promise to land you a husband, is just plain, good-cleaning castile, but loaded with fun. Each cake has a humorous saying which doesn't wash off until the soap is used up. It's wonderful for a gay hostess, for your own guest bathroom. Box of 9 cakes, \$1.25 ppd. Hostess House, 5858 Forbes St., Pittsburgh 17, Pa.

**Personally Yours**

Elegant gold on ivory semi-vitreous china dinnerware. Personalized just for you by Sabin, with full name or 3 initials on each piece.

**S & S PRODUCTS • BOX 421 • McKEESPORT, PA.**

One year free replacement  
guarantee on breakage & chipping

16-pc. set service for 4	<b>14.95</b>
32-pc. set service for 6	<b>24.95</b>
53-pc. set service for 8	<b>44.75</b>

Also available in open stock

## NEW . . . . . WALL SCROLL MURALETTES



Exciting new beauty for living, dining and bedroom walls. No paste or muss. Each subject comes in matching sets, ready to hang. Hand printed and framed top and bottom, each is 27" wide x 34" long. Can be purchased singly or in matching pairs (each different). \$2.95 each or \$5.95 pair ppd. Choice of African (above), South Seas, or Roman Market. Order now on strict money back guarantee.

**M. VAN ALLEN, Dept. H**  
6161 Fairfield St., Los Angeles 22, Cal.



SHOPPING



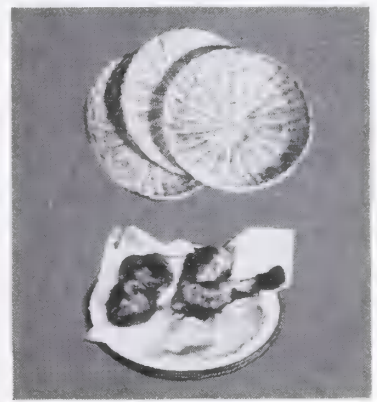
BRIDE AND GROOM

**GLASS** is this double champagne goblet from which they share their first drink at the wedding. It is etched with the opening bars of Lohengrin's wedding march, their first names and the date of their wedding. A lovely gift to be cherished with all the other happy memories. Gift-boxed. \$8.50 ppd. Holiday House, 118 Bellevue Theatre Bldg., Upper Montclair, N.J.



WICKER SERVICE

**PLATES** from Hong Kong are designed to hold paper plates, give them distinction and solidity. Or use them for serving "chicken in the basket." We think they're terrific. Hand-woven of natural wicker, 9" in diameter, 39¢ each; \$1.50 for 4. Ppd. Foster House, 430 So. Jefferson, Peoria, Illinois.



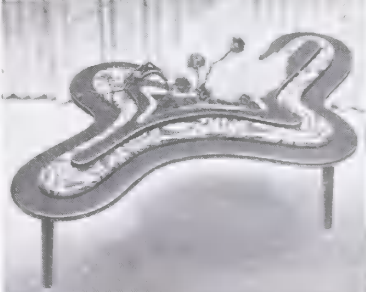
"SIMI" IS MAGIC for metals.

It's an imported cleaner and polisher that goes to work on pewter, copper, brass and chrome with the genius of a genie and leaves them gleaming bright! And it's so easy. Rub it on, wipe it off. That's all you do. And it does not scratch surfaces, lasts a long time. Two tubes of Simi are \$1.37 ppd. Hobi, Dept. HB8, Flushing 52, N.Y.



Ti Gardé... the table with the touch of tomorrow!

Here's a unique, fresh approach in tier-top tables—custom-color finished to match your room decor... strikingly designed to reflect your individuality with built-in beauty to enhance your favorite room. Center tier covered with your material is protected by a finish resistant to moisture, alcohol and burns. Floral center piece is accented by soft indirect lighting. Is 16" high, 27" wide, 54" long. Brass-tipped legs. PRICE: \$150 decorated to your specifications. Deduct \$14.50 without floral center piece—\$24 without lighting. 6 to 8 weeks delivery. Satisfaction guaranteed. Shipped express collect. Send check or money order together with samples of wall and rug colors, also drapery or chair material (1½ yds. if plain—2½ yds. if pattern—48" width).



TI GARDE, Dept. H, Box 102, Rochester 1, N. Y.

Quick Relief from SUMMER ECZEMA



Is your dog tortured with Summer Eczema like the "Before" dog shown? HILO DIP & OINTMENT remove the real cause of this hot weather scourge; have worked wonders on thousands of dogs during past 16 years. Send \$2.20 for complete treatment to Dept. N-8 THE HILO COMPANY Norwalk, Conn.



**MAILBOX MARKER** Style M \$1.95 POSTPAID  
fits any mailbox—install in a minute

present your name attractively  
GUIDE YOUR FRIENDS—BEAUTIFY YOUR HOME  
with **DAY-N-NIGHT MARKERS**

PERFECT FOR GIFTS—ANY WORDING YOU WANT\*

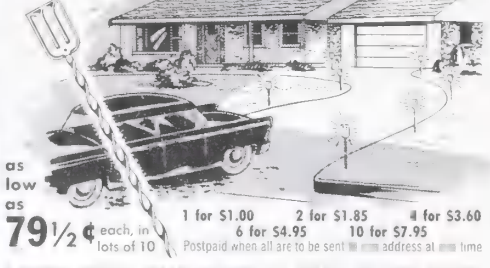
Your name gleams in permanent reflector letters on your **DAY-n-NIGHT** Marker—shines brightly in headlights, softly in moonlight! It helps your friends find their way—helps the doctor, mailman and delivery men. Its graceful proportions and quiet good taste make your home more attractive.

The letters are treated with the same material that makes highway signs shine in your headlights, and they are permanent because they are embossed in the background plate.

**THE PERFECT GIFT FOR Birthdays**  
or any occasion because it's **personal!**  
Letters shine bright at night  
Easy to read **DAY-n-NIGHT**  
2-sided; raised letters on both sides  
Rustproof—lifetime aluminum throughout  
Permanent embossed lettering—raised in solid plates  
Baked enamel finish—black background—white reflector letters  
Attractive size—nameplates 2½" x 18", number plates 2½" x 7"  
Any wording you want, up to 17 letters and numbers on nameplates, up to 6 on number plates. Same on both sides.

**DAY-n-NIGHT Driveway Guides**  
Make it easy to find and follow your driveway!

Both sides of **DAY-n-NIGHT** Driveway Guides are treated with thousands of tiny round mirrors that shine brilliant yellow in car headlights, gleam in the rays from tail-light or back-up light. You'll bless the Guides backing out as well as driving in! Yellow color shows clearly against snow, shrubbery, lawns. Rustproof—made of aluminum. 24 inches high, with wrought aluminum stake.



**SATISFACTION GUARANTEED OR YOUR MONEY BACK!**  
**WE SHIP WITHIN 48 HOURS**

**Spears ENGINEERING COMPANY**  
415 Spear Bldg., Colorado Springs, Colo.

**ORDER FORM**

* ANY WORDING YOU WANT ON ANY STYLE MARKER		STYLE	WORDING—Any wording you want, up to 17 letters and numbers on large plate, 6 on small. Show punctuation but don't count it.	PRICE
		TOP		
		BOTTOM		
<b>SHIP TO:</b>				<b>TOTAL</b>
<b>ADDRESS</b>				<input type="checkbox"/> Remittance enclosed; ship postpaid in U.S.
<b>CITY</b> <b>ROUTE OR ZONE</b> <b>STATE</b>				<input type="checkbox"/> Ship C.O.D. I will pay C.O.D. fees and postage.

**GEO. D. BAKER** →  
**FRAMED MAILBOX MARKER** attractive wrought aluminum frame style MF \$2.95 POST PAID

**THE McLAUGHLINS**  
**DELUXE MAILBOX MARKER** graceful wrought aluminum frame and scrolls style EM \$3.45 POST PAID

**ADAMS & PERRY-R.I.**  
**OAK HILL FARM**  
**TWO-LINE MAILBOX MARKER** up to 17 letters and numbers each line style OM \$4.95 POST PAID

**305A**  
**ED MOSGROVE-R.2**  
**NAME & NUMBER MAILBOX MARKER** up to 6 letters and numbers top line, 17 on lower style MM \$3.95 POST PAID

**3434 ALSACE PLACE**  
**LAWN MARKER** wrought aluminum stand; up to 17 letters and numbers style L \$2.95 POST PAID

**37023**  
**THE CRANDALLS**  
**NAME & NUMBER LAWN MARKER** up to 6 letters and numbers top line, 17 on lower style HL \$4.95 POST PAID

**THE PALMERS**  
**BRACKET MARKER** attractive wrought aluminum bracket for wall, post, etc. style B \$3.95 POST PAID

**W.C. OROURKE M.D.**  
**DELUXE BRACKET MARKER** graceful wrought aluminum scrolls add beauty style EB \$4.45 POST PAID

**EARL L. SMITH**  
**NAME & NUMBER BRACKET MARKER** up to 17 letters and numbers top line, 6 on lower style NB \$4.95 POST PAID

**THE SHEPPARDS**  
**WHITEHALL MANOR**  
**TWO-LINE BRACKET MARKER** up to 17 letters and numbers each line style OB \$5.95 POST PAID



**distinctive draperies  
at 1/2 the cost!**



## 7 lovely fabrics \$1 a yard

Save money by ordering custom-made draperies and decorator fabrics direct-by-mail from Toni Moran Studio. Choose from 7 distinguished contemporary weaves and 68 exquisite colors. By ordering direct, you pay only \$1 a yard for any fabric in this exclusive collection. You can make your own draperies, or have us custom-tailor them to your window measurements. Either way you save—and get that distinctive custom-decorated look.

## 68 color swatches 25¢

Picking the right fabric and color is easy the Toni Moran way. Simply enclose 25¢. We send complete set of 68 color swatches and detailed information.



**Toni Moran Studio** Dept. D-68  
Box 230, South Pasadena, California  
I enclose 25¢ in coin. Please send swatches and booklet "How to have distinctive draperies at 1/2 the cost."

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Freshen wardrobes and linens  
with

## LAVENDER MIST



AT A TOUCH OF YOUR FINGER, this aerosol sprays a fine, clear fragrance of lavender that freshens linen closets, lingerie drawers, pillow cases, sheets, hankies, shirts, etc. Doesn't stain, dampen or discolor.

JUST RIGHT FOR THAT UNUSUAL, DELIGHTFUL GIFT for Mother, Sister, Daughter or Friend! If you want us to send Lavender Mist direct, send us your list—we'll enclose a card with your name.

Large (6 oz. size) only \$1.50 POSTPAID

(tax and handling chg. included)

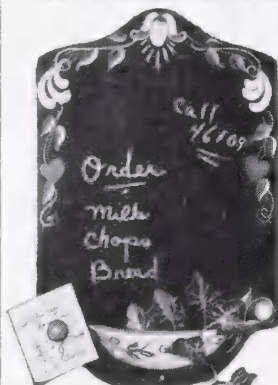
GIFT CATALOG ON REQUEST

Send Check or Money Order (no C.O.D.) to

**THE LAVENDER HOUSE**

P.O. Box 83, Old Chelsea Station, New York 11, N.Y.

## KITCHEN BLACKBOARD



In Quaint  
Authentic  
Pennsylvania  
Dutch  
Design

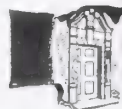
Only  
**\$2.95**

plus 25¢  
shipping

"Official" family bulletin board!

So colorful and gay, yet so thoroughly practical! Use this handy blackboard for grocery lists, date reminders, phone numbers and "things to do." It's a full 17" by 11 1/2", decorated in the true Pennsylvania Dutch designs that lend such a happy note to kitchen decor. Has a decorated bowl ideal for pencils, note pads, etc. . . . or line with foil and use it as a planter. Extra! comes with 2" "magnet block" that holds paper notes! Order now . . .

Satisfaction Guaranteed or Money Back  
Send for FREE Catalog

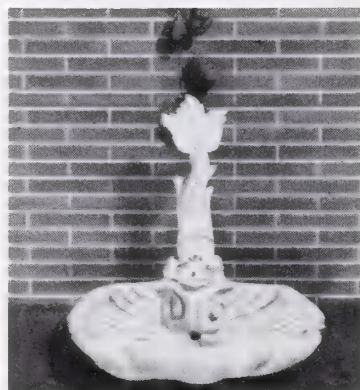


**Foster House**

430-B8 S. Jefferson St., Peoria, Ill.



## WINDOW



**DOLPHIN AND SHELL FOUNTAIN.** An amazing recirculating pump, the size of a pint brick of ice cream, plugs into any outlet. Just dunk it in water in this cast stone shell (designed to hold and conceal it), and it shoots a jet stream from the dolphin's mouth! 27" x 28" x 8" shell, \$60; 22" dolphin, \$15; pump, \$19.95. Exp. chgs. coll. Raphael Groppi Studio, 1757 N. Sedgewick St., Chicago 14, Ill.



**COLLECTOR FRAMES.** This is a handsome way to turn a hobby into a part of your decorative scheme. Beautiful pine frames in a hand-rubbed, antique finish have show-off ovals for pinning a collection of butterflies, trout flies, medals, even news clippings of a bride's wedding or a tycoon's vice-presidency. 13 3/4" x 17 3/4", \$17.95 each; \$35 a pair. Greenbaum Bros., 101 Washington St., Paterson, N.J.



**BEAT THE BONGO DRUM** for these exotic masks which are copied from originals made in the heart of French Equatorial Africa, and that now hang in the Philadelphia Museum. Mask Baoule is an 11" x 6" jungle goddess. Mask Guro is a sacred horse head. 13" x 4". Black composition reinforced with wire frame at ivory-colored horns; \$8.50 each, \$15.95 pr. Ppd. Seth & Jed, Dept. B-8, New Marlborough, Mass.



## Your Treasured Wedding Gown Deserves This Special Care

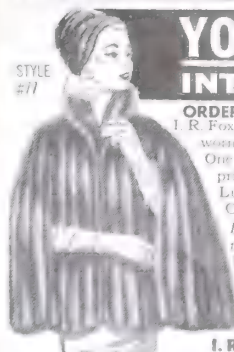
Now it's easy to recapture the wedding day loveliness of your bridal gown. The exclusive Le Boeuf Process SAFELY, gently removes ruinous stains and soil, preserves and protects your gown in sealed full-vision, transparent case against moisture, moths, mildew, etc. Bonded pick-up and delivery wherever you live. Fully insured. Write for free booklet, low prices.

**MOTHERS:** for a thoughtful after-the-wedding gift, have daughter's gown renewed by Le Boeuf.

**Le Boeuf Co.**

234 AMHERST STREET

Bridal Service Division,  
EAST ORANGE 4, N. J.



## YOUR OLD FUR COAT INTO NEW CAPE, STOLE!

ORDER BY MAIL — 2-3 WEEK DELIVERY  
I. R. Fox, fur remodeling specialist, restores your old, worn fur coat into glamorous 1950s cape or stole. One lot price, \$12.95 complete! This low, low price includes cleaning, glazing, repairing, customizing to new shape. REMODEL COMPLETELY, plus a lovely NEW LINING and INTERLINING, your monogram. The thrilling result . . . a beautiful cape, stole.

SEND NO MONEY! Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman \$2.95 plus postage when new cape arrives. Or send for FREE Style Book! Write:

I. R. FOX, 146 W. 25th Street, Dept. A-2, N. Y. C. 1



SEND FOR  
FREE  
STYLE  
BOOK



*Personalized*

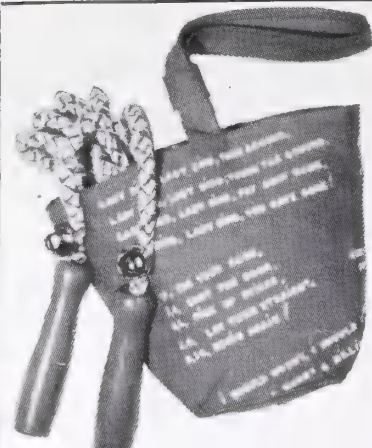
MY OWN  
CRAYONS

Hand made bucket of native pine. Natural lacquer finish. Colorfully hand painted with child's name. Holds full set of crayons or tidbits, buttons, etc. Hand lettered to your specifications. 5" X 5".

\$2.95, plus 30c handling charge  
No CODs Send for FREE Catalog

GOTHAM GIFTS

67-85 Exeter St., Dept. H3, Forest Hills 75, N. Y.



JUMP ROPE  
and BAG

**\$1.00**  
only 1 ppd.

A bag of fun for every little girl you know! Multicolor braided rope is 78" long, has red hardwood handles and a pair of tinkling bells. Ploidy lined, red twill bag with white jump-rope rhymes doubles as a tote for beach or camp.

Sorry, no C.O.D.'s

**JOAN GIRONE**

528 William St. Scotch Plains 1, N. J.



# SHOPPING



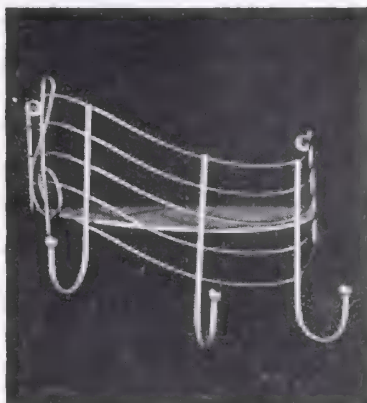
**PATIO SCREENS**, made of selected bamboo-type reeds, add the pleasure of your outdoor living. Use them to fence a patio, shade a terrace, to form a portable beach house or sunbathing shelter. In 25-ft. lengths, 6' 4" high, they are shipped in a 15" roll. Set up, attach to existing fence, staple to wood runners between posts. \$17.95 ppd. Patio Specialty Co., 1101 Sutton Ave., Mobile, Alabama.



**VE RINGS** are intertwined bands of solid sterling silver, and exchanging them between people who love each other is a custom as old as romance. Any time you twist the three woven bands, the design of the rings changes! In sizes for men and women. \$3.95 each; \$7.50 for a pair. Ruth Over, Box 4035, Dept. HB-9, Tucson, Arizona.



**HANGING ON EVERY RACK** of this musical rack might hold your night clothes and terry towels in the bathroom. Curved metal bar is set with 3 notes which are the hooks. On the top is a mesh shelf for cosmetics, shaving gear, etc. Or in the hall closet, it will hold coats, hats, gloves. Gleaming brass, 10" long, 4" deep. \$3.98 ppd. Here's How, 27 E. 22nd St., New York.



## WEDGELOCKS

### PROTECT MY HOME!

Your home can be protected too, by attaching a **WEDGELOCK** to each window. Make your windows Burglar-Proof even though open, top or bottom, for ventilation. **WEDGELOCK** is attached to window frame by a few taps of hammer. No screws or nails needed. **WEDGELOCK** is instantly removable from the inside only. As desired to open window fully for cleaning, etc. Set of 4 \$1.00 ppd.

Order 4... you'll want more!

**WEDGELOCK MFG. CO.**  
P.O. Box 75123, LOS ANGELES 5, CALIF.

## PAPER PLATE SET SAVES WORK

Paper plates come of age! Now a beautifully decorated metal tray has been designed to fit these plates exactly. Gives them firmness and utility, makes them easy to hold. China-smooth disposable paper plates are 10" x 10" with partitions—plenty big for he-man appetites. Order these sets for your picnics, barbecues and buffets. Wonderful for church and lodge suppers.

Trays and plates can be ordered separately. 6 metal trays, \$2.75  
Pkg. of 20 plates 1.00 postpaid

**artisan galleries**  
2100-A8 N. Haskell Dallas 4, Texas

## THE DELICATE ARTISTRY OF THE FAR EAST CAPTURED WITH THE CONTEMPORARY TOUCH of Iyaya Sue

### FIRST PUBLIC OFFERING...

The masterful interpretations of world-famous Iyaya Sue are now offered to the general public for the first time. Her adeptness to perceive and create the delicate artistry of the Far East, with the striking design of the Picasso of the western world have won her world acclaim. You will thrill to the simplicity and yet depth captured in her paintings. Each print is 9 1/2 inches wide and 2 feet long, hand-printed on chalkwhite parchment, framed top and bottom with cylindrical wood bars capped with polished brass ferrules. These unusual scrolls are lovely pieces to pair up on a living room wall, over a lamp, buffet or in the den, hallway, bathroom, kitchen, etc. You will be more than pleased or your money plus postage immediately refunded. Order early as supply is limited. Only \$2.00 each; \$3.95 set of two.



STYLED TO HARMONIZE WITH ANY DECOR...

PROGRESS CO.  
P.O. Box 545-HB-2  
Laguna Beach, Calif.

PLEASE SEND ☐ POSTPAID ☐ AIRMAIL (add 50c)  
I. Butterfly & Flower design 400 Fish & Forest 401  
II. Butterfly design 402 III. Flower design 403  
IV. Butterfly design 404 V. Flower design 405  
VI. Butterfly design 406 VII. Flower design 407  
VIII. Butterfly design 408 IX. Flower design 409  
X. Butterfly design 410 XI. Flower design 411  
XII. Butterfly design 412 XIII. Flower design 413  
XIV. Butterfly design 414 XV. Flower design 415  
XVI. Butterfly design 416 XVII. Flower design 417  
XVIII. Butterfly design 418 XIX. Flower design 419  
XX. Butterfly design 420 XXI. Flower design 421  
XXII. Butterfly design 422 XXIII. Flower design 423  
XXIV. Butterfly design 424 XXV. Flower design 425  
XXVI. Butterfly design 426 XXVII. Flower design 427  
XXVIII. Butterfly design 428 XXIX. Flower design 429  
XXX. Butterfly design 430 XXXI. Flower design 431  
XXXII. Butterfly design 432 XXXIII. Flower design 433  
XXXIV. Butterfly design 434 XXXV. Flower design 435  
XXXVI. Butterfly design 436 XXXVII. Flower design 437  
XXXVIII. Butterfly design 438 XXXIX. Flower design 439  
XL. Butterfly design 440 XLI. Flower design 441  
XLII. Butterfly design 442 XLIII. Flower design 443  
XLIV. Butterfly design 444 XLV. Flower design 445  
XLVI. Butterfly design 446 XLVII. Flower design 447  
XLVIII. Butterfly design 448 XLIX. Flower design 449  
L. Butterfly design 450 LI. Flower design 451  
LII. Butterfly design 452 LIII. Flower design 453  
LIV. Butterfly design 454 LV. Flower design 455  
LVI. Butterfly design 456 LVII. Flower design 457  
LVIII. Butterfly design 458 LIX. Flower design 459  
LX. Butterfly design 460 LXI. Flower design 461  
LXII. Butterfly design 462 LXIII. Flower design 463  
LXIV. Butterfly design 464 LXV. Flower design 465  
LXVI. Butterfly design 466 LXVII. Flower design 467  
LXVIII. Butterfly design 468 LXIX. Flower design 469  
LXX. Butterfly design 470 LXXI. Flower design 471  
LXXII. Butterfly design 472 LXXIII. Flower design 473  
LXXIV. Butterfly design 474 LXXV. Flower design 475  
LXXVI. Butterfly design 476 LXXVII. Flower design 477  
LXXVIII. Butterfly design 478 LXXIX. Flower design 479  
LXXX. Butterfly design 480 LXXXI. Flower design 481  
LXXXII. Butterfly design 482 LXXXIII. Flower design 483  
LXXXIV. Butterfly design 484 LXXXV. Flower design 485  
LXXXVI. Butterfly design 486 LXXXVII. Flower design 487  
LXXXVIII. Butterfly design 488 LXXXIX. Flower design 489  
LXXXX. Butterfly design 490 LXXXXI. Flower design 491  
LXXXXII. Butterfly design 492 LXXXXIII. Flower design 493  
LXXXXIV. Butterfly design 494 LXXXXV. Flower design 495  
LXXXXVI. Butterfly design 496 LXXXXVII. Flower design 497  
LXXXXVIII. Butterfly design 498 LXXXXIX. Flower design 499  
LXXXXX. Butterfly design 500

\$3.95 Set of Two

MATCH YOUR OWN DECOR  
YOUR CHOICE OF COLOR...

BLACK WITH...

AVOCADO

PINK

TURQUOISE

YELLOW

Except Butterflies in Flight—Luminous Colors

HAND-PRINTED ON CHALKWHITE PARCHMENT

FRAMED TOP & BOTTOM

GOLD CAP ENDS

9 1/2" WIDE x 2' LONG

GUARANTEED to please or your money plus postage refunded...

SOLD ONLY BY MAIL

**COLTEN'S**  
1361 Beacon St.  
Brookline 46, Mass.



## "Monticello" Ball Fringe HEIRLOOM COVERLET

Twin 10.95 Full 11.95

This all-white "Monticello" coverlet is a detailed reproduction of a treasured Early American hand woven design. It's reversible... washable... pre-shrunk... and trimmed with a puffy ball fringe. Use with extra-fully gathered CHINTZ DUST RUFFLES... TWIN SIZE 6.95, FULL 7.95... in grey, hunter, yellow, rose-dust, brown, mint, blue, pink, aqua, red, chartreuse, charcoal, orchid, mocha, copper, fuchsia or white. Chintz fabric samples 10c set. Add 90c to total order for postage.

SEND 15c FOR CATALOGUE

## Reproductions By Mail

### Handsome Hitchcock

Superbly Authentic

America's Most Versatile Chair



A superb Hitchcock reproduction, our Josephine Holmes, meticulously crafted from special kiln-dried New England hardwood, form fitting seat of pine. Authentically tapered, turned and shaped in every detail. Ht. 34"; W. 16"; D. 15". Handsome in black lacquer with hand decorated Gold and Silver; or in Maple or Mahogany—for traditional or modern settings. One price—\$19.95 each, express (12 1/2 lbs.) collect. No C.O.D. Enclose check with order. 30-day shipping. Also, send 10c for our Early American brochure.

The Chair Shop

Box 725

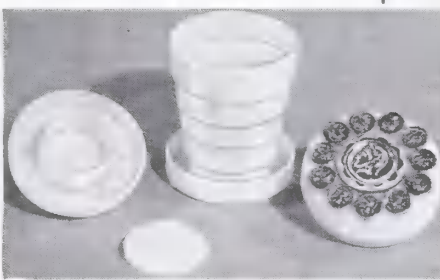
Morganton, N. C.

## TRAVEL CUP

Collapsible plastic drinking cup is so handy to put in your bag and insures sanitary drinking while away from home. Best of all, there is a pill box in the lid of the cup for saccharin, vitamins, etc. Pretty gold plastic reproduction of old coins decorate top. Weighs only one ounce. Open it is 2 1/2" high. \$1.95 postpaid. No C.O.D.'s, please.

JEREDITH MANOR

P. O. Box 130, Nyack, N. Y.



## MINIATURE CHIPPENDALE CHEST

### WRITE FOR NEW CATALOG

Over 100 Reproductions

Send 25c in coin (NO STAMPS) for our new catalog of 18th Century and Early American handmade solid wood pieces.

An exact copy of a colonial cabinet maker's model. Authentic in every detail from dovetail joints to brass butterfly handles. Hand-made from finest solid mahogany including drawer sides and backs. Use as a single or in pairs. Only \$69.50. In solid walnut, maple or cherry. \$79.50. Add \$4 to all orders West of Mississippi. **FREE DELIVERY**

Newcomb's Reproductions

BOX 1249H DURHAM, N. C.



24" wide  
16" deep, 28" tall





## INDIA PRINT SKIRTS

Only \$4.95 ea.

These wonderful, casual skirts know no season—are at home anywhere. Hand printed in India, on colorful hand-loomed cotton cloth from old wood-blocks of Hindu and Moslem design. Perfect for campus or super-market—and this long wearing crease resistant material travels beautifully. The bright colors won't fade—the fabric won't shrink. 24" through 32" waist. Only \$4.95 ea., two for \$9.75 ppd. Order from

RED OAKS

Dept. 163-K  
Prairie View, Ill.



## NINE "SPORTY" COLORS

for the "Sunday Cob"!

Pipes can be beautiful! The "Sunday Cob" comes in NINE rainbow-like colors to harmonize sweetly with his car, cap, shirt, bathing suit, tie or color of hair! These genuine Missouri corn cob pipes with their briar-like finishes are available in pink, med. blue, med. green, light green, bright red, maroon, brown, black and ivory. Hard rubber bits. Order several for gifts and gags! Each in plastic gift box. **\$1.95** Postpaid.

**JER'S**

ON THE SANTA FE TRAIL  
WAVERLY, MISSOURI

WRITE FOR FREE CATALOG!



## KEPE-NETE BIRD FEEDER

Rustproof... Aluminum

AN IDEAL GIFT FOR A FRIEND WHO HAS EVERYTHING and enjoys watching birds. Look to new improved rustproof wild bird feeder that keeps food both dry and clean. Large 15" aluminum trays brushed in satin green baked enamel are attractive and easy to clean. Feeder tray and glass hold 1 lb. of seed. Aluminum handle is 1/2" thick, mounted on iron water pipe 1/2" in diameter, or can be used for hanging. Simple to take apart if you feed cardinals and other birds now they'll return all winter. A high percentage of our customers order for friends who will too.



Only \$9.95 postpaid  
Satisfaction Guaranteed

**H. B. COWAP**

2423 Ridgeway Avenue Dept. HB-86  
Evanston, Illinois

## Long Life Finish for REDWOOD Liquid Raw-Hide COLOR-PRESERVATIVE #4

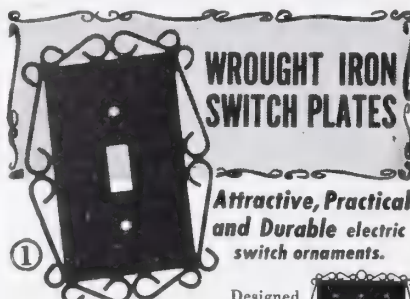
Liquid Raw Hide Redwood Colored Preservative #4 beautifies redwood or any wood. This popular flat redwood color stain penetrates and dries within the wood... provides years of outdoor or indoor protection. RESIN-FREE Behr Process Finishes chemically combine with the natural resins of wood to form a protective coating—an exclusive feature advantage. #4 Preservative does the complete job—primes, seals and finishes. Order Liquid Raw-Hide #4 Preservative today! \$1.50 Qt., \$4.85 Gal. Postpaid Guaranteed.

Wood finishing pamphlet and color literature on this and other Behr Process Finishes sent with every order or FREE on request.

BEHR PROCESS

**LINSEED OIL  
PRODUCTS CORP.**

1100H S. Fremont Ave.  
Alhambra, California



Attractive, Practical  
and Durable electric  
switch ornaments.

Designed to add warmth and beauty to the walls of any styled home... from Provincial to Modern. These handsome black wrought iron scrolled-framed plates fit over any wall switch or outlet. Give added protection to walls from finger marks. Ideal for any room... Living Room, Kitchen, Bed Room, Den, Foyer, etc.

- #1 Single Switch .....\$1.35 ea.
- #2 Triple Switch .....\$1.95 ea.
- #3 Duplex Outlet .....\$1.35 ea.
- #4 Double Switch .....\$1.65 ea.
- #5 Combination Switch and Outlet .....\$1.95 ea.

Other types available including Despard Plates.

No C.O.D.'s please. We pay postage. Money refunded if not delighted. Order NOW!

• Write for FREE Gift Catalog •

**Laurie & Co.**

Dept. 17-H, 507 5th Ave.,  
New York 17, N. Y.



SEND FOR  
OUR FREE  
CATALOGUE

REMODEL  
YOUR OLD  
FUR COAT

INTO A NEW  
CAPE • STOLE  
OR JACKET

**\$22.95**  
Tax Free

FREE MINK  
BRACELET with REMODEL

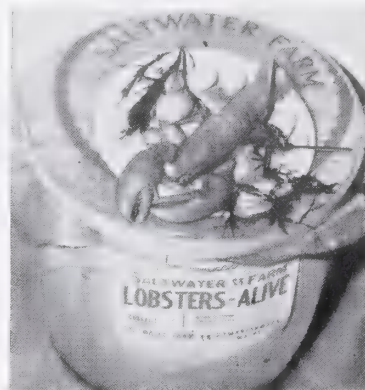
We are celebrating our tenth anniversary of fur remodeling and conversions, specializing in Lusterizing, Redyeing and Remodeling which includes New Lining, Interlining and Free Monogramming. Mail your old fur coat to us now, include your dress size and height. Pay postman \$22.95 plus postage upon completion. Three week delivery from date of arrival. All work is completely guaranteed.

**LLOYD'S FUR STUDIOS, INC.**

276 Trumbull Street, Dept. HB-7  
Hartford Connecticut



## WINDOW

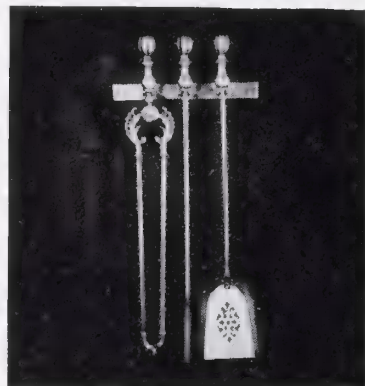


## CLAMBAKE BY MAIL

cludes 8 live lobsters, 1/2 peck steamer clams, surrounded by flavor-giving rockweed, shipped in ice-filled pine cask. Guaranteed to arrive alive within 18 miles for date you specify. Y punch holes in ready-to-cook container, add water, steam. Order received 'til Aug. 31 include 2 oz. tins of concentrated clam chowder. \$14.95 exp. coll. Seawater Farm, Damariscotta, Maine

## ANTIQUE FIRE SETS.

two are alike, because these perb brass tools have been assembled from country house and mansions all over England. They've been cleaned, lacquered and put into excellent working condition. Guaranteed 50 to 100 years old, 3-piece fireset (poke shovel, tongs), \$16.95. The hold is new, designed to complement the set. \$6.50 Ppd. Elf Hollow Box 65, Watertown, Conn.



## LEARN FRENCH OR SPANISH

the fun way with the Berlitz Card Game that teaches you the language while you play. Points are scored for making sentences. Phonetic pronunciation is given below each word. With certificate for one free lesson at your nearest Berlitz School. French or Spanish Card Games \$2.98 ppd. Huss Bros., 100 Chicago Ave., Chicago 10.



## DISTINCTIVE HAND-MADE EARRINGS

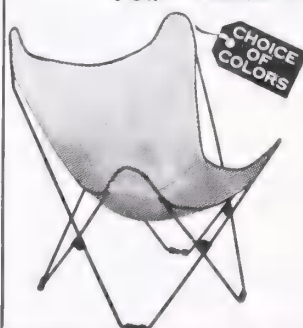
In either clip-on or screw-on styles. Measure 1 7/8" from top to bottom. Federal tax and postage is included. \$3.50 a pair in copper, \$7.50 a pair in Sterling silver.

Hand-wrought by Gladys and William Shaw in their studio at ..... 5320 Farley Street Merriam, Kansas

WRITE FOR FREE  
BROCHURE OF  
OTHER DISTINCTIVE  
LY BEAUTIFUL  
GIFTS.

**SHAW'S** Originals

## Year 'round Comfort



**Folding Butterfly  
Chairs** \$10.95

Postpaid.

Lazy, restful comfort. For porch, lawn, beach, den, or game room. Full adult size. Easy to fold, take it anywhere. Washable canvas in choice of red, orange, yellow, green, black. Sturdy wrought iron frame, rubber tipped legs. Satisfaction guaranteed—money back. Prepaid \$10.95

**ATHERTON'S**

21 Main Street, Waterville, Maine

ESTABLISHED  
IN 1898



# SHOPPING



**ESTLE TABLE** is an authentically detailed reproduction of a Colonial favorite, seats 6 to 8 people comfortably. Handmade clear sugar pine, hand-rubbed with mellow honey-tone finish, it's 64" wide, 64" long, \$59.50. Match-benches are \$29.50 each; \$55 pair. Shipping chgs. coll. for House, New Marlboro, Mass., Great Barrington, Mass.



## GERIE LEAF CLIPS.

All want a pair of these pretty clips to wear under a sheer blouse, to keep straps from showing with a portrait neckline or slipping off your shoulders when you're wearing a sheath. They're 24k gold plate; \$1 the pair. Salt & Pepper Shop, 100 Park Ave., Park Ridge, N.J.



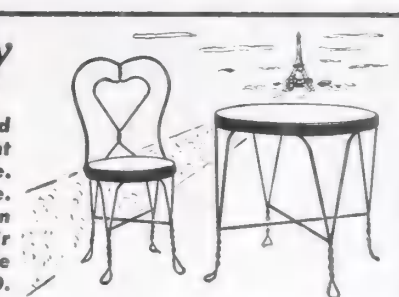
## Y 'N NIGHT HOUSE

**ARKER** with aluminum reflector letters that glow with light from street lamps or house lights. Plates come in Barn Red, Royal Blue, Kelly Green, Cream, Charcoal or Antique White. Top sign takes up to 17 letters; lower sign takes up to 17 letters or numbers. Marking letters on both sides. \$5.95 ppd. for Engineering Co., 393 Spear St., Colorado Springs, Colo.



## Bright and Gay as Paris in the Spring

Exact replica of the old fashioned "HEART DESIGN". Hand wrought 1/16" steel. Easy to assemble. Paint to match any color scheme. Ideal for den, patio, recreation room, etc. Prepaid prices: Chair \$7.95, 24" Table \$15.95, 30" Table \$17.25, 4 Chairs and Table \$45.00.



Westport Landing, Box Section, Westport Station, K. C. 11, Mo.

**ING TINES** are the best salad tossers ever used. The elimination of ugly handles lets you get down to the job and without spilling the greens. The rest on the edge of the bowl, no messy spilling on the table. Made of Grained wood with a heat resistant glossy finish, they may be used for many kitchen tasks. Come with a Wall Rack, too! Make wonderful gifts for the "Salad Expert." \$3.95. EL RICO Patio Products, Dept. HH, Williams Mill Rd., NE, Atlanta 6, Ga. for Free PATIO Catalog.



## LARGE CUPOLA only \$24.95

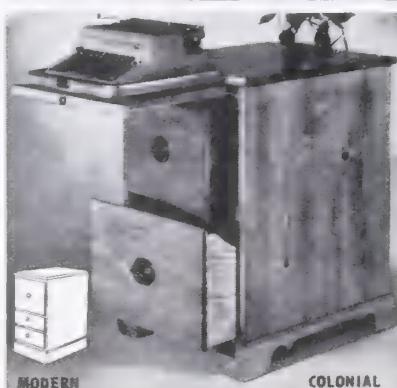
(ready and easy to assemble) Exp. Col. Copper roofed cupola, 30" high, roof 23" square. No. 1 Pine. Everything pre-cut, including copper, and ready to assemble. Fits any roof. Money back guarantee. A wise investment in beauty and value for your home.

**WEATHER VANE** only \$8.75 postpaid. This famous Weathercock Vane is fully Parkerized to prevent rust. Height 24", arrow length 21 1/2". Shipped complete, ready to install on any roof.

**ASSEMBLED CUPOLAS**  
11-C-30" high—roof 23" sq. \$34.95 Exp. Col.  
12-C-34" high—roof 28 1/4" sq. \$42.95 Exp. Col.  
New Catalogue of Wrought Iron (175 Illus.) Weather Vanes, Sawn Brackets, Hardware, Door Knockers and gates for the home only 25c.

## WILLIAMSBURG BLACKSMITHS

234C Buttonshop Road Williamsburg, Mass.



## TYPEWRITER TABLE

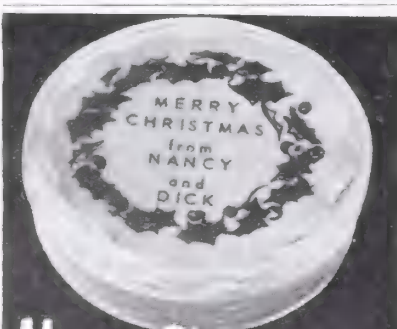
Store your home typewriter in this "miniature office." Sliding shelf for typing, dust-proof compartment (16 1/4" x 20 1/4" x 9 3/4" high) for typewriter storage. Choice of legal-size file drawer (with 2 removable dividers) or 2 small drawers. Brass hardware, dovetailed drawers on hardwood rails. Specify Modern or Colonial, kind of drawers and finish.

**KNOTTY PINE** unfinished ... \$32.95  
pine finished ... 35.95

Write for FREE Catalog.

**TUPELO WOOD** unfinished ... 35.95  
finished in maple, mahogany, walnut ... 38.95

**Tell Elliot Craftsmen**  
Dept. B-86 STATESVILLE - NORTH CAROLINA



## Merry Christmas FROM YOU

New Personalized Christmas Seals. Gold paper, Green holly, Red berries, greeting and name in center. 100 gummed seals in clear plastic box \$1. ppd. Give new individual touch to Christmas packages and cards. Free catalog with every order. Print greeting and name wanted. Send with your name and address and \$1. per order. Cash, check or money order.

Satisfaction Guaranteed

## LOOMIS & CO.

145-X High St., Boston 10, Mass.

## RIBBED DIAMOND IVY BOWL



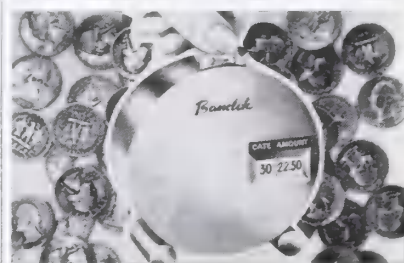
by  
Westmoreland

Sweet, old fashioned Westmoreland milk-glass bowl for ivy or fresh flowers... saw-tooth design and hobnail base. This collector's piece is yours for only \$3.75 postage paid. Pair shipped together \$7.35.

Quaint American Furniture®

## Carl Forslund

172 FULTON, GRAND RAPIDS, MICH.



## FORCES You to Save \$100.-\$200.-\$300. Extra!

—Perpetual Date and Amount Bank automatically shows total amounts saved and keeps Calendar date up-to-date. This ideal Gift "forces" 25c-a-day savings. Wonderful for developing savings-habit and budget-spending. Helps save for Vacations, Insurance, Time Payments, Gifts and Personal Funds. Foolproof mechanism, complete with key. Use year after year. Start saving now. Pays for itself in 8 days. Regular \$3.50 value... Now only \$1.99 each; 3 for \$5.75 postpaid. Personalized with solid brass Monogram in Gold finish, \$2.75 each, 2 for \$5 complete. Mail to LEECRAFT, Dept. HB, 300 Albany Ave., Brooklyn 13, N. Y.



## Enchantment in the air when you wear TOBRUK

3 OUNCES \$2.00 POSTPAID  
LASTING CONCENTRATED COLOGNE  
"Narrating a Love Theme"

PERFUME, 2 DRAWS \$2.50  
PERFUME, 1/2 OZ. (Gift Box) \$3.00  
Other sizes to \$36

By Mail - Direct from the Perfumer  
WHEN IN NEW YORK VISIT THE PERFUME SHOP

## MICHEL PASQUIER

7 W. 46th St., New York 36, N. Y.  
JUST OFF FIFTH AVE. ESTABLISHED 1919





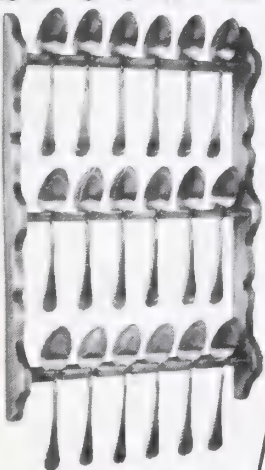
### Personal "NAME-DOOR" Plates in Newest DECORATORS' COLORS!

A real, steel identification plate with any name (up to 7 letters) embossed in raised letters and finished in YOUR CHOICE of newest decorators' colors. Use them on doors to bedrooms, playrooms, lockers, on trunks, etc. Each 7" x 2 1/2" plate has tough enamel finish, is easy to attach. Choose plate colors of Silver Grey, French Blue or Cardinal Red and letter colors of Snow White, Jade Green or Sun Gold. Wonderful gifts! Order several!

Satis. Guar. Postpaid! Each Plate \$1.00

**BERGER PRODUCTS COMPANY**  
only **1**  
DEPT. HBC, 628 RACE ST., PHILADELPHIA 6, PA.

## MY NEW ENGLAND SPOON RACK



Showplace for 18 regular or demi tasse spoons. 15 1/2" high x 10 3/4" wide with 1 1/2" deep shelves. Beautiful Windham design. Hand-rubbed and waxed honey color pine finish.

**\$1.95**

Postpaid

Write for  
MY FREE  
GENERAL  
CATALOG

**WILL HAMMOND'S**  
**New England General Store**  
4 Plain Street, Millis, Mass.



Collectors—here's a dream boat!

### Royal Staffordshire GRAVY SERVER

In beloved "Tonquin" pattern. For mint sauce, maple syrup . . . or use boat for flowers, or cigarettes and the 5 1/2" oval tray for ashes. In imported white English china with design in blue, plum, green, brown, black or rose.

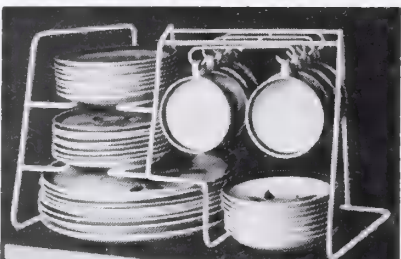
(2nd color choice, please.)

**\$1.95**

plus 20c for postage

**Here's How Co.**

Dept. HB-18 27 E. 22nd St. N.Y. 10



DOUBLE YOUR CUPBOARD SPACE!

### Dinnerware Storage Rack

Bet you never dreamed that you could pack away a whole dinner service for 8 in just 17 1/4" x 9" of space! You can—safely and with no stacking! Compact rack is made of heavy steel with white vinyl cushion coating that keeps dishes from chipping. It holds 8 each of plates, cups, saucers, bread and butter and fruit plates. Order No. 7001-6, Storage Rack, \$3.49 postpaid.

Write Now For Exciting New Catalog!

**Miles Kimball**

85 Bond St., Oshkosh, Wisconsin



## WINDOW SHOPPING



**AMANDA WHEELER** is rocker we'd most like to see side a bedroom fireside, or in Victorian sitting room. Solid Honduras mahogany with the Fiddle and Scroll carved back, it has spring-filled seat, tufted back, high, 22" wide, 22" deep, \$71 exp. chgs. coll. No c.o.d.'s. Write for fabric samples and further information. The Chair Shop, 1725, Morganton, North Carolina.



**CANDY COTTAGE.** You can build this 12 1/2" x 8" Ranch House yourself out of sugar wafers and licorice snirkles, wintergreen mints and candy cigarettes, gumdrops and fairy breathlets and spearmint leaves. Complete set includes a sturdy cardboard for construction, plus "spares" for remodeling laborers. \$2.98 ppd. M. Dorothy Damar, 742 Damar Blvd., Elizabeth, New Jersey.



**DUCKS IN SILHOUETTE** designed by a master metal craftsman, could be the decorative focal point of a room. Handcrafted of heavy aluminum, finished in black, it's important enough to use over a fireplace, stairwell, on a wall that needs something arrestingly different. 21" wide, 25" high, \$24.50 ppd. Hagerstrom Metalcraft Studio, Wheeling, W. Va.

(Please turn to page 31)



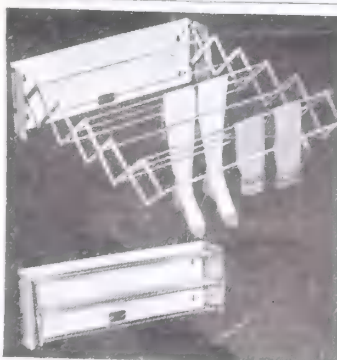
### The FUJI BENCH and COFFEE TABLE

A handsome, versatile piece, ideal for living room, hall, patio, breakfast nook, den, extra seating in almost any room in your home. In Solid Walnut or Natural Birch.

17" x 48" \$27.95 20" x 48" \$32.95  
17" x 60" 29.95 20" x 60" 34.95

shipped express collect

Send check or money order (no CODs please) to  
**FOAM RUBBER CENTER, Dept. 108**  
389 Howe Avenue • Passaic, New Jersey



### Folding Dryer

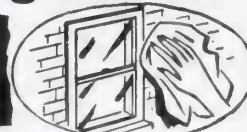
An unusual value in a good-looking, sturdy accordion dryer. All-steel construction, with attractive ivory enameled base and rust-proof cadmium-plated drying rods. Closed it measures 18x6x3 inches. It extends to 24 inches when open, gives 15 feet of drying space. \$3.95 postpaid, money-back guarantee.

**WALTER DRAKE & SONS**

198 Drake Bldg., Colorado Springs 8, Colo.

## Ends Window Washing Forever!

**"WINDO-GLEEM"**



- Helps Prevent Dust, Dirt, Rain from Streaking Your Windows!
- Makes Windows Shine Like Finest Crystal!
- No Soap—No Water—No Washing of Windows Ever!
- Complete Money Back Guarantee!

Throw away all those rags and water buckets! Now your windows can be sparkling clean without ever wet-washing them again! Simply glide this amazing WINDO-GLEEM Cloth over your windows. In a jiffy, they're cleaner, brighter than you've ever seen them. WINDO-GLEEM is specially treated with an extraordinary new kind of chemical that gives windows an antidust, dirt and soot treatment that actually is glossier and smoother than glass. Dust and dirt can't cling, rain runs right off without usual streaks and spots. No more backache, no more danger, no more soapy, watery mess. Only \$1.00 each, postpaid. Special—5 for \$4.00. Makes a wonderful gift. Money back in 10 days if not delighted. Mail order now!

**A VIKING MIRACLE PRODUCT**

Viking Sloane Corp.  
Dept. HB-306, 116 West 14th St., New York 11, N. Y.

## VERSATILE CHAIR



Newporter  
Adds a  
Cheery  
Touch

**\$22.95**  
PREPAID

(In Calif. add 4% sales tax.)

Wonderfully different, Newporter chair is the decorator's choice. Comes in black wrought iron or white. Foam rubber cushion covered with long-wearing Fortisima raw silk or Naugehyde in either gold, white, turquoise or pink. Ball feet and stars are brass. Seat 17" high and 14" wide.

IDEAL FOR . . . Bedroom, Dressing Room, Powder Room, Sewing Room, Alcove.

Check or M.O. No COD's

**ROREM STUDIO**

Dept. 108, 1754 W. Florence Ave.  
Los Angeles 47, Calif.





*Dream a room for entertainment—let rayon make it real*

If you dream of a room with entertaining ideas, you'd best begin with rayon. Colorful rayon carpeting gives you coverage and wear way beyond its cost. Rayon curtains have a delicate air and strength that's fiber-deep. Upholstery fabrics are as fresh as the shapes they cover . . . and prices are lower than you'd ever guess! For store names, write to: American Rayon Institute, Inc., 350 Fifth Avenue, New York, N. Y.

**Curtains:** all rayon sheer with flocked pattern in white, pink, turquoise, buckskin. By Fairclough and Gold, Inc. About \$2 per yard. Also available in ready-made curtains in a variety of styles.

**Furniture:** by Knoll Associates, upholstered in all rayon Transportation Cloth by Knoll Textiles, Inc.

**Carpeting:** rayon and nylon "Superlative" in platinum, antique gold, eggshell, copper and 10 other colors. By Barwick Mills, about \$11 per square yard.

*Room for the Imagination—with* **RAYON**





*Like walking on a velvety, new mown lawn*



Colors shown above: Connemara, Verona and Vert Maurin with Green Kencove

Put *SPRING* in your step with long-wearing **KENRUBBER** floors

*The Low-Cost Way to Utmost Flooring Luxury:* Here's thrilling buoyancy underfoot as restful as the springy resilience of a beautifully-kept lawn! Only KenRubber Tile Floors give your home this quiet loveliness plus a luxury of color, quality and easy care unequalled by other floors...even those costing dollars more.

You'll think each KenRubber tile contains a thousand lasting rubber springs, it's so strong, stays so resilient through years of wear. Glorious tile-deep colors won't wear off. The mirror-smooth, pre-waxed surface stays so easy to clean. See KenRubber at your Kentile Dealer's now. (Find his name and address under FLOORS in your Classified

Telephone Directory.) KenRubber is a joy to walk on, a joy to care for...no one would guess this luxury floor could cost so little. Why, you can install your own Standard Gauge KenRubber floor in an average 8' x 10' room for approximately \$37.75.

**KENRUBBER®**

...by the makers of **KENTILE FLOORS**

KENTILE • KENCORK • KENRUBBER • KENFLEX • KENFLOR • KENROYAL  
COPYRIGHT 1956 KENTILE, INC., 58 2ND AVENUE, BROOKLYN 15, N. Y. \*REG. U.S. PAT. OFF.





# WINDOW SHOPPING

CONTINUED FROM PAGE 28

## A BUTTERFLY'S WING

is no more gossamer than this silk stole sent to you directly from India. Golden threads crisscross the shimmering Hindu Sun and Shade colors. Choice of predominantly red or blue. Scarf, 18" x 48", \$2.50. Stole, 20" x 72", \$3.95 ppd. Pay postman 15¢ foreign package fee. 6 wks. del. 2 wk. airmail, add 25¢. Shopping International, Inc., Dept 22, 65 Court St., White Plains, N. Y.



## ROSEBUD RADISHES

are a decorative embellishment in a tossed salad—or you might try passing a plate of them when you serve tall glasses of cold beer. A delicious flavor combination! This little plastic device makes a perfect rosebud of a radish with one easy push on its pronged top. 50¢ ppd. Sunset House, 80 Sunset Bldg., Hollywood 46, Calif.



## A THOUGHT FOR YOUR PENNIES

is a soft pink ceramic jar imbedded with bright copper pennies and "Penny Jar" written in gold. 5" high, it would encourage the biggest spender to pinch his pennies! \$3.95. Matching stamp box has lid decorated with stamps from all over the world, and inside, a moisture and storage compartment. \$3.50. Ppd. Marlborough House, Box 1303, Milwaukee 1, Wisc.



**WHAM-O** for practice  
**WHAM-O** GROOVE YOUR SWING AT HOME!  
 DEVELOP FORM - CORRECT HOOK AND SLICE!  
 USED BY PROS  
 KAT FEND  
 WOODS AND IRONS  
 \$1.95  
 ball to chase! Simply push into ground and hit. Returns to position after club swing. Imperfection in your swing is indicated by action of Wham-O. Practice just 5 minutes a day with our instructions and play 100% better on Sunday! Folds to 8" for golf bag. Use to warm up at starting tee. Tough pliable plastic, ash wood stock. 5" steel spikes. Guaranteed.  
**WAMO MFG CO., Box 4 E, San Gabriel, Calif.**

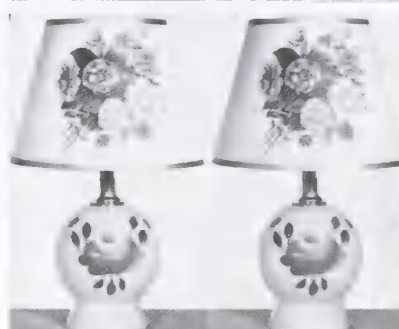
**WHAM-O** Only \$2.98  
**baseball trainer**  
 PATENT PENDING  
 For practice at home. Develop form—Sharpen your eye. Hit it square and hear the WHAM. O! It's fun! No ball to chase! Works from post, or can be swung through strike zone by team mate. Returns to position after each swing. Pivots to different positions in strike zone. Quickly improves your batting average. Heavy duty—withstands violent abuse. Used by instructors.  
**WAMO MFG CO.**  
 Box 4-B, San Gabriel, Calif.  
 See catalog on Wamo games and other products.

a fascinating collection of  
**OVER 2000**  
**EARLY**  
**AMERICAN**  
**REPRODUCTIONS**  
 DIRECT-BY-MAIL at prices even Ben Franklin would have approved  
 Colonial Pine Furniture • Braided Rugs • Early Colored Glass • Hand Blown Bottles • Pewter • Copper Pots and Kettles • Dinnerware • China • Early Thumb Latches • Hl. and Strap Hinges • Outdoor Colonial Lanterns • Sconces • Hanging Lamps • Chandeliers • Weather vanes • Cupolas • Boot Scrapers • Bells • Pine Spoon Racks • Shelves • Trivets • Candle Holders • Snufflers • Plant Brackets • Hooks • Switch Plates • Andirons • Fire Tools • And everything else you ever heard of!  
 TOWEL RING:  
 Distinctive early eagle design in gleaming brass makes a wonderfully decorative bathroom accessory. Ring 4 1/2" diameter. \$2.50 ppd.  
**Old Guilford Forge**  
 86 Broad Street, Guilford, Conn.  
 Foremost in Early American Reproductions



## BRAND NEW CHRISTMAS CARDS!

Ready and available in 30 days—A beautiful tree ball decoration, but, believe us—it's unbreakable, and brightly plated in mirrored colors. Attached is an attractive Christmas greeting card. Ball and card officially OK for first class mail at 3¢. (We've mailed a dozen to test it.) This is sure to be hung in your friends' gallery of holiday decorations year after year—and '56 is its first year. Ball approximately 2 1/2" in diameter. Assorted shapes and colors. 6 for \$2 ppd. or \$3.75 per dozen ppd. Carol Beatty, Dept. 0-18, 7410 Santa Monica Blvd., Los Angeles 46, Calif. FREE CATALOGUE included.



## ROSEBUD LAMPS

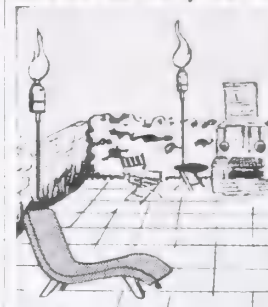
This we call "The Adorable," because everyone who sees it falls in love with it. Just 13 1/2" high, the white porcelain base is hand painted with big, red rose and green leaves. The parchment-like shade is decorated with garden bouquet in lifelike riot of colors, and trimmed with gold. Cord 52" long. May be purchased individually or in pairs. Each \$2.95 ppd., or only \$4.95 ppd. in pairs. Guaranteed. Sorry, no CODs.

## HUSS BROTHERS

800 N. Clark St., Dept. 15-H, Chicago 10, Ill.

## ANTI-MOSQUITO

## GARDEN TORCH



Perfect illumination for outdoor fireplace, campsite, barbecue pit, etc. Sure death to mosquitoes and other flying insects attracted by the flame. Made of aluminum. Fueled by kerosene. The Torch has a generous 3-pint reservoir. Comes with flame-snuffer and 5-foot hard-wood pole. \$6.95 each postpaid.

Write For



## Hagerstrom METALCRAFT STUDIO

Handcrafted Specialties since 1912—Weather vanes, Mail Boxes, House Signs, Door Knockers, etc.  
 Dept. HB, Old Milwaukee Road, Wheeling, Ill.

## BATHROOM LIBRARY

"Family Hospitality"



- Holds Magazines, Ash Tray, Cigarettes, Toilet Tissue, etc., etc.
- Easy to install—recessed between studs in standard walls
- Bonderized (rust-proofed) heavy steel construction
- Triple plated Chrome frame
- Baked Hammertone Enamel interior
- Frame (overall) 15" x 20 1/2"; recess 12" x 17 1/2" x 4 3/8" deep
- Satisfaction guaranteed

Model M-2 \$19.95 plus delivery  
 Manufactured by (Calif. orders add sales tax)

## House of Hospitality

Dept. R-8 3341 Cahuenga Blvd.  
 Hollywood 28, Calif.

## STOOLS! wrought IRON, royal RATTAN, solid OAK

FOR BAR, KITCHEN, DEN, PATIO, PLAYROOM! FINE GIFTS!

- **WROUGHT IRON (A)** Of 1/2" round, black iron. Durable uphol. seat, 12 1/4" x 12 1/4", in red, grey, chart., pink. Brass ferrules on legs. Ht. 29". (Order 2, 4, etc.) 2 for \$14.95; with back, 2 for \$19.95.
- **ROYAL RATTAN (B)** Imported from British Hong Kong. 29" high, seat 12 1/2" dia. Lightweight, strong. \$10.95 ea.

• **SOLID OAK (C)** 4 sizes. Smoothly sanded, natural lacquer finish. Rugged construction. Contour seats of flat fibre in red, green, brown or combination—padded to insure longer life! (Cane or fibre rush seats, \$2 extra.)  
 12"—\$2.95 18"—\$3.95 24"—\$4.95 30"—\$5.95  
 Send check or M.O. Shipping charges collect.  
 FREE FOLDER! **southern craftmasters**  
 DEPT. H-33, COLUMBIA, TENNESSEE

Approved by the Wine Institute . . .  
**IMPORTED FROM FRANCE**  
**COPEX CORKSCREW**  
 The Wine Institute, after exhaustive tests, declared this corkscrew "most satisfactory in over-all performance." A corkscrew that pulls without pulling, it penetrates and extracts the longest, most fragile and tightly sealed cork without damaging cork or disturbing contents of the bottle. Worthy of your finest vintages, you'll find its careful use improves ordinary table wines. Made of handsome hand-turned lemon wood, 5" long, with a 2 1/2" tempered steel screw. Easy to use . . . a treasured possession for those who respect fine wines.  
 Each Copex Corkscrew . . . \$3.50  
**Ward Phillips Co.**  
 8 East Main Street  
 Carpentersville 1, Illinois





## Treasured Gift

Elegant 18th Century reproduction Silver Pitcher on four English Rosebud feet. 2 Qt. size with Ice Guard on spout. Height 11", width 6 3/4". Exquisitely crafted in lustrous silver plate.

Only  
**\$13.95**  
Tax Incl.

**EXCEPTIONAL VALUE! \$13.95**  
(reg. \$21) ... shipped gift wrapped, postpaid.

Money Refunded If Not Delighted

Send for **FREE 12 PAGE CATALOG**

**Croydon SILVERMART, LTD.**

(Dept. H), 2115 Lexington Avenue, N.Y. 21, N.Y.  
Visit Our Retail Store at 62nd St.



Champagne  
Duet

Double champagne glass; clear crystal 5 1/2". For toasting at reception and a tender memento. First names and wedding date etched as shown.

**\$8.50** ppd.

No. C.O.D.'s

Catalog

**Holiday House**

18 Bellevue Theatre Bldg., Upper Montclair, N. J.

## IRONING IS EASY

WITH THESE **WORK SAVERS**



**STEAM IRON COVER** removes shine from garments. Makes it simple to iron away the tell-tale gleam from slacks, skirts, seams on serge, gabardine, etc. No press cloth is needed. 2 for \$1.



**SILICONE IRONING BOARD COVER** reflects heat, reduces ironing time. Makes one-side ironing sufficient. Scorch resistant, never needs laundering, wipes clean. Fits all boards.



**RENEW YOUR STEAM IRON** with this "elixir" that removes clogging scale and crust. Gives you more steam, pep up sluggish action. Odorless, non-acid and will not burn. Full year's supply.

Satisfaction guaranteed or your money back in 10 days. Send \$1 cash, check or money order for each, postpaid. Order now.

**Mrs. Dorothy Damar**

384 Damar Bldg., Elizabeth, N. J.  
IN CANADA: delivered to your home, \$2.29 each,  
77 Vireo Street West, Montreal, Que.



## Swan Song

Complete 4-pc. Swan  
Set for only **89c**

Let's face it! We want your name on our mailing list! Nested set stands. That's why we're offering 4 1/2" high, 4" wide, this tempting, unbeatable bargain! A complete 4-pc. Nested Swan Set for only 89c! Set consists of salt and pepper shakers, graceful mayonnaise-mustard shell and spoon. So nice for your own table, for prizes, gifts. In fine white porcelain, gold trimmed.



Send for yours today... make sure of receiving our exciting Christmas Linen Catalog!

**Susan Smith**

2 Main Street, Carpentersville 10, Ill.



## WINDOW



**WALL BAR.** Think of this your screened porch, or den anywhere. Just swing open, saloon doors and take order holds over 60 glasses and 7 tles of liquor. With doors closed the spirits are hidden. Kri pine in a mellow honey bi tone, or mahogany finish. 27" x 7 1/4" x 30" high. \$3 Kit form. \$19.85. Exp. coll. (tents not incl.) Yield H Dept. HB, No. Conway, N.H.



**STAKE YOUR NAME** on front lawn and let your fri know where you live. Calif redwood sign has any name graved into it, and the letters filled in with white enamel. The is as long as your name requ (15" and up), and the stakes included. \$3.75 ppd. Internati Industries, 12 Jasperson B Culver City 4, California.



**"TELLING HER SECRE** is this dear little girl to her chum and how like lots of l girls we know! This is one of favorite Hummel figures, and an original, of course, signed the creator. If you have a co of gossip little girls in house, this would be a dar starter for a collection. \$10.95 Hildegard Studios, 597 Farm ton Ave., Hartford 5, Conn.



## NICE NEST FOR YOUR CONDIMENTS

**PRETTY AND PRACTICAL** is this natural **\$2.25** rattan holder perfectly designed to take a catsup bottle, a Worcestershire bottle and a mustard jar. Rescues them from their natural unattractive appearance at the table, and ends the need for fussing with separate servers. Strong loop-top handle is an aid for passing, too. Fine for casual indoor dining, for terraces, for barbecues. Better get several! Each, just \$2.25 postpaid.

**MARLBOROUGH HOUSE**

Box 1303

Milwaukee 1, Wis.

## BURNS TRASH SAFELY OUTDOORS!

Burns damp, green, dry refuse outdoors safely. Ends fire hazards and neighbor-annoying nuisance of blowing burning paper and sooty ash. Scientific draft design minimizes smoke, smell—burns to fine ash. Simply tilt hood—load—ignite paper—close forget. Sturdily made of rust-resistant aluminum bonded to steel. Over 150,000 satisfied users. Approved by Fire Depts. Standard 2 bushel model A sent disassembled, prepaid \$13.95. Deluxe A with ash pan base and grate sent prepaid assembled \$22.95. For 3 bushel capacity add \$4.00 to standard and deluxe prices. Money back guarantee.

ALSTO CO. Dept. HB-8, 4007 Detroit Ave., Cleveland 13, Ohio



Deluxe A  
21 1/2" x 31"



## NEWLYWED TELLS ALL ABOUT HER SECRET LOVE

Like many newly married couples, the Jack Harts of Park Forest, Ill., had a limited budget. They had to furnish their home a bit at a time. Mrs. Hart loved what furniture they had. It was beautiful; but her big worry was how to keep it that way. A Free Catalog solved her problem. Now her furniture is protected by fitted covers made of amazing Window Clear plastic. Mr. Hart can relax on the sofa to his heart's content without fear of dirtying the upholstery!

These sturdy covers are non-porous so dust, dirt, liquids cannot get through. They give complete, full-time protection. And the plastic is super-clear so every detail of upholstery color and pattern shows through. Mrs. Hart says: "Thanks to your wonderful covers, I can keep my new sofa and chairs as clean and lovely as the day they were delivered. Your covers fit good, look good, and are so inexpensive. I recommend them to anyone who wants to keep their furniture clean all the time!"

To protect your furniture, write today for **FREE CATALOG**. Shows over 150 easy-to-order styles, including latest Bumper and Sectional models. **FREE** Sample of super-clear plastic included. **HOUSE OF SCHILLER**, 180 N. Wacker, Dept. HB-10, Chicago 6, Ill.

The mentally ill  
need **YOUR** help

**JOIN**



**GIVE**

**NATIONAL ASSOCIATION  
FOR MENTAL HEALTH**



# SHOPPING



## FRESH WATER PEARLS

and 14k gold earrings are considered by professional gemmologists to be one of the great buys of the jewelry field. The pearls are grown in mussels in the Mississippi River, and their irregular shape and gleaming luster make them fascinating flatterers. Just \$7.70 the pair incl. tax and post. Merrin Jewelers, 530 Madison Ave., New York 22, N.Y.



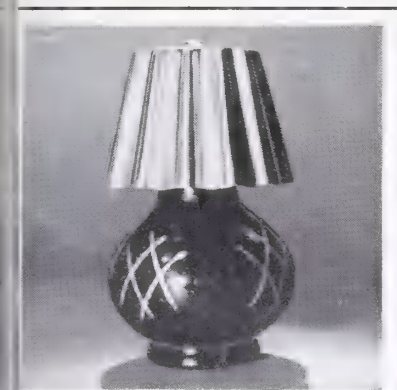
## JAPANESE CANISTERS

are metal with a black lacquer finish decorated with gold brushed Japanese characters that call down the blessings of the household gods upon your kitchen. They're especially good during the sultry summer months because of deep air-tight lids that keep staples dry and fresh. 7 3/4", 6 1/4", 5 1/2" and 5" tall respectively. \$5.95 the set. Ppd. Ward Phillips Co., Carpentersville, Illinois.



## CAFÉ A DEUX.

After a candle-lit dinner and a shared bottle of wine, coffee comes to the table in this darling server that holds just enough for two. White porcelain, unusually-shaped carafe as bright red cherry and green leaves design, or golden flowers. comes with black iron warming stand and candle. The price \$1.95; two for \$3.50. Add 25¢ post. Lee Wynne, 5446-B8 Diamond St., Philadelphia 31, Pa.



Imported Globy table lighter in shape of a miniature lamp. Ideal for desk or coffee table, stands 2 3/4 in. high. Shipped direct to you from free Germany (not more than one addressed to same person). Send only \$2.95 for each. No C.O.D. please. Postman collects 15 cents foreign packet charge which cannot be prepaid. Satisfaction Guaranteed. Please print name and address plainly.

**Wallace B. Chapman**

Imports

Rt. 2, Box 576

Washougal, Wash.



## Fantasy Land COOKIE JARS

Look as delicious as a cookie jar should. Over fresh brownies and cookies, even store bought animal crackers deserve a climate of excitement. Jars are white ceramic houses, daily decorated with candy and animal motifs or Hansel and Gretel standing by the door. You raise the roof to get inside. Ppd. Penna. Residents Add 3% Sales Tax. Sorry No Stamps or COD's Please. Send For Free Gift Catalog.

**\$3.95 EACH**

**Bryn Mawr Gifts**

BRYN MAWR 8 8, PENNA.

# LOOK it's a VACUUM CLEANER!

Miniature Handi-Vac Keeps Clothes Neat • Picks Up Lint and Dust • Does All Kinds of Minor Cleaning Jobs • A Boon to Hayfever and Asthma Sufferers

Handi-Vac will be your prized possession — so easy to use, so handy to have. Just about the size and weight of an ordinary flashlight — and it is a flashlight, too! Handi-Vac has a miniature motor that sucks up dust and lint, catches them in easy-to-empty dust bag. Prevents flying dust, spares allergy-sufferers.

## Use It at Home... Take It on Trips

You'll use Handi-Vac in dozens of ways — for a quick brush-up of clothes, suede shoes, hats. For simple cleaning such as dusting table tops, ash trays — especially handy for hard-to-get-to places such as bookshelves, typewriter keys, closet or drawer corners. You'll take Handi-Vac in the car, for its flashlight, for cleaning floor rugs and upholstery — take it on trips for easy clothes care. Sturdily made. Operates economically on two standard flashlight batteries. Supply limited, order your Handi-Vac today!



and a flashlight, too!

**only \$3.95**

**THE DELTA CORPORATION** P.O. Box 505-A8  
Dallas, Texas

POSTPAID

## SOLID ROCK MAPLE



**\$13.95**  
Shipped 2 to a carton



**\$16.95**  
Shipped 1 to a carton

**WINDSOR CHAIRS  
HONEY FINISHED  
HAND RUBBED**

Perfect... is the only word for these authentic saddle seated Windsor chairs... Made from rich grain solid hard rock Maple, honey finished, hand rubbed and buffed to the lifetime warm glow of traditional Colonial American Maple.

Send check or money order. No C.O.D.'s. Prices F.O.B. Tenn. If in Alabama add 3% Sales Tax. Fully illustrated catalogue showing wide assortment of Maple pieces available. Enclose 25¢ with your request.

**JONES VALLEY  
FURNITURE DISTRIBUTORS**

P.O. Box 2347 Birmingham, Alabama

# RUMBA KITE!

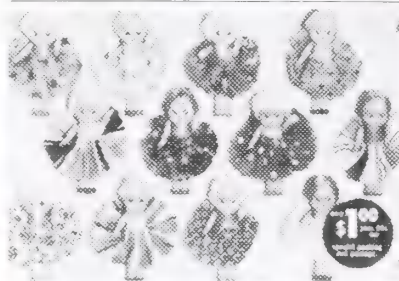
**NO RUNNING!  
READY TO FLY!**

**\$1 36 Inches Across!  
Dances in the Air!  
Hard-To-Tear Plastic!  
Completely Assembled!**

Amazing new kite sensation! Nothing to assemble — just attach twine and let 'er fly! A breeze soars it into the air, up and away! Flies with dancing motion — and measures a big 36" across! Bright multi-colored 9-foot streamers. Worlds of safe fun, and just \$1. each, Ppd. Order by mail!

**BRECK'S of BOSTON**

508 Breck Bldg. • Boston 10, Mass.



## 12 LITTLE DOLLS

Make your little girl feel like a real Princess! Watch her face light up when she opens up the box and discovers what's inside. 12 beautiful dolls — each 3 1/2 inches tall, made of plastic with movable arms and legs and dressed in a different colorful costume. She'll be kept busy for hours on end playing with her family of dolls. Wonderful playthings — and what else is wonderful is the price — the 12 dolls in a box for only \$1.00, plus 25¢ for postage and special packing. Order from —

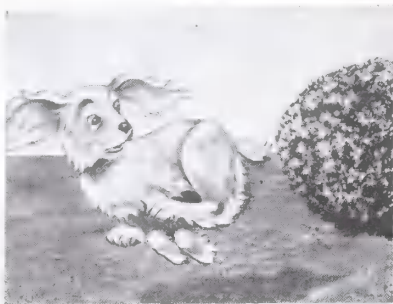
**HOUSE OF DOLLS, 31 2nd Ave.  
Dept. 1590, New York 3, N. Y.**



## Rid Your Home of Flies! — \$1

Protect your home from annoying disease-carrying flies! Just press self-adhering MAGIC DOT to underside of chairs, tables, cabinets, shelves, etc. — completely hidden and out of the way. New miracle Malathion rids your home of flies for a whole season! No muss, fuss, fumes or odor! Use indoors or out. Guaranteed to be the most effective fly killer you've ever used or your money back! 16 MAGIC DOTS for only \$1, postage paid. Order direct by mail from SUNSET HOUSE, 450 Sunset Bldg., Hollywood 46, Calif.





## Stop Dog And Cat Damage—\$1

DOG WICKS are the perfect solution for repelling pets. One sniff and away they'll run! Hang this chemical Wick on shrub or branch and rest easy for the whole season. Safe, harmless to animals. Use inside or out—protects lawns, garbage pails, flowers, furniture. Trains your pets and neighbor's dogs. *Guaranteed to do the job or your money back!* Pack of 20 for \$1, postage paid. Order DOG WICKS direct by mail from Sunset House, 438 Sunset Building, Hollywood 46, California.



Mrs. Arthur H. Robinson  
1035 Thurlow Avenue  
Rochester, New York

## 1000 Name and Address Labels \$1

Your name and address printed on 1000 fine quality gummed labels. Packed with handy, hinged purse-size plastic gift box. Padded for easy handling. You'll find dozens of uses for them including:

Stationery	Checks
Phonograph Records	Sheet Music
School Books	Lunch Boxes
Pencil Boxes	Wallets
Greeting Cards	Card Tables
Umbrellas	Brief Cases
Manuscripts	Hats & Caps
Eye Glass Cases	Toys

Your choice of 3 lines printed on fine quality gummed paper. 1000 for only \$1.00. SPECIAL OFFER: Any SIX orders for \$5. Personalized labels make a wonderful, useful present. Money back if not delighted. Handy Gifts. 812 Jasperon Bldg., Culver City 1, Calif.

## FREE CATALOG!

BUY GENUINE

## Diamonds

From New York's Leading  
Diamond Specialist

Latest Style Mountings

from \$25 to \$5,000

Buy For Cash or

Easy Credit Plan

Tremendous savings on diamonds from unredeemed loans, bankruptcy sales and other below market sources. All reset in smart brand new 14 Kt. gold & platinum modern mountings. One of the world's largest selections. Every diamond graded according to nationally accepted system. Grading explained in catalog. You are 100% protected by a SWORN BOND guaranteeing quality and 10 DAY UNCONDITIONAL MONEY BACK GUARANTEE. Easy payment lay-away plan and see-before-you-buy plan available. Send coupon for FREE CATALOG. Established 1882. Our references: your own bank or any mercantile agency.

KASKELL'S 41 West 57th St.

Send FREE CATALOG and Advice about DIAMONDS without obligation.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

## CENTURY OLD BEAUTY



The Westminster  
Traditionally English, sturdy, perfectly proportioned.  
Settee #65 40" long ... Cast Iron Aluminum \$92.50 \$117.50  
Chair #67 21" wide ... 62.50 72.50  
Table #95 10 x 26" high ... 57.50 69.50



Catalogue on request.  
Grated free. Send Check or  
Money Order. Shipping  
charges collect. Specify  
freight or express.  
Antique Iron Craftsmen Dept. 88-6, 2500 27th Ave. N.  
Birmingham, Alabama

## CUCKOO CLOCK



Now \$3<sup>95</sup>  
only

postpaid ... duty-free

Shipped Direct  
To You from  
EUROPE

This low price possible only through our unique direct import plan. Genuine German CUCKOO CLOCK with weight and pendulum movement. Excellent timekeeper. Cuckoos cheerily every quarter hour in clear pleasing voice. HAND CARVED in traditional design by the famous Black Forest wood carvers. Antique walnut finish. Perfect for den, bedroom, alcove, child's room or kitchen. Shipped direct from Free Europe in export packing with strange foreign stamps. Order as gifts, too, each shipped direct. (Not more than one addressed to the same person.) Send only \$3.95 for each. No C.O.D.'s. Postman collects 15¢ foreign packet charge which can be prepaid. Satisfaction-or-money-back guaranteed.

SEVEN SEAS IMPORTS, Dept. F798  
1717 Westwood Blvd., Los Angeles 24, Calif.

## SAVE MONEY! SOLID BIRCH OR MAPLE!

Captain's Chairs  
FULLY ASSEMBLED • READY-TO-PAINT



SADDLE SEATS • BENT WOOD BACKRESTS

The finest glue and dowel construction for a full lifetime of comfort and service. Order direct from factory. Solid birch or maple sanded silky smooth ready for you to paint, stain or lacquer. These chairs are full size—17" x 16 1/2" overall height 28 1/2". Minimum order 2 chairs. PROMPT DELIVERY—Ship, chgs. collect. Send check or money order. Sorry no C.O.D.'s. MONEY BACK GUARANTEE. Complete instructions on "How to Finish Unpainted Furniture" sent FREE with each order. Ask for our illustrated catalog.

VISIT OUR SHOWROOMS

Meadowbrook Industries

2268 Baltimore Ave., Baltimore 8, I. I., N. Y.



## WINDOW



PENNY CANDY JARS (cylinder-shaped), and Apothecary Jars (globe-shaped) are decorative as all get-out, whether you use them for hard candy, peanuts, pretzels, colored water, Christmas ornaments, guest powder puffs or bath salts. Penny Candy Jars: 9 1/2", \$1.95; 10 1/2", \$2.50; 12 1/2", \$2.95. Apothecary Jars: 7 1/2", \$1.95; 10 1/2", \$2.95. Ppd. Gilbert Leonard, Miracle Mile, Manhattan, New York.

## PURSE GROOMERS

to keep a fair lady looking handbox-fresh are these two little brushes. Zip open the leather top of the nylon bristled clothes brush, and there's a stainless steel manicure set. Green or red leather, 3 1/2" x 1 3/4", \$1. Plaid drawstring pouch holds a 4 3/4" plastic hair brush whose handle is a slide-out comb. \$1. Ppd. Greenhall, Dept. HB8, 113 Broadway, New York 10.

## MATCHSTICK BAMBOO DRAPERIES

NATURAL BAMBOO. YOU CAN FINISH TO BLEND PERFECTLY WITH YOUR INTERIOR DECOR

The country's leading decorators are now recommending Matchstick bamboo draperies used natural or colored to harmonize with interiors. Matchstick is a must for going Oriental modern! Draperies are edgehemmed with cloth binding for drapery hooks.

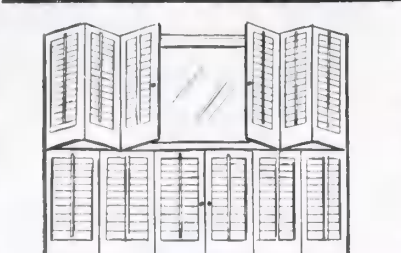
AS LOW AS	25	F.O.B.	24x79" 2.55 EA.	30x79" 3.30 EA.	60x79" 5.80 EA.	72x79" 6.90 EA.
AS	2	Ea. DRAPE	36x79" 3.70 EA.	48x79" 4.70 EA.	84x79" 8.05 EA.	96x79" 9.50 EA.

FREE CATALOG OF ORIENTAL DECOR FOR YOUR HOME

Lindsley Import & Export Company  
3810 N.W. 17th Avenue, MIAMI, FLORIDA

MONEY BACK GUARANTEE!

## Manor House Interior Movable Shutters



## Custom-Made at a price you can afford

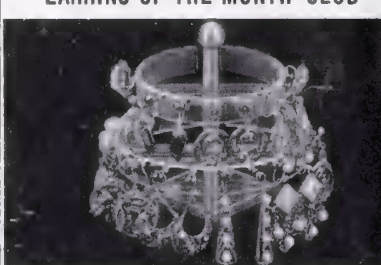
Manor House louvered shutters are pre-assembled to fit any size window or door—according to your own specifications.

Send 10¢ for your copy of "A Guide To Graceful Living," complete with pictures, prices, and important information

Manor House Shutters—21 maple place/freepost.n.y.

## FREE

when you join the  
EARRING-OF-THE-MONTH CLUB



## Lucite, Aluminum Earring Tree

This handsome Earring Tree made of gleaming lucite and aluminum (4 1/4" x 4 1/4") will be sent you free when you join the Club! Then each month you will receive a different, unique pair of Earrings. Some are imported from ancient craftsmen in hidden shops of foreign lands. Others come from the world's style centers of New York, Paris and Rome. Still others are never-seen-before patterns of hand-crafting designers. Send \$6.00 for 3 months, \$11.00 for 6 months, \$21.00 for 12 months. Prices plus 10% F.E.T. delivered postpaid. Attractive gift certificates available. If you desire pierced, please specify. Satisfaction guaranteed.

EARRING-OF-THE-MONTH CLUB

Dept. B-B, 970 Perry St., Flint 4, Mich



# SHOPPING



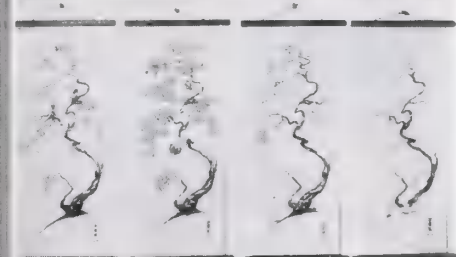
**WISE BUYS** for brides or put-away-for-Christmas-presents are these remarkable sterling silver values. The 5" non-corrosive salt and pepper shakers are glass lined. \$5.95 pr. Matching candlesticks are 3 1/8" tall. \$5.95 pr. Both come with gadroon or plain borders (please specify). A pair of each, or 2 pairs of either. \$11.50. Tax and post. incl. Croydon Silvermart, Ltd., 805 Lexington Ave., New York 21, N. Y.



**YOUR OLD FUR COAT** can look as high-styled as this if you let Morton's remodel it. You have a choice of over 27 smart styles: capes, stoles, sling capes, etc.—and some include a muff, hat or bag. Send for the free illustrated brochure. All remodeling is done by experts. And any style is \$22.95. Morton's, Dept. F-22, 312 7th St. N.W. Washington 4, D.C.



## THE FOUR SEASONS BY ISYA SUE



Nature's exciting story of life unraveled around an ancient tree. Depicting the delicate green of spring to the ice blue snow of winter, these scrolls are two feet long and 9 1/2 inches wide, beautifully handprinted on eggshell parchment. Framed top and bottom with cylindrical wood bars, capped in polished brass ferrules. Complete grouping of 4 hand-printed scrolls ready to hang only \$6.95 ppd. Your money plus postage refunded if not delighted.

**CALISCO HOUSE**  
943 So. Bedford Street,  
Los Angeles 35, California

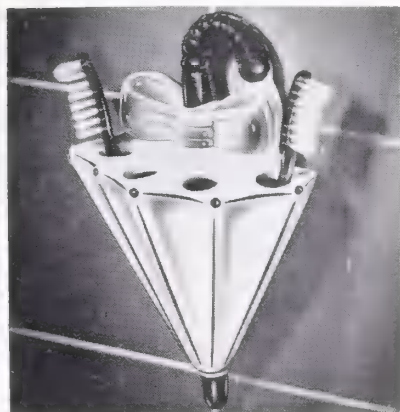
## AZTEC SUNBURST MAHOGANY WALL PLAQUE



Exotic Aztec Indian Sun God and Mask of Living reproduced in authentic colors on Philippine Mahogany. An eye-catching wall decor for over the fireplace, dens, living rooms or bars. 17 inches in diameter and 1/8" thick, it comes ready for hanging. Choice of Aztec Sunburst or Chinese Butterfly wall plaque (17" wide) in full color. Specify which. Only \$2.95, add 32¢ for postage and handling. Money back guarantee.

### GIFTS OF PASADENA

Box 356 Pasadena, Calif.



## TUCK YOUR TOOTHBRUSH AWAY IN Toothbrush Umbrella

It's smart, it's safe, it hangs on your bathroom wall. Holds 4 toothbrushes in correct hygienic positions . . . with bristles not touching the holder.

In decorator colors—white ceramic with black stripes and pink or green bow; with royal blue and light blue; with green and yellow. Special cement provided for permanent attachment to wall; can also be hung on a hook. 6 1/2" high.

A Here's How Exclusive **\$1.50** (plus 15¢ postage)

### Here's How Co.

Dept. HB-8, 27 E. 22nd St., N.Y. 10

now . . . be your own importer and save on the world's finest merchandise —through Shopping International!

## HAND MADE NATIVE ART

mailed to you from Delhi



## India

If you want to India, you'd have bought these at an exotic bazaar! Now, import them yourself, and have the added thrill of receiving a package direct from the Orient, complete with Hindu markings and stamps! Enjoy the pleasure of owning or giving these prized art treasures!

### Hand-Carved Buffalo Horn Crane

Striking jet black crane with inlaid ivory eye is hand-cut and polished from one piece of water buffalo horn, stands on a solid rosewood base. A distinguished example of India's most honored craft, its graceful beauty will create a fascinating focal point in any room. 8 1/2" high. **\$4.50** (pay postman 20¢ duty)



### Hand-Engraved Hindu Rose Bowl

This traditional bowl, its perfect proportions developed over countless centuries, has never before been available in the U.S. Solid brass is nickel-dipped to produce a soft silvery finish, then lavishly hand-engraved and hand-enamelled with multicolored floral designs. Complete with removable flower arranger. 5" high. **\$5.95** (pay postman 25¢ duty)

### GIFTS SENT IN YOUR NAME

Both pieces **\$9.50** (duty as above). All prices postpaid.

**SHOPPING**  
INTERNATIONAL INC.  
Dept. 24 65 Court St., White Plains, N. Y.

## from Haiti

## mahogany NUT DISH



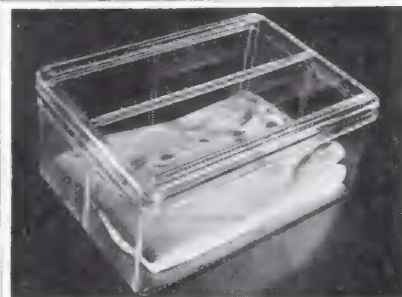
ONLY  
**\$1.35**  
each postpaid

Hand-sculptured in Haiti of smooth solid mahogany for serving nuts, pretzettes, cocktail snacks, mints, etc. Designed by Umanoff, it's a piece you'll prize as a notable achievement in modern wood sculpture. Scatter several around . . . for convenience and for their pure decorative beauty. (And we couldn't think of a nicer "more-taste-than-money" hostess gift!) 10" long in satin-finish natural mahogany.

*Hobi*

Quick delivery  
Satisfaction guaranteed  
Send check or money order

Dept. B-86, Flushing 52, New York



Keep Delicate Apparel  
Fresh and Lovely in This

## GIANT CRYSTAL BOX

Here is the very thing you've been looking for to protect your delicate finery from harmful dust particles. Made of durable polystyrene, this attractive box and its snug-fitting cover are crystal clear, so its contents can be seen at a glance. It is 15" x 11" x 6" high—large enough to hold a dozen sweaters or blouses, or a dozen slips and nightgowns, or several knitted suits. Fits easily on closet shelf.

Perfect for safe, practical  
off-season storage.

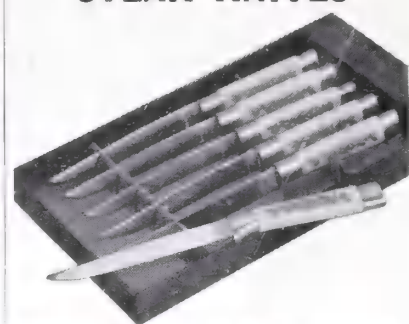
**\$5.95**  
ppd.

No C.O.D.'s or Stamps, Please

## NATIONAL HANGER COMPANY

Dept. HB-8, 15 West 18th St., N.Y. 11, N.Y.

## FOR GRACIOUS LIVING: Monte Carlo "600" STEAK KNIVES



These fine Monte Carlo Steak Knives represent a lifetime investment. The Stainless Steel blades are hollow ground like a barber's razor and are minutely serrated. They cut cleanly, evenly, and without effort thru steak, roast beef and other meats. You'll show them with pride, too, in any table setting, modern or period. 100% Stainless—they never tarnish. Only \$2 each, postpaid.

Try ONE or a DOZEN . . . If you are not satisfied in every way, your \$2 will be refunded immediately. Handsome cases available for sets of 12. Orders gladly filled for only one knife if you desire. Please send check, m.o. or cash to avoid COD fees.

**THORESEN'S, Dept. 19-H-89**  
585 Water Street, New York 2, N. Y.

## CULTURED PEARLS

ONLY  
**\$12.95**

tax & postage incl.

A rare value at this low price . . . our well-bred pearl necklace is beautifully graduated, has a sterling silver filigree clasp. We wear our strand with everything from sweaters to the most froufrou evening gown. 17" long, gift boxed. A perfect birthday, graduation, or anniversary gift for any woman!

Sorry, no C.O.D.'s

*Beverly Baker*

Dept. HB-8 • Box 135 • Darien, Conn.





**DOUBLY EFFECTIVE** . . . imported white porcelain busts of Diana, the moon goddess and Apollo, the god of youth and beauty. Masterfully executed with all the classic grace of Grecian art. A stunning gift! 5" high, \$2.75 a pair or 9 1/2" high, \$12.50 pair, postpaid.

**CANDLELIGHT and MAGIC**  
Pure magic for your mantel, side-board or night table. Ivory china base and candle-holder shield a real wax candle. Concealed metal spring automatically raises candle as it burns. China is high-lighted with gold and pastel floral sprays . . . Complete with one candle. 9 3/4" high overall. An inspired gift! \$2.95 each; \$5.75 pair, postpaid.

Write for FREE catalog.

**SETH and JED**

Dept. B-8  
NEW MARLBOROUGH, Mass.



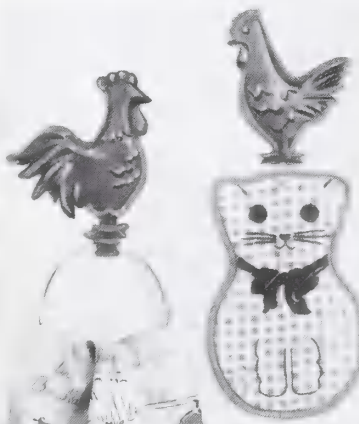
### CANDLELIGHT FLOATER . . .

beautiful accent for your table settings. Heavy crystal.

\$5.95 postpaid

**MILLARD F. DAVIS**

831 Market Street  
Wilmington, Delaware



### SOMETHING TO GROW ABOUT

Kitchen accessories can be pretty as well as practical! These wrought iron roosters with their smooth black satin finish add a gay country motif to any decor! The 4 1/2" ring is for towels, the hook for potholders—both in either gleaming Chrome or glowing Copper. Each figure measures 6 1/2" x 5 1/2". Easily installed with adhesive or screws (included) on any surface.

\$3.98 the pair, plus 35c handling

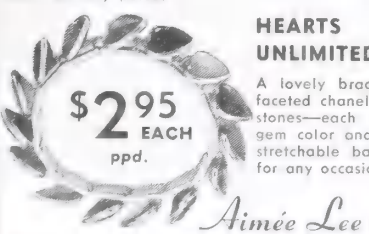
Sorry, no C.O.D.'s. Write for FREE catalog.

**Merrill Ann Creations**

Dept. B-8 102 WARREN ST., NEW YORK 7, N. Y.

### CINDERELLA KEY CASE

For keys and coins. Gold-colored miracle mesh, non-tarnishable. Fitted with two key rings, it comes marked with any two initials. It's a good appointment for any purse.



### HEARTS UNLIMITED

A lovely bracelet of faceted chanel heart-shaped stones—each in a different gem color and held together by a stretchable band. Two wonderful gifts for any occasion.

\$2.95 EACH  
ppd.

**Aimée Lee** Dept. B-8, 545 Fifth Avenue, New York 17, N. Y.

### engraved DESK-n-DOOR markers

At home or in the office, your DESK-n-DOOR Marker identifies you with classic beauty and quiet good taste. It helps visitors—saves time—prevents errors in delivery, etc. Ages—design harmonizes with any setting.

- Engraved letters, block-filled
- Silver-satin bar of solid aluminum or "gold-satin" bar of solid brass
- Any wording, up to 20 letters and numbers
- Solid walnut or ebony-black heavy hardwood base—desk models
- Special adhesive cushion on door model. Sticks to any clean surface, never slips, can be removed and re-used. No screws or holes

**SATISFACTION GUARANTEED OR MONEY BACK!**

**WE SHIP WITHIN HOURS**

**Great for gifts—to give or get!**  
**Spear ENGINEERING COMPANY**  
416 Spear Bldg., Colorado Springs, Colo.

### Door Styles

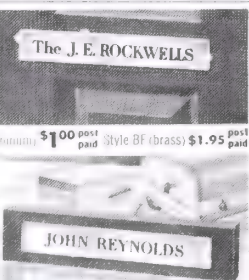
7" x 1"

Style AL (aluminum) \$1.00 post paid  
Style BF (brass) \$1.95 post paid

### Desk Styles

bases 8 1/2" x 2"

Style AR (aluminum on ebony) \$1.95 postpaid  
Style ARW (aluminum on walnut) \$2.95 postpaid  
Style BR (brass on ebony) \$2.95 postpaid  
Style BRW (brass on walnut) \$2.95 postpaid



# WINDOW SHOPPING



**DOG-WICKS.** Twist them onto plants and shrubs and Fido won't come within sniffing distance of them. Rain won't diminish their effectiveness. They're perfectly harmless, but dogs can't stand the smell. This is the way to protect your plants and your friendships with dog-owning neighbors. Jar of 20 Wicks, \$1 ppd. Walter Drake Dept. HB-11, Drake Bldg., Colorado Springs, Colo.

**THE CAT.** She's almost as big as life, and so real-looking you expect her to purr. Put her beside the fireplace, on top of a bookcase, or on the kitchen window sill—wherever you'd expect a real Tabby to curl up. Made of Majolica in pussy-cat gray, she's 12 1/2" long, 7" high, \$9.90 ppd. Carl Forslund, 122 E. Fulton, Grand Rapids 2, Michigan.

**POLKA-DOTTED MUSHROOM ROOM** is as gay a cigarette container and ash tray as ever brightened up a terrace table or guest room night stand. Fine ceramic shipped direct to you from Holland, the cup is cream-color; the ash tray-cap is red with white polka dots. \$3.45 plus 15c fee which you pay postman on delivery. No c.o.d.'s. Barnert Co., Import Dept., 3810 E. 68th St., Kansas City 30, Missouri.



### Smartly-Styled PAPER DRINKING CUPS

in 3 sizes with gold holderettes

for cocktail party, picnics or office. Whether you're entertaining twosome or crowd, you'll appreciate these smart decorator colors and new sizes. Especially processed for alcoholic beverages, to last through the party. Plastic holderettes add stability. In 3 sizes and colors: aqua highballs (iced tea); chartreuse cocktails (fruit juice); cherry red old-fashioned (sherberts). Set of 15 of each with 12 rose-gold holderettes. \$1.95 ppd. 25 extra cups—55¢ each size ppd.

### DEEP SOAK-PROOF PAPER DISHES

You can serve popcorn, fried chicken, hamburgers, french fries, and even spaghetti or chili in these deep, heavy-paper, plastic surfaced paper dishes with attractive green on white basket weave design. 2"dx5"wx7"l. Set of 50 dishes and 60 matching napkins only \$1.75 ppd.

Write for Gift Catalog

**RMS INTERIORS**

Dept. HB-86  
11146 S. Michigan Ave.  
Chicago 28, Illinois

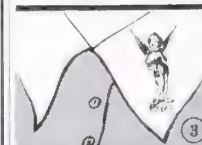


### Walt Disney's TINKER BELL

From Disneyland—this lovable sprite in beautifully sculptured 3-dimensional jewelry, exquisitely detailed, two inches tall.

**NECKLACE**—cleverly convertible to a wrap-around bracelet. Spiral link chain in matching finish.

**KEY CHAIN**—for men, women . . . for pixie charm in transparent handbags.



**DECORATIVE PIN**—a conversation piece for collars, sweaters, suits. Two inches tall with a sturdy clasp.

A lovely gift. Highest quality. \$2 each postpaid (tax incl.). Order several now by check or M.O. Specify 1, 2, or 3; choice 14K gold plate or silver finish. **DISNEYLAND**, 1316A Harbor Blvd., Anaheim, Calif. © WALT DISNEY PRODUCTIONS

**from Disneyland**





"This one  
has the touch!"

## Unmistakable! The taste with the Pabst Blue Ribbon Touch

Every year thousands of Pabst brewery visitors taste-test our beer against other brands. What they say helps us make sure the taste with the Pabst Blue Ribbon Touch (PBRT for short) is the taste America prefers.

And, to keep that happy touch of flavor true, trained beer tasters sample every brewing before we let it wear our label. Pabst is

the only major brewer with a Gustometric Laboratory for scientific taste-testing like this.

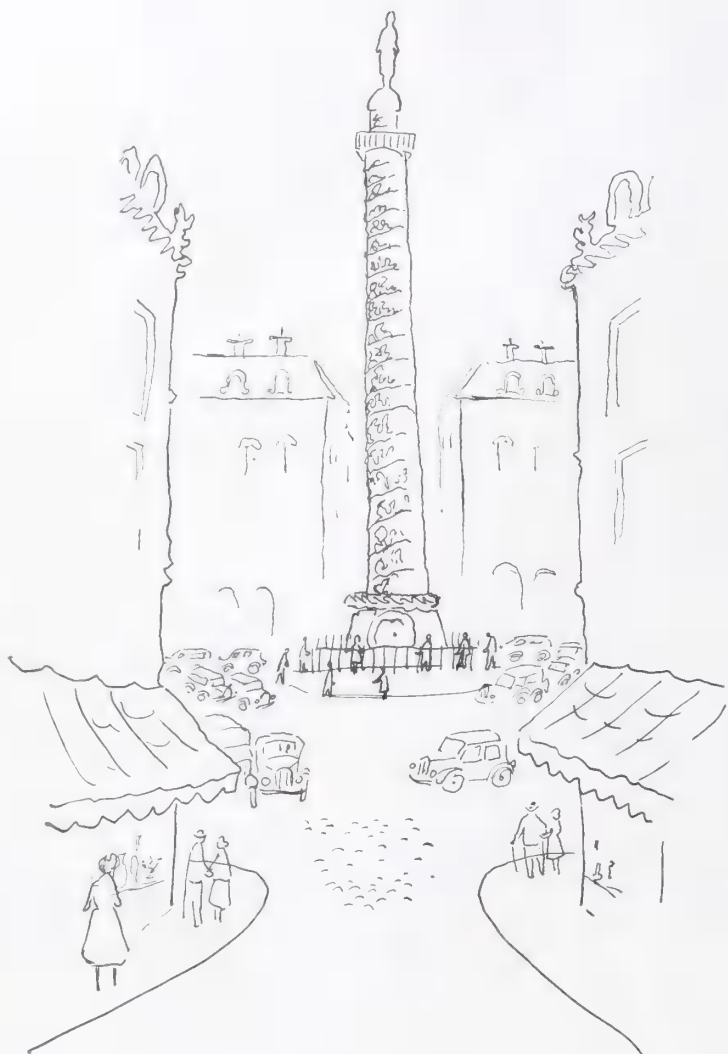
To appreciate the advantage just make your own taste-test. Answer "Pabst Blue Ribbon!" next time you hear "What'll you have?"

"The Taste with the Touch" now comes not only in regular bottles and cans, but also in a brand new Snap-Cap Full Quart can.

Trademarks Reg. U. S. Pat. Off.  
© Pabst Brewing Company, Milwaukee, Wis.







# How to leave home and like it

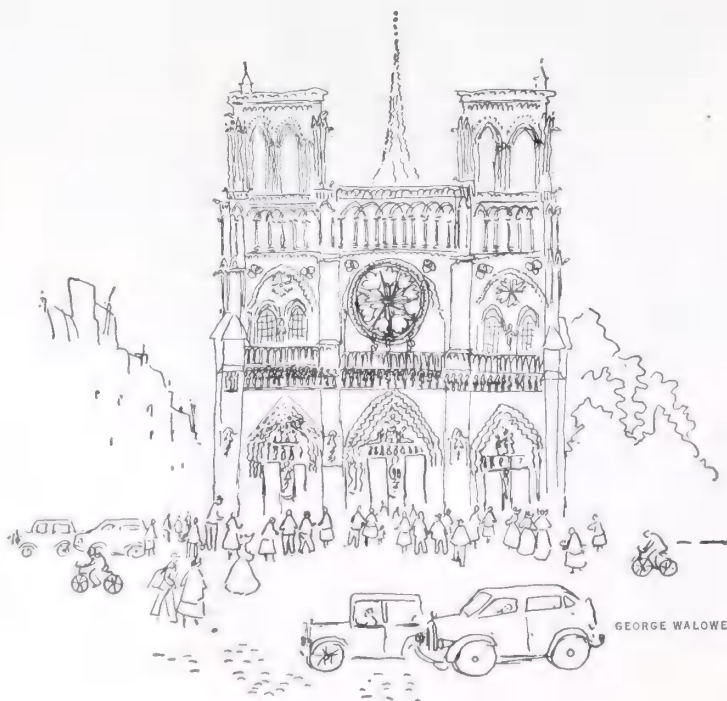
By MARION GOUGH



Some of our best friends are travel agents. We find them an ingratiating lot. Once you've experienced the helpful, willing and time-saving ways of a good travel agent, you want to go back for more of the same. These enthusiastic interpreters of time tables, these people who understand the mysteries of getting a ticket validated, who know, sort of magically, which hotels have rooms available on October 5 or which ferry boat will be in the slip by the time your car gets there at 3 P.M. on Thursday—well, they make you wonder why you ever before tackled the confusing job of making your own itinerary and reservations. They can do all this quickly and deftly with materials they have at their fingertips, sending you off, tickets and reservation vouchers in hand, with nothing on your mind except to enjoy yourself, and usually this extra added service won't cost you a cent beyond the price of your vacation.

The truth is that the travel agent's function is so veiled in apocryphal hearsay that far too many people shy away from taking advantage of his services, and by so doing add needlessly to their own headaches. Just to dispel a few myths: A travel agent is not a high-falutin' luxury. He does not automatically add a service fee to the cost of a trip; he does not have hallucinations of grandeur about your bankroll; he does not insist that you travel in a body as part of a conducted tour, if

*(Please turn to page 115)*







*Bel Air 2-Door Sedan—one of 20 frisky new Chevrolet models.*

# *It's a beautiful thing to handle!*

Pick out a '56 Chevy owner—one who recently switched from another make of car—and ask, in a comparative kind of way, about Chevrolet handling and safety. Easier to park? Quicker reflexes in traffic? Holds the road better taking corners and curves?

We'll bet you get 100 percent affirmative answers. Because we know for a fact that Chevrolet's one of the few cars being built today with such handling ease, pep and roadability. Chevy proved that by breaking the Pikes Peak record. And proved it again by taking top honors in its field at the NASCAR Daytona Beach time trials.

What's the secret? Lively horsepower up to 225—plus a beautiful combination of road-car qualities that other cars don't have. Drive a Chevy and see what we mean. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*The Hot One's Even Hotter!*





This dining room furniture from the new "Milania" group has all the warm simplicity of true Italian Provincial. The buffet has drawers behind center doors . . . the table (44" x 52") extends to 92". Genuine cherry, durably finished in gray "Mistique" or warm Fruitwood.



Heritage  
Henredon

*fine furniture*

CUSTOM QUALITY AT PRACTICAL PRICES. Factories at Morganton, High Point, Mocksville, N. C.

Among the bedroom pieces in the Italian Provincial collection is this graceful chairback bed. See how its curved back accents the straight lines of the chest and night table! This furniture is made of cherry, too, and finished in "Mistique" or Fruitwood.



For an illustrated booklet describing dining room, living room and bedroom furniture in our modern and traditional groups, send 25¢ to Dept. HB8, Heritage-Henredon, Morganton, N.C.





KITCHEN OF MR. AND MRS. ELLIS GIMBEL, MIAMI, FLORIDA

## Reporting on a new breed of woman

House Beautiful has watched the clear emergence, since the war, of a new attitude among women toward homemaking. They are finding that housekeeping and family management are fascinating, enjoyable pursuits, offering the fullest opportunities to express themselves and their capabilities. Why this big change?

*The next 42 pages report on typical case histories in this new trend and the big secret behind the change.*



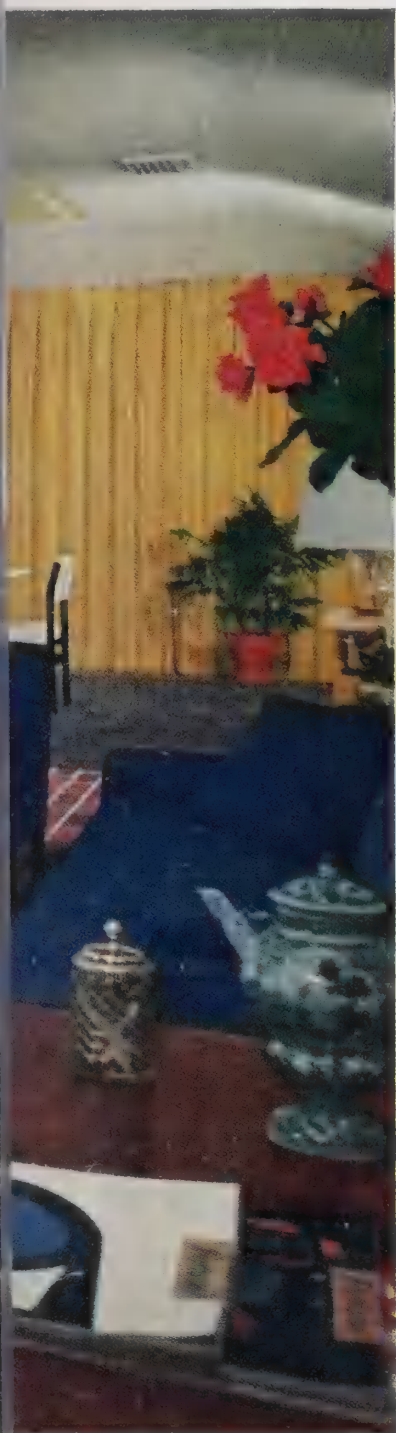


Mrs. Gimbel regards her house as a big empty stage on which to present her play with colors, forms and accessories. A predominantly white color scheme, she feels, gives her the greatest latitude to make every possible combination.



The home of  
a woman  
who adores  
homemaking





## es housekeeping

*ew York Times*. Press  
Seventh Avenue were  
een continued after  
f she had wanted it.  
id more women are  
trade does not offer

Mr. Gimbel's den used to double as  
a sewing room. Now she uses the  
maid's room, since she has no maid.

Living-dining spaces flow together as  
one uninterrupted space. Yellow rec-  
tangle on ceiling marks dining table.



This side of the house looks out toward  
Biscayne Bay. The simplicity of the archi-  
tecture, on the outside as well as the inside,  
lends itself to a few bold touches, such as  
the huge shell on the edge of the terrace.  
Mrs. Gimbel rotates accessories like the  
Japanese, having only a few out at a time.



Table top is white Formica, because  
white surface lends itself to vibrant  
color schemes. Mrs. Gimbel's wardrobe  
of table appointments is very colorful.

A brand new factor is appearing in the world of women.  
It is the change in their attitudes about housework and home-  
making. It is a switch from hating it to liking it. The home  
on these opening five pages, which is the scene of operations  
for Mrs. Ellis Gimbel, conveys a lot of the spirit of this great  
change in women's feelings.

Maida Gimbel's attitude toward her chosen way of life has  
special importance to this HOUSE BEAUTIFUL report on the  
new breed of women we see appearing. Before her marriage  
Maida had what might be called a glamorous career in the  
fashion world, and it *could* have been continued after marriage.  
She made, by hand, silver jewelry for chic merchants like Lily  
Daché and John Fredericks. She painted scarves for Hattie  
Carnegie and ties for Countess Mara. (Please turn the page)





Stark simplicity, executed in vibrant, almost Mexican, colors against white, is the theme song of the Gimbel house. It lets Mrs. Gimbel indulge her penchant for artistic playfulness with the common, useful objects of homemaking. She "composes" as successfully with a wastebasket as with an art object.

Architect: **Wahl Snyder**  
 Decorator: **Haygood Lasseter**

Setting a table so it will make a dramatic presentation of her cooking is one of Mrs. Gimbel's prime passions. Not only the appointments, but the food itself are worked into her scheme. She likes at least one "spectacular" dish for every meal. A towering *croque-en-bouche* is the *chef-d'oeuvre* for this occasion.







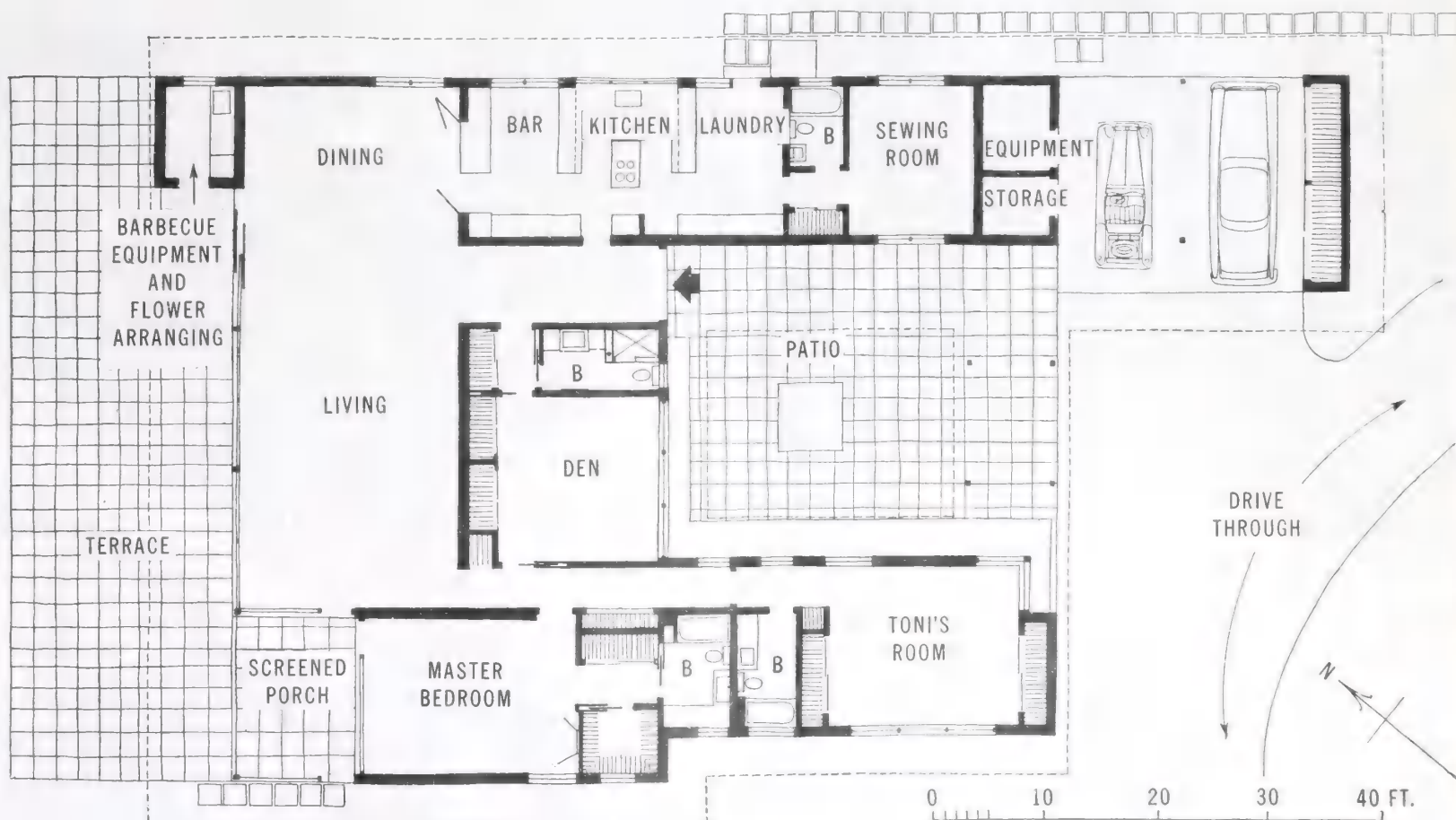
## The home of a woman who adores housekeeping *continued*

She did fashion illustrations for *The New York Times*. Press parties at "21" and fashion openings on Seventh Avenue were daily events. Most of this could have been continued after she moved from New York to Miami—if she had wanted it.

But she had discovered what more and more women are discovering: that success in the marts of trade does not offer the deep satisfactions that can be found in caring for a family and the pursuit of the womanly arts. "When my thirteen-year-old daughter won an art prize, I was more thrilled than when I sold my first big jewelry order to Macy," she mused.

The stylish look of her house shows (*Please turn to page 100*)

This side of the house looks out toward Biscayne Bay. The simplicity of the architecture, on the outside as well as the inside, lends itself to a few bold touches, such as the huge shell on the edge of the terrace. Mrs. Gimbel rotates accessories like the Japanese, having only a few out at a time.









# I'm one of the happy breed

By MARVA P. SHEARER

House Beautiful's Family Editor



In the last six months the publishing field has broken out in a rash of articles about the unhappy and unhealthy lot of the present-day housewife. All told, they paint a rather dismal picture of fatigue, frustration and failure. Without intending to contradict these findings (for they undoubtedly are true of the cases examined), I would simply like to report on another segment of our feminine population. I think I and my kind are setting a trend—a trend worth reporting on. We may even be more typical of what is happening than the much written about “unhappy housewife.”

Everywhere I go, in Connecticut and Florida, in Kansas and California. I find there is a marked swing toward what HOUSE BEAUTIFUL has been privately calling “the womanly arts.” Among the great majority who used to be passive, bored and imitative in their planning and home management, there is now an awakened interest and a new enthusiasm. Women, who before the war would have considered it degrading to work in the kitchen, are now cooking with zest, relish and skill, and they’re turning out food that is far superior to what the average hired cook can do. Leisured ladies, whose daytime diversions once consisted of shopping, bridge parties and committee meetings, now seem to find more satisfaction in gardening, needlework and dozens of other home-centered hobbies.

Why this is so, I’ll venture to theorize about later on. But for the time being I’d like to go on record as saying that the housewives I know are a most happy breed, enjoying their roles of housekeeper, cook and manager.

To be sure, the women whose homes I visit, whose outlook interests me and whose lives reflect my own, are a fairly homogeneous group. Our children have just begun to go to school or are well into school, so they need no longer claim most of our time and strength. Our husbands are not struggling to gain a foothold in their fields. They are well-established—albeit hardworking. The families I meet or know enjoy an income with a margin for safety and comfort, and their homes are designed to make living as easy and pleasant as possible.

In other words, these housewives are over the hump, as mothers, and are now living in a kind of golden age, as women.

To them it really does appear to be a golden age. As I talk to more and more competent housewives, I am impressed by their attitude toward homemaking. They are deft, skillful, practically professional. They are organized and have the household situation under control—at least most of the time.

Rather than feeling trapped and embittered, the women I meet carry a quiet air of accomplishment. They know that they’re good (*Please turn the page*)



# *I'm one of the happy breed*

*continued*

at what they're doing. They have ideas and their opinions carry weight, because they speak with a conviction born of experience.

I also notice that these housewives, who are deft and skilled at running a home, admire others who are similarly adept. So they form a coterie or intimate group. To have a standing among such women, it's not what clubs one belongs to, but whether or not one can make a good salad dressing. With them an original and effective table setting counts more than an expensive wardrobe. And they tend to knowledgeably debate new cooking techniques and improved housekeeping equipment the way their husbands discuss the stock market.

To illustrate the point further—at a birthday party for a well-known writer a short time ago, one of the presents to him was a round loaf of home-baked bread. It was no gag. An attractive guest had baked it, because she knew it would please her host. And, mind you, this was a party for a sophisticated group of New York and Hollywood literary people; but the homemade bread was the most genuinely admired gift of the evening. Would a cosmopolitan wife have felt comfortable bringing such a gift a dozen years ago? I don't think so. But by today's standards she is considered original and quite chic, proving once more, I believe, that the womanly arts are in the ascendency.

When I ask my friends and neighbors if they find housework boring and repetitious, they say: No, far from it. One midwestern college-friend summed up her thinking by remarking, "As I see it, housework divides into two departments—the physical and the mental. The things that don't take much thought, like dusting and making beds, have to be done and they are rather good exercise. So, while I'm zipping through these low-mental chores, I think about all the fun things.

"During the physical part of my work, I plan menus, mull over decorating ideas and dream about the way I want the garden to look. Then, as soon as the routine cleaning is done, I'm ready for one of the really creative sides of housekeeping."

For some this means cooking. They enjoy experimenting with traditional delicacies (like bread-making) and concocting new, foreign dishes, that take time and concentration to prepare. To them,

a good cookbook can be as engrossing reading as a best-seller. They try new restaurants for the food ideas they can bring home. Travel gains



an added dimension for them, because of the first-hand opportunity to sample a foreign cuisine.

In fact, everything they do—the herbs they plant, the utensils they use, the dishes they buy—is part of a fascinating study of enlightened housekeeping.

With others the most creative side of housework is gardening. A neighbor of ours, for example, who travels extensively with her engineer-husband, is interested in raising the kind of exotic plants that flourish in countries whose climate is the same as ours. She starts every tree and shrub from seed, which she carries home in her handbag. She has brought back literally dozens of different species of eucalyptus, bottle brush, callistemon and erythrina from Australia, Africa, India and the South Seas. Her back-yard hobby has grown to the point where the municipal horticulturists come to her for seedlings and advice about new growth they might try in city parks.

I could go on at length telling of wives who weave the fabric for their husband's sports jackets and for their table linen, who upholster furniture, who design and make jewelry at home. But the point is this—the variety and wealth of possibilities inherent in housekeeping don't seem to begin to dawn on the average woman until two things happen: She has to get "out of the woods" of baby care, and she has to have some knowledge—knowledge of the sciences and arts that underlie homemaking.

But even before the children are going to school she can begin to build a fund of knowledge about housekeeping. Knowledge is crucial. Contrary to popular theory, you have to know something about a subject to become interested in it. It's the technicalities that are at the root of this interest. I've noted

that the women who are bored with homemaking are generally the ones who don't know anything about it.

I've discovered what





is probably a basic truth: that the more expertly I do something, the more I enjoy doing it. For example:

How do you take the mindlessness out of cooking? Not by always taking it easy, by knowing less and less. It is by doing more and more, by knowing more and more about what you are doing that cooking becomes fun. For instance, once you start wondering about the taste-difference between cooking with peanut oil and cooking with butter or with olive oil, you are really unlocking a door to a wonderful world as big as the *whole world*, as big as all human history. Just as the basis of fine architecture and a fine cuisine is respect for the nature of the material itself and of the problem, so it is the secret to successful homemaking.

As Mrs. Wiley says in this issue: "The pleasure



of knowing, of exploring, of weighing one way against another, seems to be the characteristic of this new happy breed of housekeepers and homemakers." They are relaxed, because they are doing what they love to do. And they do it well, because they know all about it and find it such fun.

Our greatest satisfaction from housework comes indirectly. It comes when we see that our husbands and children are happy, when we feel we're providing the proper home climate for them. Then we know we are the nucleus of the family unit. It behooves us to create a home atmosphere that is serene and yet stimulating, cultured and sometimes comical. I know I've been successful when my husband would rather eat at home than go out for dinner, when he spends Sunday on the terrace and not on the golf course, when he would rather talk to me than look at television.

One of our favorite husbands remarked not long ago that he honestly enjoyed drying dishes for his wife, because it was the only activity she did where she couldn't do anything else but carry on a conversation with him. The compliment struck us as being nicely romantic.

The children, of course, are even more candid in their acceptance or rejection of home base. At a pretty tender age they figure out whose mother bakes cookies and pops popcorn, and that's where they're likely to hang out. Next they canvass the neighborhood to find a back yard where



they can dig a foxhole or build a hut. Later it's a question of borrowing the car or bringing dates to the house. The mother who can find time and room for such youthful needs has the reward of keeping her children home that much longer.

If, as social observers say, the mores of the American family are changing, so that the parents and children do stay home together more, then we say this is due to the women who are making home attractive, and not entirely to TV.

Just why women like Mrs. Gimbel and our own Virginia Stanton (on a wider scale) are making a name for themselves in their communities as superb housewives is interesting to note. We would like to suggest four possible reasons.

In the first place, we believe it's a natural swing of the pendulum.

After a 100-year history of battling for emancipation and the right to compete with men on equal terms, the American woman has won her case. She can have a career or not. There is no more cause to protest and prove her right as an individual. *Now, with the pressure off, more women are choosing to excel at home rather than be half-hearted in the business world.*

Secondly, a growing realization that many of our social ills can be offset by providing a stable and satisfying home atmosphere is causing many women to look homeward again to their traditional province. Such widespread problems as husbands suffering from heart trouble and hypertension can be met by insuring them a restful home life.

Confused juveniles can be helped by a strong and wholesome family background. The unhappy act of divorce is less likely to happen where the home ties are strong. And emotional disturbances of all types can be stemmed right at the start, if Mother is really in charge.

The virtual disappearance of trained, domestic help is opening a lot of women's eyes. Given the choice of bungling along with incompetent workers under foot, many women choose to do their own cooking and cleaning. Even when their education has trained them for professional or business work, their common sense tells them that a home and family are their first responsibility. When they do turn their minds to it, the results are warmly rewarding.

And, lastly, traffic, smog, over-crowding and all the irritations of living are enough to make women who don't have to earn a living, stay home.

Here's our rule for recognizing the new breed of housewife: She's almost always at home.





*Mrs. Wiley, our author, and her family off for a sail.*

"I have discovered that homemaking and house-keeping really have the status of an art. To know, to care, to have the multiple skills, to be willing to give thought—these are the essentials of what *HOUSE BEAUTIFUL* calls 'the womanly arts.' The womanly arts are for joy—all kinds of joy. Being grim and tense about it is not the way to achieve this joy. Being well organized and well-informed *is* the way."

## "The dilemma of modern woman is of her own making"

*By one who figured her way out of her own dilemma*

MARY ELIZABETH WILEY



All these emotional outpourings I've been reading lately about the anguished plight of the young mother leave me saddened and just a little mad. To hear them tell it, nothing short of a Congressional Investigation can cope with this national disgrace. The sad part is that if you tell people long enough they are in a bad way, you'll convince them they really are.

Now, I am a young mother, with three children under twelve years of age. And most of my friends are close to my age. So I don't exactly live in a vacuum or on a pink cloud. I know the realities of child-bearing and housekeeping from my own experience and the experiences of my friends.

From where I sit, things aren't as bad as these magazine writers would have you believe. And if they are that bad, in individual cases, it is because the "young mother" hasn't got herself organized. She hasn't figured out how to make sense of what apparently appears to her as a senseless buffeting from endless demands on her strength and her time.

One group of mothers estimated their work-week averaged 115 hours per mother, and from the sound of things they didn't achieve a very high standard. Even at the risk of sounding smug, I can tell you that the total work-week for the whole Wiley menage averages only 34 hours. (This in-





ALL PHOTOGRAPHS BY JOHN ENGSTEAD

cludes my time, a part-time helper's, my husband John's, and 11-year-old Lisa's. But it wouldn't be that low, if I hadn't decided several years back that I would have to bring some order into my life or I would be worked to death. I, too, was being buffeted about like a sailboat in a sudden squall. I was never caught up on my work, because I never said *No* to anybody or to any request. And I was trying to run a house that was a woman-killer—all white woodwork, hand-scrubbed mahogany floors, and rooms on three floors. It was a darling house, but I was a slave to it. It was clear that if I were to get my life under control, It would have to start with our moving into another house.

So move we did. But in the move a lot of other things were changed. We stored the white hand-hooked rugs and now use rush squares. We now use denim slip covers and machine-washable bedspreads, siliconed fabrics and black Naugahyde upholstery. I gave away all the medium-grade clutter. I saved the fine objects, but stored them in barrels in the garage till later, when the children will all be in school and have reached a more responsible age. I tried to use, wherever possible, only those surfaces and materials which need no care at all—stainless steel, plastic, rush table mats, good paper napkins, and the like.

There is so much on the market these days to help you. But you have to know about it or it does you no good. So many women are a complete blank on the thousands of things that are waiting to help them. They could read about them in service magazines or on the labels attached to the products in the store. I see them pick up a labor-saving gadget, and, if they don't understand it at first glance, put it down, not asking about it or even reading the label.

Here they are living in the most wonderful age of all time, when the whole output of innumerable industries is geared to help them, yet some women don't even know it is there. No wonder they work 115 hours a week!

Then there's another type of woman, who owns a lot of mechanized household equipment, but is licked before she starts to use it. She operates on the premise, "I can get it all done in an hour if I have to." As a result she drifts and dawdles without a workmanlike routine. She doesn't get the work out of the way early, so the house looks like an unmade bed most of the time. She doesn't really "go at it" intelligently. I'm quite convinced that of those 115 hours a week some women claim to work, quite a number are spent on the telephone, drinking warmed-over coffee, stopping to read (*Please turn to page 94*)





A new puppet comes to life in Mrs. Dawson's hands.

## She tries her hand at anything and succeeds at everything

*There is hardly a craft or an art that hasn't been explored by this lady. She operates expertly in seven fields with never a qualm of self-doubt*

Velma Dawson is a wonder to her friends. They think she was born with some special gifts that God didn't give to them. For she whips up, virtually at the first try, successful projects in the fields of mosaics, embroidery, wood carving, modeling with clay and plaster, puppet making and sewing.

But Mrs. Dawson does not think she has any special gifts—unless it is that of curiosity. She believes any woman could do what she does.

"You don't know what you can do, if you won't try," she said to *HOUSE BEAUTIFUL* with great emphasis. "Most people are licked before they start. All this ability that everybody thinks is so crucial is nothing more than self-confidence—plus some actual experience.

"Of course, the more skills you develop in the various crafts the more you widen your range. I've always liked to tinker with glues, paints, putty, spackle, wires, modeling clay. Been doing it all my life. And I love tools—power tools, any kind of tools at all."

Mrs. Dawson's own house is eloquent proof of all this. For she has turned her hand to almost all the crafts where art is a welcome handmaiden. She embroiders big wall hangings, (*Continued overleaf*)

THREE PHOTOGRAPHS BY MAYNARD PARKER



The living room features Mrs. Dawson's first venture into creative embroidery—the piece hanging on the far wall (close-up opposite), which she did with a simple running stitch.

This bold embroidery is the star of the living room. After completing the design and tracing it onto the orange burlap, Mrs. Dawson spent only one week of afternoons on the stitchery itself. Note how the orange burlap peeks through the embroidery to become an important part of the color plan.









This sparkling mosaic is Mrs. Dawson's first try at the art. Before embarking on such a project, she read several magazine articles on "how-to-make mosaics," including *HOUSE BEAUTIFUL*'s August, 1955, story. But, as in all her projects, she plunged in self-confidently, without standing in awe of the experts or taking their advice literally. She devised her own system of pasting the glass pieces face up, using "Wilhold" glue as the adhesive. She carefully clipped each tile as close to shape as she could, then smoothed the edges for a closer fit with an electric grinder. As a result, there were no spaces between the tesserae, so the customary grouting was unnecessary. Result: technically, as well as esthetically, a fine original mosaic.

## She tries her hand at anything and succeeds at everything

*continued*

The decoration on this framed mirror appropriately reflects the theater. The swags at the top and bottom of the frame are pieces of cheesecloth dipped in plaster of Paris, draped on the frame and allowed to harden in position. The figurines are modeled right on the frame, out of spackle (a putty-like substance used by plasterers). A casein paint was used on the mirror frame. Note touches of glitter, like the imitation "diamonds" for the lady's jeweled hand mirror and headpiece. Pink and white plaid swags match Martex towels.

MAYNARD PARKER





makes decorative mosaics, sews anything that she wants made, carves wood, models with plaster, makes puppets from scratch to the final stage performance.

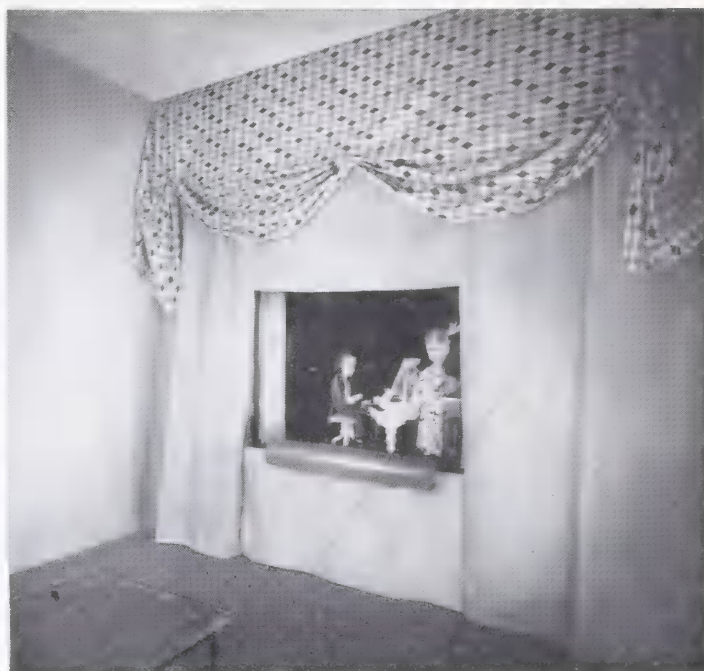
"And I have such fun doing it that I lose all sense of the passing of time. There is hardly anything I want that I can't make. But I didn't acquire all 'this overnight. You do it a little bit at a time."

Mrs. Dawson walked through the door to the wonderful craft world when only fifteen. It started when she became interested in puppets. In those days there were no ready-made toy puppets on the market, so she had to make her own. And she discovered that to make puppets required about every skill in the book. She had to learn how to do so many kinds of work to satisfy her enthusiasm for puppets that she got over—permanently—all awe of tools, materials or techniques. Everything was just a means to her end—to make an easy-to-operate, amusing puppet.

"It was all play to me. I didn't know enough to know I didn't know. That was probably the key to my success, if you can call it (*Text continued on page 101. More pictures on next page.*)



Puppets are fun to make, but wood carving can take other directions, too. Here are three Kachina dolls made for one wall of the Thunderbird clubhouse near Palm Springs.



Top: Friends are entertained in the little puppet theater at home. The stage, the lighting, the scenery and the curtain were all designed and made by Mrs. Dawson. She writes scripts and manipulates her actors.

Above: Puppets are almost people. Here are ten of Mrs. Dawson's character-creations. They include Uncle Remus characters, an esthetic-looking pianist, a ballerina, clown, sultan and an opera singer.

Left: Quickie performances are given outdoors. Even Pepe, her French poodle, gets into the act. Since she was fifteen, Mrs. Dawson has been making her puppets, doing her own modeling, engineering and stringing.



PHOTOGRAPHS BY MAYNARD PARKER



# She tries her hand at anything and succeeds at everything

*continued*



It takes simply a free-roaming, uninhibited eye to see the connection between plastic Christmas snowflakes and decorating chintz. Mrs. Dawson saw how they could be correlated. So she used Patterson's "Sunburst" chintz (black snowflakes on a white ground) as the theme of her bedroom. Then she painted the Christmas snowflakes black and scattered them over the plain masonry walls—even tacked onto the window screens. A nice fun stunt!

PHOTOGRAPHS BY MAYNARD PARKER



Because Mr. Dawson, a well-known golf champion, owned so many silver trophies, his wife has tried to use them as furnishings. She converted this punch bowl into a lamp base by padding the bottom with paper, then topping it with glass fruit, which she painted with white paint. The white shade was custom made. It looks fine in the white and black bedroom.

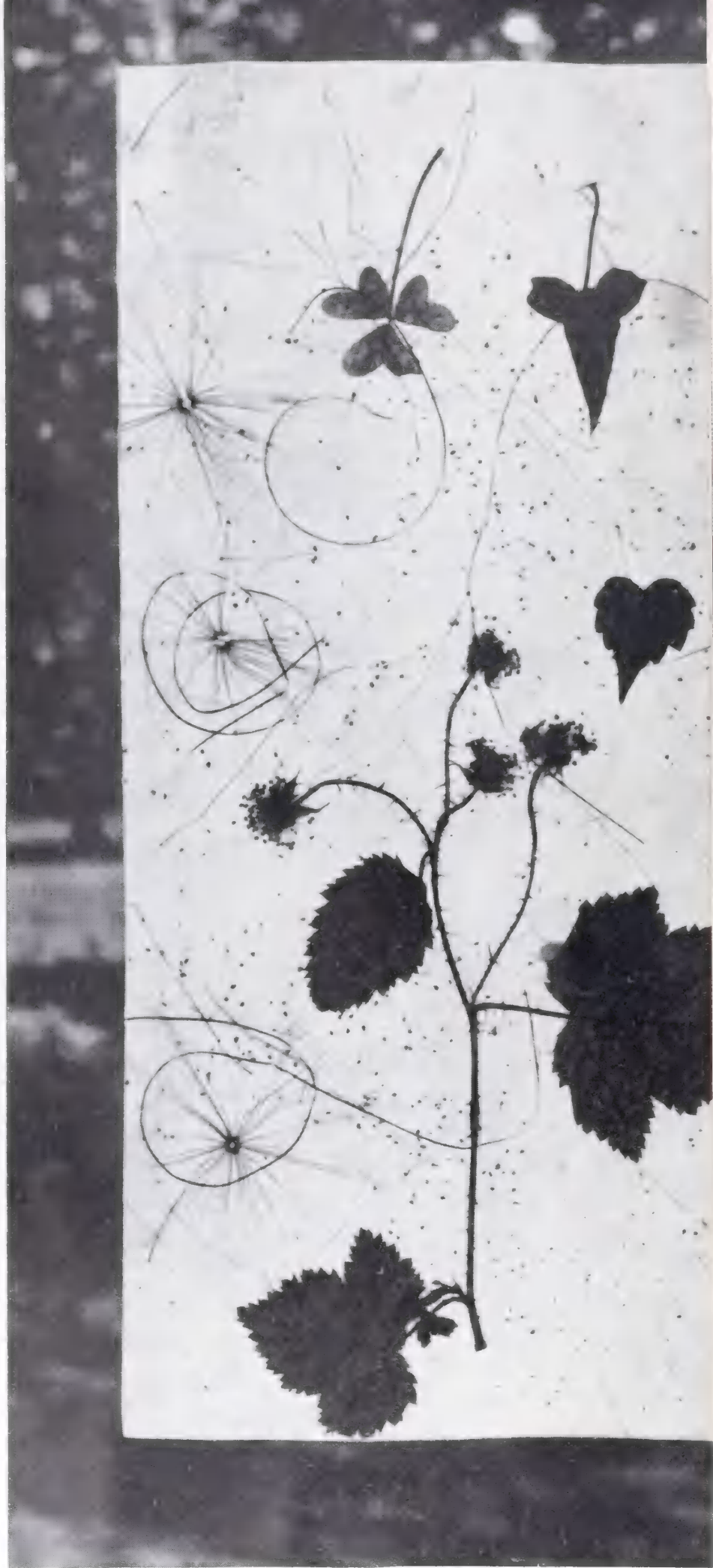


Fourth wall of bedroom repeats the simple black-and-white color scheme. The carpet is salt-and-pepper cotton tweed. Long-lasting magnolia leaves on the chest have been soaked in glycerine for three weeks until they have turned a mottled bronze. An application of shoe dye and black shoe polish followed. Leaves are wired onto branch lasting months.



Women  
are  
busy  
making  
new  
things  
for  
their new  
world

Women are bringing new arts and crafts into being. Some are arrived at out of the blue, via the trial-and-error method. Others are converted industrial products for home application. We present here an example of each. Both show creativity, plus that good old American ability to lick technical problems with inventiveness and dogged will power.

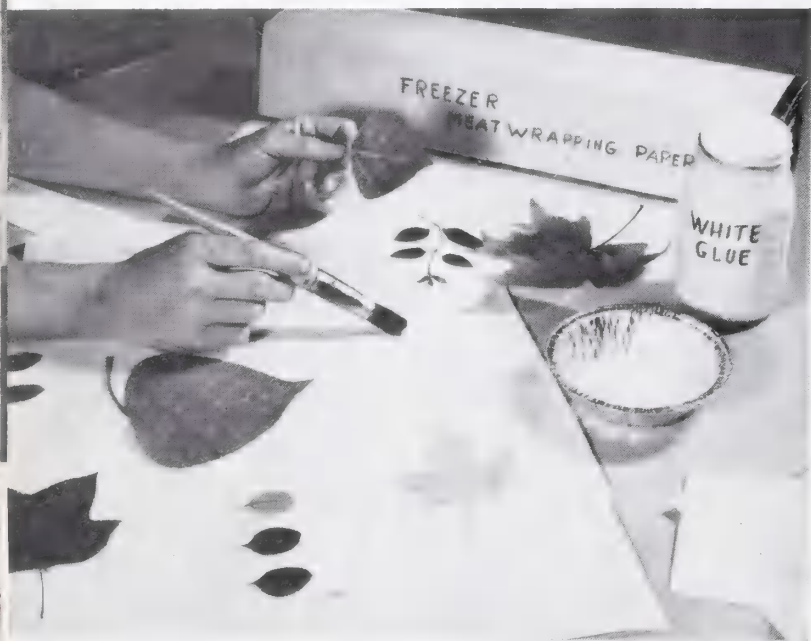


TIETGENS





## How I make "Japanese" paper



Nothing is simpler: You arrange leaves on unwaxed side of waxed paper, holding larger leaves with diluted glue.



Then cover leaf arrangement with overlapping sections of facial tissue, pressing glue through tissue with brush.

If you know Japanese rice papers, you'll know where I borrowed the idea of making paper with leaves embedded in it. They embed leaves and ferns in rice paper. I laminate between papers out of regular household supplies. The leaves were free, so I spent money only for a jar of white glue.

The resulting paper is thin and translucent but strong and tough. I think it is extremely decorative, and it is suitable for making lamp shades, screens and room dividers or for papering a glass window pane. These papers are most effective when seen with light coming through them. (Light coming through paper has a special glowing, translucent quality.) A papered window will protect your privacy without excluding light, will reduce glare or shut out a dreary view.

To make a sample sheet of this decorative paper, you will need a piece of waxed paper, a sheet or two of white facial tissue, a jar of "white" glue (Flexbond, Elmer's Glue-All, etc.), and, of course, a few dried, pressed leaves.

Begin by diluting a few teaspoons of the thick white glue, which is about the consistency of heavy cream, to the consistency of milk by adding cold water. Then arrange leaves on the unwaxed side of the waxed paper. Put a dab of glue under larger leaves. Small leaves or grasses can rest directly on the dry paper. Cover a section of leaf arrangement with a piece of tissue torn and cut from a single thickness and glue it down by pressing glue through the tissue with the stencil brush. This is used with a patting, up-and-down motion—not a side-wise brushing stroke—and this pushes the glue through the highly absorbent tissue. It also taps out larger wrinkles—some small wrinkles are inevitable, but they shrink and dry to give a frosted effect to the finished paper.

Continue covering sections of your leaf arrangement, overlapping tissue sections at edges, until waxed paper is covered with a single thickness of tissue. Tissue tears easily when torn in the direction of the fold but should be cut with scissors across the grain instead of being torn.

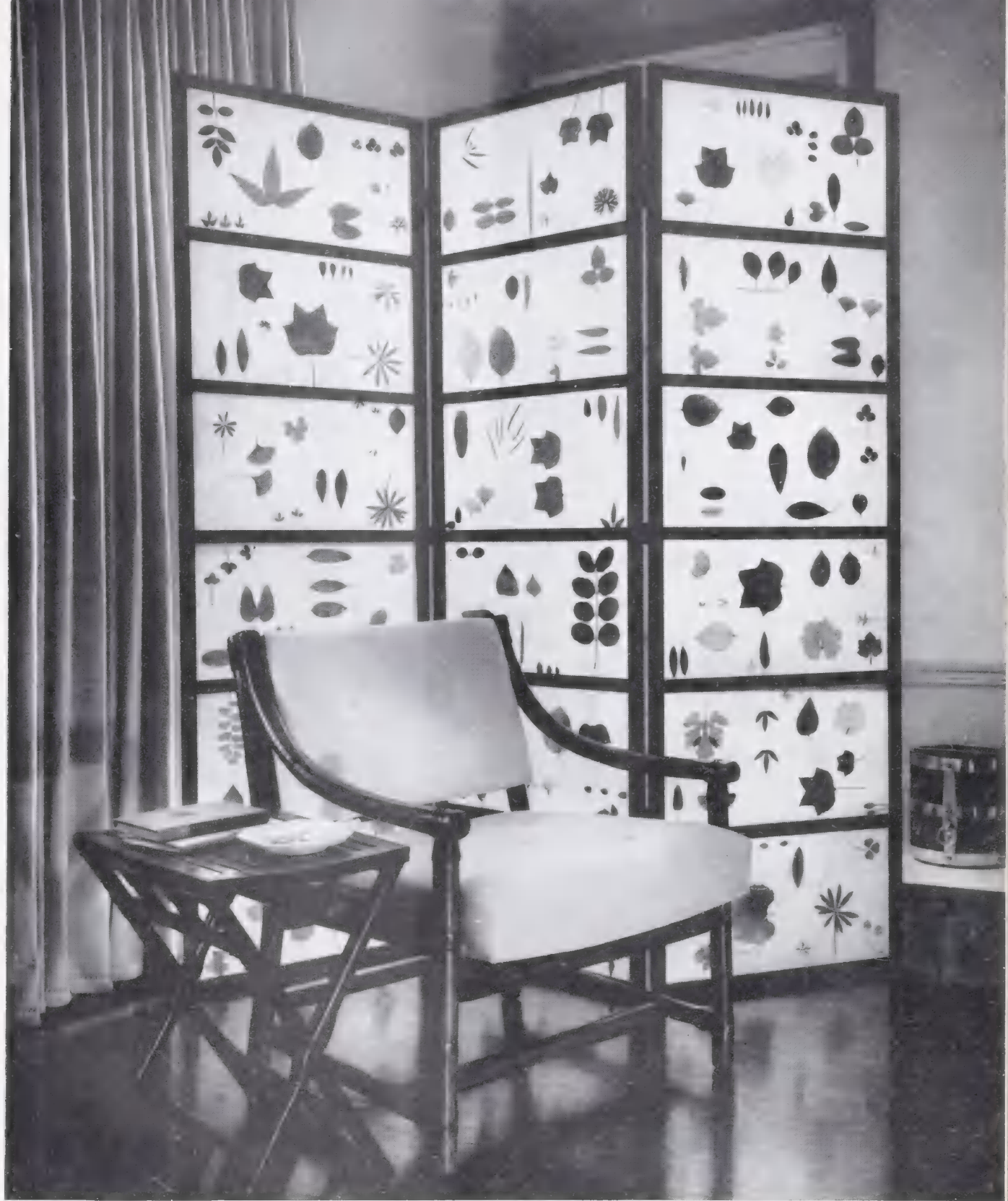
When the glue on your decorated paper is dry, press both sides with a warm iron and put it under a pile of books or magazines for a day or two.

If you plan to make large sheets of decorated paper for lamp shades, room dividers or screens buy a continuous roll of freezer meat-wrapping paper. This is a fine, strong white kraft paper with a waxed backing. Smaller sheets can be made on ordinary kitchen waxed paper—the glue seems to take to this very nicely—and is even more transparent than the kraft paper.

Prepare for a large project by making and pressing a generous collection of leaves—they will dry sufficiently for this purpose in only a few days if placed between sheets of newspaper and weighted down. Some leaves need only be pressed under a warm iron—this works better with leaves already fallen and partly dry than it does with juicy green ones. Don't limit yourself to leaves, however: try grasses, ferns, flowers, weed seeds, thistle down and cattail fluff. Try additions of "glitter" in gold, silver or colors and snips of colored sewing threads or colored confetti. There is no end of materials for embedding.

Leaves and tissue may also be applied directly to the glass panes of windows or doors or for framing as a picture. Just hold leaf on glass with a section of tissue over it and glue it down with stencil brush. Exact arrangement spacing can be indicated with a china pencil on back of the glass if desired.





MAYNARD PARKER



Decorative papers can be made for single window panes, lamp shades or for more important projects, for example shoji-like screens used as room dividers, as in the above by Doris Aller.

There is a fine purpose as well as an attractive pattern in these papers. They achieve privacy without darkening a room, cut glare or a dreary view, while enhancing entering daylight.

For large projects you use a continuous roll of freezer meat-wrapping paper, but apply exactly the same procedure as for smaller ones. Materials other than leaves might also be used here.





JEAN SEIDENBERG

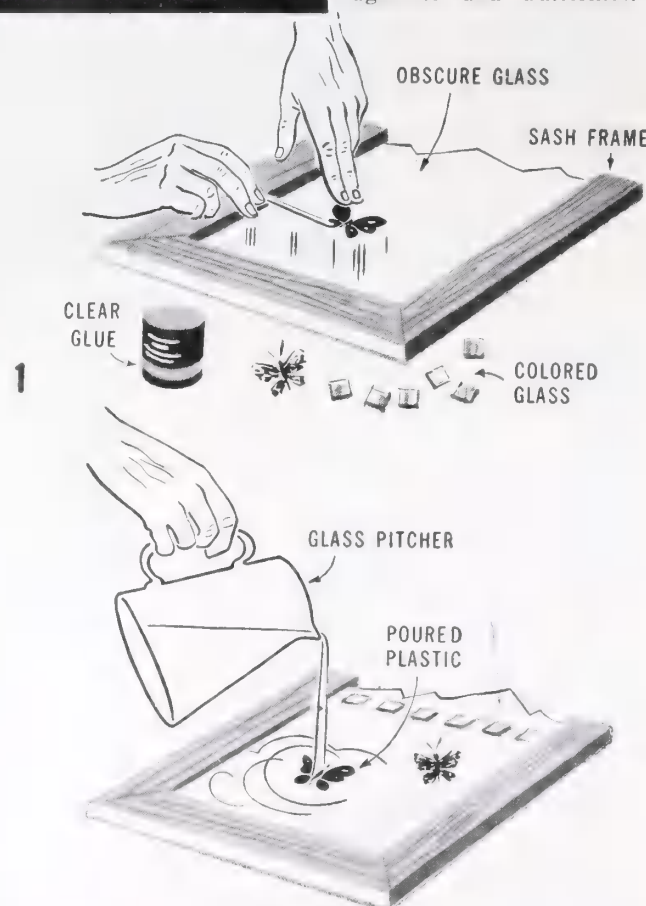
"At the window of our bath we created a light-filtering, moisture-proof privacy screen by pouring plastic over our own composition of glass fragments and butterflies."

## How we pour plastic

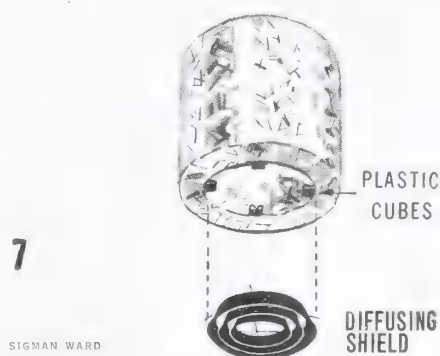
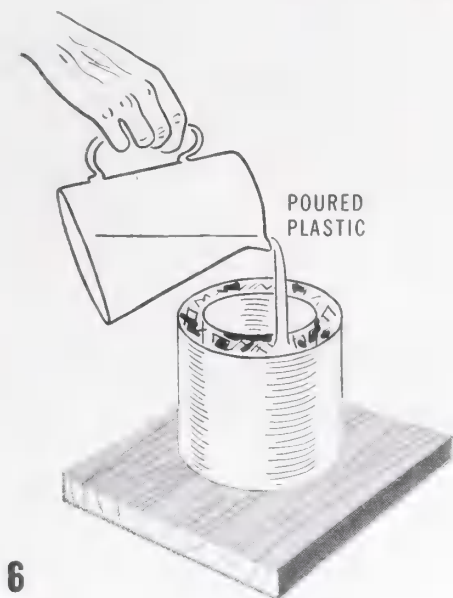
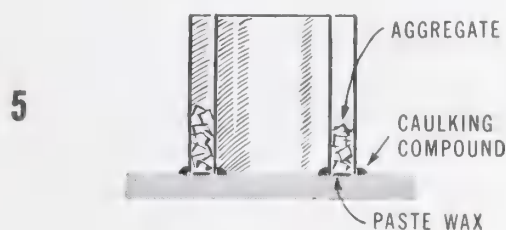
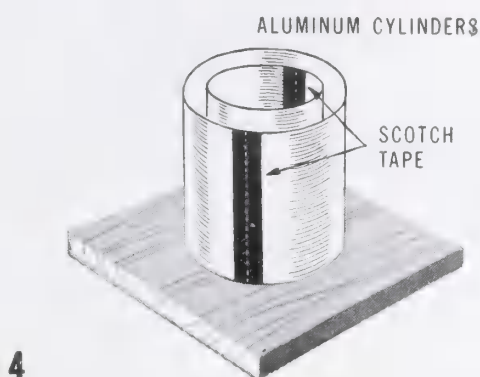
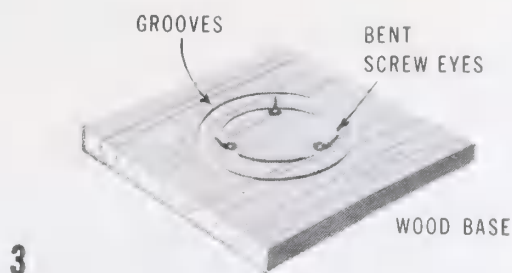
By BEULAH TEASDALE

When we were building our house, our architect, Al Ledner, showed us a beautiful, crystal-like lantern, molded in plastic, that he had made as an experiment. We liked it so much that, with Al's help and guidance, we made light fixtures for our whole house and a translucent window screen for one of the bathrooms. We did it all with a liquid plastic called "Polylite 3001," which you pour to make a casting.

One of our needs was for a moisture-proof privacy screen at the window of a bath, one that would be beautiful both from the interior and exterior. So our cabinet shop made the wood frames (12" wide and 48" high) and glazed them with obscure glass, in the same way they make a window sash, but smaller in scale. We fastened the panels together with brass piano hinges, then laid the assembled screen flat on the floor and composed the







SIGMAN WARD



"Lights in our lanterns set shadows dancing on the ceilings with the crystal-like pattern of the broken-glass plastic."

over-all design, using small rectangles and squares of commercial colored glass, glass chips and butterflies. Each piece (see Figure 1) was temporarily glued in place with clear auto glass sealer to hold it until the "Polylite 8001" could be poured over each of the panels (see Figure 2).

The plastic layer was poured to only the thickness necessary to cover the bits of glass and butterflies—about a quarter of an inch. To get a good bond between the glass and the plastic, turn the patterned face of the obscure glass toward the design and thoroughly clean it, so the plastic will adhere. We used a glass with a pattern of small ridges running in both directions called "Fac-trolite," which produced a good bond; a smoother glass will not make such a good bond.

Doing the light fixtures required more "get-ready" time, getting molds made, and so on. But once ready, we could really go into production. The effects we've achieved are quite artistic and look fine.

Here's how we went about the lantern making. The local cabinet shop made us a plywood block which we used as the base for our casting mold. Two circular grooves (one  $5\frac{1}{2}$ " the other  $7\frac{1}{2}$ " in diameter; both  $\frac{1}{2}$ " deep) were cut into this base and shallow indentations cut just inside the smaller groove to hold bent screw eyes during the casting process. The screw portions of the screw eyes were thus cast securely into the walls of the lantern leaving the eyes or loops exposed inside (*Please turn to page 114*)



It's fun to discover objects like these, unrelated in origin, yet boon companions when you put them together in a table setting.



GEORGE LAZARNICK

## The playful possibilities of setting a table

Swedish

Chinese

Italian

Belgian

Japanese

Of all the burgeoning womanly arts, perhaps the most enriching is the making of beautiful and original table settings. Women are forgetting the conventional "musts," eschewing the matched sets and the dusty dicta of the etiquette books. They are looking at each object they see as a potential component of a daydream table which they compose in their mind's eye, bringing together in a dinner-table composition odd and beautiful bits from all over the world, from all kinds of untraditional sources.

Some happy results of such discovery are shown in these six pages of tables by Alexander and Susan Girard, skillful performers in this art of artistic playfulness. They are collectors with a practical purpose. Recently they were invited by Georg Jensen to create these exhibition settings in that store's New York shop. (Please turn the next page)

The whole world is your "china cupboard" when you look at all you see with a table setting picture in mind. Note surprising unity of this setting from Japan, Italy, Belgium, Sweden, and China.



With merry playfulness Girard created this anniversary dinner setting, mixing Viennese enamel bowls with old Russian plates, Venini glass with place mats of his own design, and a medley of flatware patterns with Norwegian enamel spoon.





*The prettiest, wittiest table settings  
are the fruits of playful collecting*





**B**reakfast, an everyday affair, can be a changeable feast, if you feel free to let yourself go lightheartedly with your adventurous gleanings. Here it's a giddy, cosmopolitan union of Dutch pewter coffee pot, Swedish Gustavsberg stoneware sugar bowl, Japanese lacquer, and cocktail glasses inverted as egg cups. All it takes is imaginative courage to enjoy the fun of fine Jensen silverware alongside Mexican pottery trinkets on a cloth of upholstery fabric

THESE TABLE SETTINGS MAY BE SEEN AT THE NATIONAL HOME FURNISHINGS EXPOSITION IN NEW YORK'S COLISEUM, AUGUST 25 TO SEPTEMBER 19



**A** dinner party for two happy couples, as Mr. Girard sees it (opposite), is a clear, bright matter of a rose at every place in an amusing Gustavsberg vase, a giddily contrived centerpiece of wood, wire, vigil lights and toy doves (his own creation, as are the eye-bemusing dinner plates which he has designed for Georg Jensen). The red lacquer-handled Siamese cutlery is from the Girards' almost inexhaustible collection of bright discoveries.

**N**ever was a buffet table more beguiling or less traditional than this unabashed potpourri of Danish stainless-steel flatware and casseroles. Dutch ovenware plates, French earthenware marmite, and Italian glass decanters are all the height of practicality. The fabulous spice chest, as useful as a butler, serves breadsticks, cigarettes, nuts, and oddments—a gladsome gimmick of Girard invention, brightened by a pattern of can covers.

Please turn the page







WILLIAM HOWLAND

**L**et the spirit of the occasion set the pace for table settings. Family lunch after summer morning's sailing is as crisp and nautical and Danish as the ice-cold beer, stage-set with teak-handled stainless steel, enamel bowls, and faience hors d'oeuvres dishes used as bread and butter plates.

**P**lay to the capacity of your audience's appreciation. Gentlemen connoisseurs at a ladyless dinner would respond to the elegance of fruit on choice "Flora Danica" plates, coffee in cups of Styrian jade, and schnapps or Cognac from Waterford or Orretois crystal. Sterling silver trays are inset with Micarta.





The playful possibilities  
of setting a table

*continued*

*continued*

Once you sense the fun and adventure and, indeed, the creative satisfaction of this new art, every gift you receive, every trip you take, every stroll past a shop window becomes an exciting exploration. A black Japanese lacquer bowl might be the spark of an idea. A white Limoges plate may suggest itself as a good companion, and before you know it your eye will discover the happy affinity of Mexican black pottery birds or black nylon-handled silver or black plastic plates. You're off on an endless voyage of discovery, until with precious bits and pieces of unexpectedly appropriate objects, you have the rich makings of not one but many possible combinations. You never know where you'll find the treasure that will synchronize with the scheme you're building until you come upon it: whether it is a toy, a seashell, a chemist's porcelain beaker.

This is lively, purposeful collecting. It's not for collecting's sake, but rather for how the texture or shape or color of each object will combine with something else. So your collecting, diverse though it may be, has a plan behind it, and so develops a unity—a unity of your taste and your personality.

Do you doubt your own artistry at mixing and matching? Are you afraid you'll make mistakes? Well, possibly you may. So what? Table arrangements are fleeting. They don't last long, and each meal presents a new opportunity to create a fresh and lovelier table. You have nothing to lose!

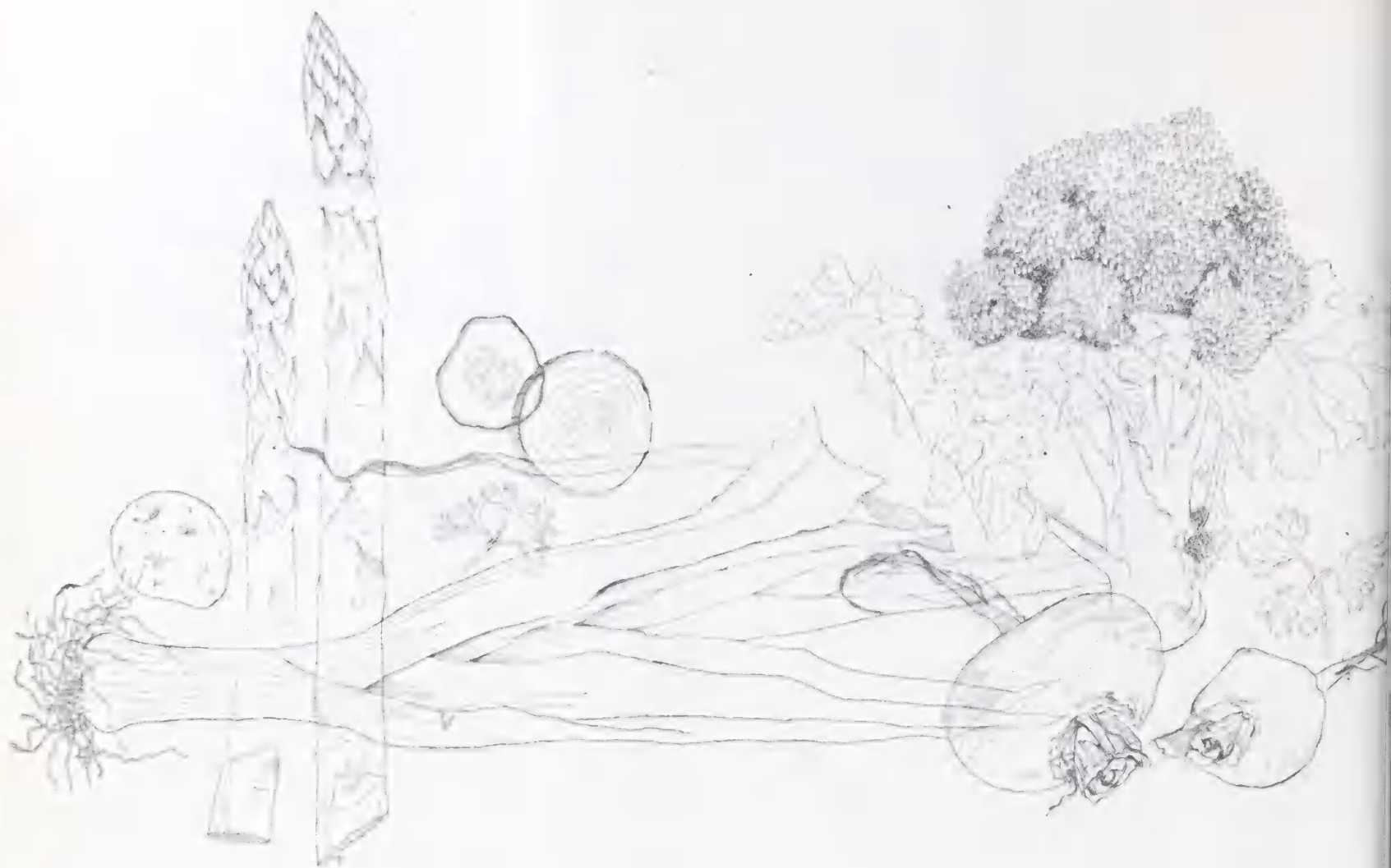
*There are few dull moments for anyone who acquires this habit of delicious discovery, for your eye becomes accustomed to looking at everything in a new and promising light. You are meanwhile training your eye to evaluate form and pattern. And no matter what you choose, it all adds up to a unity of your own taste, freely expressed.*

*More details about these table settings  
on page 113*

Once you have mentally snapped your fingers at stuffy table-setting dogma, the only rules you need to remember are common sense and appropriateness. Collecting this way, anything goes almost literally, for you may find your inspiration in nature forms—stones, driftwood, fossilized wood, shells, ad infinitum—as well as in man-made objects.







# The 20 best vegetable recipes

By VIRGINIA STANTON

House Beautiful's Party Editor

*Virginia Stanton is the finest vegetable cook we know.*

*Many of these recipes are refinements of some of hers  
we've published before. Others are brand new. All are great.*

Vegetables are gaining more importance on my culinary horizon all the time. Perhaps I am becoming more aware of their goodness. Or perhaps I am getting more skillful at giving each its proper handling so its unique goodness comes out.

I use vegetables three different ways in menu-making. There are certain vegetables that shine more brilliantly in each of the three categories, and I will give you a list of them as I use them.

In the summer, when vegetables are plentiful and at their peak of goodness, I serve one all alone as a first course. The important-looking vegetables are the best to serve this way. Eye appeal and the quality of importance make me prefer these for first course purposes: corn on the cob, artichokes, asparagus, whole string beans, peas in the pod, mushrooms and even a huge cauliflower. They all have character and can be made dramatic, as I will presently explain.

When a vegetable is absolutely at its peak of perfection, it deserves to be





tasted alone, without the distraction of other foods to divert your attention from its excellence. European countries have long known this: the French, the Finns, the Italians, for instance. These countries handle fine vegetables with such respect for their intrinsic nature, cooking and seasoning with such understanding and imagination, that they succeed spectacularly as a first course. And we can do it, too.

For vegetables to accompany the meat course, I use the following: For roasts of beef and steaks, I use leeks, broiled tomatoes, beets, broccoli and mushrooms. For fish, I use potatoes cooked with dill, spinach, carrots, peas, string beans. A rice pilaff is also very good with fish. With chicken, I like to serve carrots, squash, string beans, peas or a rice pilaff.

You want to take into consideration the color and texture of the vegetable as it composes with the fish or fowl. The stronger the meat dish, the more rugged you can have the vegetable. The more

delicate (as with a delicate sole), the more delicate the vegetable. For you do not want to overshadow the meat with a strong-flavored vegetable. The two must "marry well."

The third way I use vegetables is as a salad—cooked vegetables, that is, I don't mean mixed up with other vegetables, either. Broccoli is delicious with a zesty salad dressing and looks so attractive, too, if you keep the stalks fairly long and unbroken. Celery remoulade is delicious (recipe later), as is asparagus, whole baby string beans, cold artichokes that have been highly reseasoned, celery Victor. One of my best recipes for vegetable salad dressing is given later. I also use a classic vinaigrette for a cold vegetable salad.

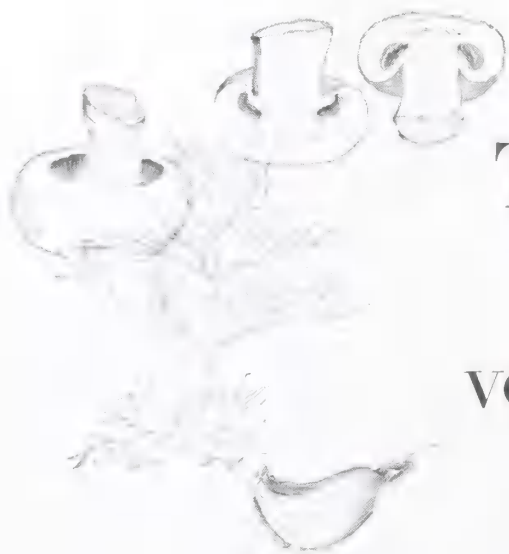
The care and selection of your vegetables are of the utmost importance for the best final result. Don't plan your menu until you see what vegetables are at their best in the market. Select crispy, perky, colorful vegetables. Never buy a limp, tired one, for you cannot rejuve-

nate it; it has lost its flavor and some of the vitamins. And never soak vegetables in water; this is death. So many vitamins are water soluble.

I really take time in picking out my vegetables, since I want them uniform in size. This is crucial to cooking success. I like to shop in the super market, where I can take as much time as I please and hand-pick to get uniform sizes. For instance, with asparagus, I try to pick out the tiniest in the box: they are often the cheapest and the sweetest. This means that they will all be done at the same time, for they are all the same size. The tiniest are also the most glamorous-looking of them all.

After I get the vegetables home, I wash them with great attention. If a stiff vegetable brush does not remove all the dirt, then I use a stainless steel sponge (made by Gottschalk Metal Sponge, 3650 No. Tenth Street, Philadelphia 40, Pa.) I never peel a vegetable unless it is absolutely necessary; there is so much goodness in and (Please turn the page)





# The 20 best vegetable recipes

*continued*

near the surface. Store them in refrigerator boxes, in nylon bags or in foil wrap in the refrigerator; you want to keep them crispy and colorful until ready to use.

I have three methods of vegetable cookery. The first is the most revolutionary, but it is so simple that I don't understand why everyone doesn't cook them as I do. Most of my vegetables are cooked in a tightly-covered frying pan. A few are done in the oven or in a big kettle.

Now, don't say, "Why, I cook mine that way too," until you really read how I do mine.

When the vegetables are done in the frying pan, little or no water is used, and this is an important basic principle. Thus, none of the flavor, vitamins or minerals is leached out into the cooking water to go down the drain.

You may ask, "How can it be almost waterless? Doesn't the vegetable burn or dry up?"

I can simplify the principles very easily, even though I give you recipes later on.

1. I use very little water or none at all, depending on how watery the vegetable itself is. If I add no water, I use a few lettuce leaves, which have been held under the cold water faucet to pick up a few more drops of moisture. The heat brings out the moisture in the lettuce and creates the necessary steam. Whether you add lettuce or water, your object should be to *end the cooking period with no water at all in the pan.*

You need to realize that the larger the pan, the more evenly the heat is distributed. In a deep saucepan the vegetables touching the outside of the pan cook first, leaving the middle cold, so there is

a great unevenness in the cooking time. With the vegetables all spread out in a big frying pan, they all cook in an equal amount of time, arriving at the tender, delicious stage simultaneously. You don't need to stir them or break them up to distribute the heat.

Don't overload the pan. It is better to use two frying pans and have the vegetables laid in with care and affection and not packed tightly. No steam must escape from the lid, which means the lid must be a perfect fit.

This frying pan method aids you in getting each morsel almost done, which is to say about 98 per cent done, rather than overdone. A crispy-textured vegetable is far more appetizing than one sagging and limp. (Going on this same premise, I would rather have my guests wait for the vegetable than the vegetable wait for the guests. This is another reason I like to feature a vegetable as a first course, for I can control the timing better than if it accompanies the meat course.)

2. The uniform sizing of the pieces of vegetable is another crucial point. They must be cut, sliced, chopped or broken into pieces of equal size, so they will cook evenly and arrive at the done point at the same moment. For instance, with broccoli I use either one of two ways. I may break up the head of bloom into equal-size pieces. Or, if I want to keep it together to serve as long strips with stemmed flowerettes still intact, I slice it vertically along the stem toward the flower in several slices. This way I can lay equal-size strips in the frying pan. If the stem part is still thick, I make a few additional slits in the stem to help heat to penetrate.

3. I use some butter or olive oil in

the frying pan as a medium of cooking, rather than adding it later as a seasoning. The more seasoning you put in during cooking, the more tasty the result. The French, Italians and Chinese have long known the value of butter or vegetable oil in enhancing the natural flavor of the vegetable. Why shouldn't we?

(And both the French and Chinese go to any lengths to get the pieces uniform in size, come to think about it!)

I have a few pet theories that I practice all the time. Don't be too flabbergasted by them or think "that crazy mixed-up gal"! They really work. I never peel anything, unless it is absolutely necessary. I never use water, unless it is absolutely necessary. I never salt during cooking.

For instance, in cooking lima beans and fresh garden peas, I cook them in their pods. Lima beans are a pesky thing to shell, it takes time and frays my nerves. I take pods and all, rinse them off, put them in a frying pan and cook them in enough water (about a cup) to prevent their sticking to the pan, and cook them 25 minutes. You have never eaten such a delicious lima! The pods come off with ease, with no fuss or feathers, and you reheat the beans in cream or butter and there you have a dish! Definitely the pods add to the flavor.

Fresh garden peas, cooked my way and served as a first course, are a definite conversation item. Cook them the same way as the lima beans—in the pod—for only 15 minutes (or until tender, depending upon their age), and serve them, as you do asparagus, with melted butter. Your guests may not know how to eat them, unless they have been to Finland, but they are a rare treat. You dip the pod in the melted butter, put it in your mouth holding the stem end, then pull it out slowly with your teeth nearly closed. This allows the tough stringy part to be discarded, and gives you a sweetness and delicacy of flavor you wouldn't believe. And it is such fun to eat them this way!

Any of the winter hard-shelled squash goes into my oven whole. True, it takes longer, but the juiciness and sweetness are great rewards. When you open the squash, scrape out the seeds, cut into serving portions, add melted butter, a little salt, some pepper and a dash of



grated nutmeg. You'll have a treat.

I believe that nature imparts goodness to all parts of the vegetable and we should try and retain it. I cook the tender little leaves of the cauliflower and, when using frozen peas, I put a handful of fresh peas in the pod in the frying pan to get that added pod flavor.

Also I consider M.S.G. (Monosodium Glutamate) a "must" seasoning for many of the mild-flavored vegetables. You can add your pet flavors, shallots, green onions, garlic, mint, rosemary, etc. at the beginning. And, remember, it is better to undercook than overcook. The Orientals all cook their vegetables very lightly. The crunchiness and thin slices are a delight. Even carrots can become a sensational vegetable cooked in this way, with fresh tarragon and cream flung over them just before serving.

Actually, I believe the French started the lettuce-leaf idea; their *peas à la bonne femme*, when cooked with lettuce, small onions and sugar are a dream.

### Peas à la Bonne Femme

2 packages of frozen peas  
 1/4 pound fresh peas (pods and all)  
 1 small head Boston lettuce, or  
 1/4 head lettuce broken in chunks  
 2 green onions chopped  
 1 teaspoon sugar  
 1 teaspoon M.S.G.  
 2 tablespoons butter  
 2 tablespoons chopped parsley  
 2 tablespoons chopped chives  
 1/8 teaspoon Spice Islands Java Cracked pepper  
 1 bay leaf (optional)  
 4 tablespoons butter, added last

Into a frying pan put the lettuce, chopped green onions, sugar, butter, M.S.G., pepper and bay leaf. Also the pods of fresh peas. When you take the frozen peas out of the freezer, take a wooden mallet and pound the box without breaking the paper. I do all my frozen vegetables this way and it works like a charm, for each piece is separate and so cooks evenly. I stand the carton on end and give it a resounding whack, then I turn it and whack the long side of the box, then the other end and so on around and around until the peas are all broken apart. After you have finished, the box will be well squashed and out of shape. If you happen to whack it too hard and the paper breaks, the box

comes apart and whee!—you have peas all over the kitchen. But with practice you will be able to get the "feel" of it and get your vegetable from freezer to frying pan fast.

Arrange the peas evenly in the pan, put on the lid and bring to a quick boil. Turn off the heat (I use electricity) and allow to steam one minute. If you use gas, after it has come to a boil (you can tell by feeling the cover and hearing it; also, some steam may escape), turn down the heat as low as possible and steam one minute. Add more butter, chopped chives and parsley. Dish in a hot server and serve at once. Don't ruin yours by allowing it to sit for ages before serving. Serves eight.

### String Beans

*I allow two pounds for eight, if they are to be Frenched and served as a vegetable with the meat. But, if served by themselves as a first course, order three pounds for eight.*

2 tablespoons butter  
 1/4 teaspoon sugar  
 1/2 teaspoon M.S.G.  
 1/4 teaspoon Spice Islands Beau Monde Seasoning  
 1 green onion, chopped  
 1/2 cup water

If you want to serve them as a first course, leave whole. The cooking time is 25 minutes. After they reach the boiling point, turn heat to low. If you run them through the "Beanex" (that gadget that strings and Frenches them all in one maneuver), then cook eight minutes.

I would use two frying pans for the beans for eight, as there is that old element of time again. The fewer in the pan, the quicker they cook and the better they taste. Bring to a quick boil, turn heat to low, etc. If you do use two pans, use half the amount of seasoning given above for one pan and then the same amount for the second pan. The only difference is to change the amount of water to a third of a cup for each pan. For added flavor, add two tablespoons chopped chives and chopped crispy bacon. Another herb that enhances string beans is thyme. A rounded quarter teaspoon, well mashed in your hands, can be added at the last minute when you add the chives. Fresh thyme is pre-

ferable. Use twice as much as the dried. Serves eight. You have never really enjoyed beets until you try them my way:

### Beets in Butter

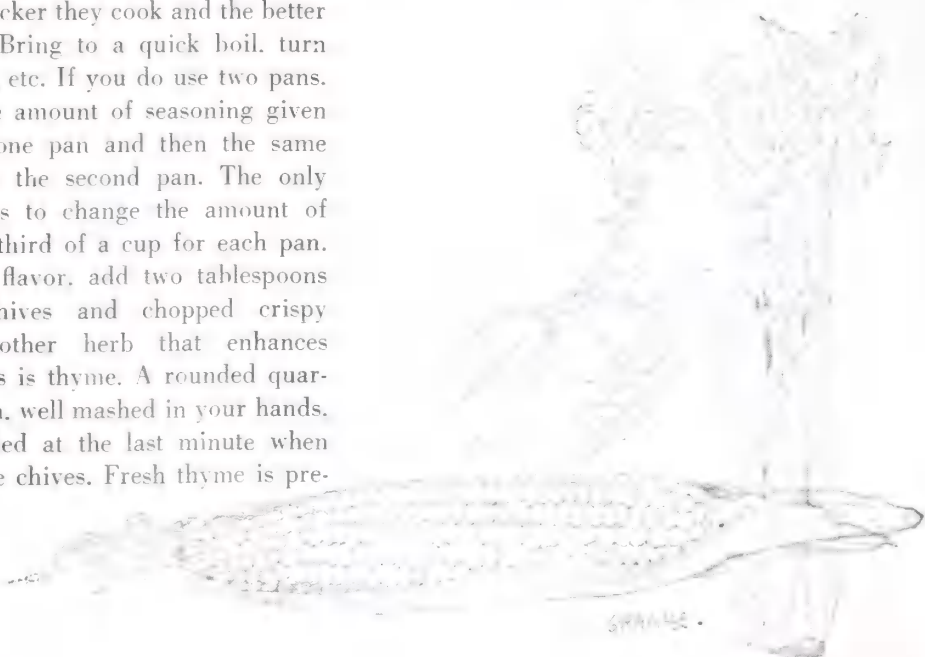
10 to 12 medium beets  
 1/4 teaspoon sugar (unless beets were just picked from your garden)  
 3 tablespoons butter  
 1 teaspoon M.S.G.  
 1 tablespoon chopped chives or parsley  
 2 large lettuce leaves

Peel the beets. Then slice thinly or julienne them with one of those little tools you use for making french-fried potatoes. Put butter in frying pan, add sugar, M.S.G., then the beets and the two lettuce leaves dripping with water. Run the leaves under the faucet and immediately spread out carefully over the beets while the lettuce is still dripping. Cover and cook over low heat 25 minutes. Remove the lettuce leaves. Salt to taste and add a few twists of pepper, sprinkle on the chives and/or parsley, mix well and serve immediately in a hot serving dish. They are a beautiful red and delicious. Serves eight.

### Carrots with Herbs

2 bunches small carrots  
 2 tablespoons butter  
 1/4 teaspoon sugar  
 1/2 teaspoon M.S.G.  
 2 tablespoons chopped parsley  
 1 tablespoon chopped tarragon  
 1/4 teaspoon salt  
 1/8 teaspoon Java Cracked Pepper  
 2 tablespoons heavy cream  
 2 lettuce leaves

(Please turn to page 103)







Mrs. Walker whizzing along at a fast pace, though she claims that she's "a rather conservative rider."

## Nothing tops bicycling for family fun

*Running a family is a lot more than  
feeding them and keeping them  
clean. It's also creating group fun*



By DOROTHEA WALKER

**D**uring the gasoline shortage of World War II, my husband and I bought bicycles. On our Sunday cruises and week-end tours, we found relaxation in a new closeness to the outdoors. We found out how to be participants in the landscape, not just onlookers. From our bicycle seats we missed nothing at all. Coming onto a field of wildflowers, we put one foot on the ground, leaned on our handle-bars and stared our fill.

Now that we have five children, we've found still more reason for our bicycling enthusiasm. Cycling has proved to be an outdoor sport with special advantages as a family pursuit. A family on bikes is a family meeting on common ground. We all share the satisfaction of motion created by our own energy. We all participate in the pleasure of getting closer to nature, when your senses come awake to sun, shade, the smell





A family on bicycles has a common meeting ground. All ages feel the satisfaction of moving under their own motive power.

On bike cruises frequent snacks are fun and keep energy level up. Food need not be carried; we buy it at road-side stores.

of the wind, the patterns of the leaves that crunch under your wheels. These are pleasures that speak to all ages, and they are the pleasures a family shares through cycling together, as we seven have found.

It is not easy to find a sport in which family participation can be on any sort of equal basis. The age-spread in family groups represents such a variation in strength, skill and muscular co-ordination that younger members are usually hopelessly outclassed. But biking-strength has nothing to do with your age; young and not-so-young can each enjoy it.

Muscle tone and mental push are both factors in cycling output, and so are the relative weights of the rider and his bicycle. Pedaling skill, excellence of equipment, intelligent use of gears, all play their part. *(Please turn to page 107)*





# Streamlining the Art of Quilting

*You can whip up something quite out of  
the ordinary in no time flat, if you free your mind  
and learn a few speedy embroidery stitches*

Quite by chance I stumbled onto the pleasures of quilting. Thank goodness I did, because it has been both a pleasure and an emotional therapy for ten years.

While recovering from an illness, I was casting about for something to occupy my unaccustomed leisure. I bought one of those "packaged quilts"—precut, prestamped, complete with threads, and the like. It seemed like a suitable occupation for a convalescent, needing no thought and only a witless putting in of stitches.

I soon quit the project in disgust, because it was so ugly and without taste—in the design or the quality of the fabrics. So I embarked instead on a project of my own concocting. And I've been quilting ever since.

Dozens of quilts later, I can report that quilting is one of the most satisfactory things a woman can do with her little bits of leisure time.

Even though you may be slow to admit it, you have the ability and the time. All you need is two heaping tablespoons of imagination, a brimming cupful of enthusiasm and a dash of courage to convince yourself that you can whip up something very much out of the ordinary. The first quilt will be all the proof you need that you can do it as well as anybody.

The medium in which you will be working is not exhausting or at all exasperating. In fact, it is (*Please turn to page 112*)



At the first hint of Christmas, young Kathy Beam gets her Christmas Tree quilt. Taking this pillow-size appliqué to bed with her during the holidays is as important as hanging up her stocking.



A wonderful Christmas holiday spent in New York is recorded by this appliquéd quilt. The falling snow is mere ball fringe. The many façades of Fifth Avenue buildings are suggested by a variety of fabric textures and colors. Any trip is an excuse for a story quilt.

ANGELO PINTO





SIX PHOTOGRAPHS BY GEORGE SMALL



CHARLOTTE BROWNS

A "learning" quilt like this is a real inducement to the pre-school child to master her numerals. In those last moments before sleep, she can read from 1 to 10 in large yellow appliqué; from 1 to 100 in stitches around the border; and on the blue center panel she'll have row after row of stitched roman numerals from 1 to 10. The youth-bed size of most of Kathy's quilts adapts itself to any setting, as here in the Herman Miller showroom.

This red, green and white alphabet quilt is made of washable seersucker. The underside is covered in a gay red and white stripe. Each white letter is outlined with green fabric and big black stitching. There's no need for dainty little stitches on this quilt. Both of these "learning" quilts were turned to face the camera, but they should face the child for easiest reading.



## Streamlining the Art of Quilting

**1** The Mexican child's favorite person is the man who carries the toy tree. This quilt tree is full of bird cages. Each cage required three appliques—the background, bird, and grille. Fabrics include braid, rick-rack, bias tape, cotton huck, wool yarn, Mexican cotton.

**2** This quilt recording the birth of Kathy Beam is really a modern day sampler. Her first baby blanket was used as the background for the angel playing the lute. On the scroll, written in ribbon, is her name, birthdate, birthplace. The raised applique gives feeling of depth.

**3** The birthday jack-in-the-box is all done up in upholstery fabric. He is gayly trimmed with sequins, buttons, lace yardage, velvet ribbon and cotton doilies. The story theme for a quilt needn't be for a child; adults have special occasions and fond memories, too.

**4** The wonderful old folk song, "The Twelve Days of Christmas," is freely interpreted with 12 branches of upholstery fringe, and silk, taffeta and velvet ribbons. Brown corduroy base fabric is framed with wide, gray grosgrain ribbon. Photographed at Manor House.

**5** This "fun horoscope" is one of Kathy's favorites. It dates her birthdate and hour. The three hearts are Mommy, Daddy and Baby. And to insure good luck she has a four-leaf clover, a horse-shoe and a wishbone! All the fabrics in this quilt were hand-dyed.

**6** Instead of the typical carriage cover, Mrs. Beam designed this little quilt of hearts. She later discovered that they were appreciated as gifts to friends with new babies. Some quilts are inscribed "We love you"; could also have baby's name and birthday.



1



2





3



4



5



6







# How to work embroidery into your decorating

*Two new slipcover fabrics designed by a famous embroiderer, Mariska Karasz, can be the jumping-off point for you to personalize the rest of your furnishings*

You can give an individual look, which you can't buy, to your decorating with touches of your needlework. It's a "natural" to embroider—in the real—motifs taken from a print originally derived from embroidery. The hand print, used here to slipcover a day bed and stool tops, retains so realistically the dimensions of the embroidery of the original art piece that it was fun to work similar designs onto ready-made net curtains and to put single motifs from it on linen napkins. For the linen pillow covers, blow-ups of individual blocks of the print were translated back into actual embroidery and show in enlarged detail the amusing mesh of the original wall hanging by Karasz.

For more about this print, as well as another Karasz-inspired hand-printed fabric by Schumacher, and for instructions in using the chain stitch, the couching (anchoring) stitch, the detached buttonhole stitch employed in these embroideries, please turn to page 116.



Summer slipcovers should be cool, serviceable and washable. Covers on day bed and tops of stools (left) are printed from Karasz's original design, "Fair and Square," on sail cloth from Schumacher. Fabric "places" well on large or small areas, comes in five sprightly color ways.

These embroidery motifs inspired by the print fabric were hand-stitched with water-fast yarns onto linen napkins, in random groups, to decorate white cotton and Lurex-flecked curtains. Notice how faithfully pillow covers repeat specific designs of the printed fabric.

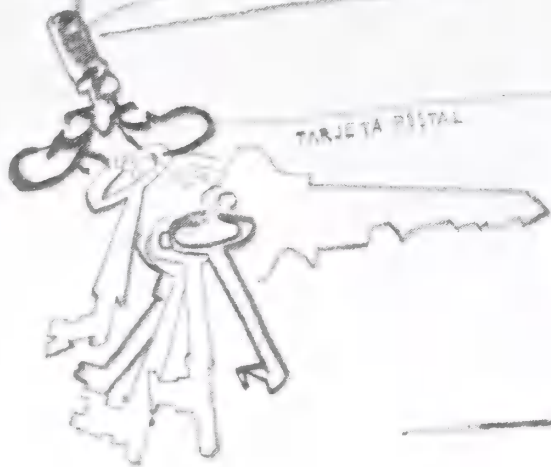




# A MARQUESA



*Portrait of Senora Rosa  
Trias de Des de Carles-Tolra,  
Marquesa de Castellar  
by Daniel Nunez*





# WHO COOKS FOR A LIVING

By ROSA,  
MARQUESA DE CASTELLAR

*Dear Miss Gordon:*

You asked me a few days ago in Cuernavaca [Mexico] how I find time to cook and sew and embroider and garden and raise chickens and ducks. I had not thought about it much until you asked the question, for these pleasurable activities come naturally. Since then I have tried to find some answers for you and also for myself.

Pride of home is, I think, my first reason. Today home is a woman's castle. During the time that man worked at home, it was his; but today his castle is at his office. The home is now woman's, almost to herself.

A very old Spanish proverb says: *El hombre para guerrear; la mujer para cuidar al guerrero.* (Man is for warring; woman for the comfort of the warrior.) Man's war today is so to earn that he can meet his responsibilities—wife, children, cat and canary. Since man now spends so little of his time in his home, it seems to me more important than ever before that woman shall make it such a refuge of comfort that her warrior can find new strength there after his struggle. Like Antaeus, his strength must return to him from his own earth, his own hearth. Like Antaeus again, if removed from his earth, he withers. Hence the more *his* the home can be made, the more it *belongs* to the family, the stronger it will be as a haven of strength.

When I make something it is more mine than if I buy it. To embroider napkin-holders for the servants brings them more into the family, to which they contribute so much, than if I buy them. To buy the holders means nothing except that one has the money. It pleases me to make pot-holders of an old bath mat for myself and for gifts to friends. It pleases me to cut up old sheets and make inside pillow slips or laundry bags, which the children take to school and invariably lose there. And when I add a little embroidered figure or a name to an object, it is no longer only an object, but carries something of me.

The need for womanly self-reliance is, I think, my second reason. (Do we not accept without question the value of *manly* self-reliance? No less so, though necessarily different, is the virtue of *womanly* self-reliance.) Though my family was well-to-do by any standard, with country houses, farms and city property, my mother impressed on all of her children that they should always be able to take care of themselves. She meant this not only specially in terms of being able to get a meal, but also to be unbowed by catastrophes and to be independent

of too complete reliance on servants or relatives or anyone else.

I learned to sew and embroider and cook at convent schools in Barcelona and Paris. And my mother's advice has been most useful, for in my own lifetime we Spaniards suffered, in addition to the two World Wars, a Civil War from 1936-1939.

I had lost my father when I was seven years old and my mother died when I was eighteen. My brothers and sister married. I decided to be independent. So, when I was twenty-two, I took a job as a social secretary to a lady in Paris and later joined the staff of the Spanish Embassy there.

Soon after I married and acquired five small step-children, the Civil War broke out. My husband's properties were seized and income stopped. It was a question of making do as best we could regarding the basic essentials—food and clothing. I thanked my stars for my training. On one occasion at a rummage sale, when we badly needed sheets, I bought some fine ones for a trifle. No one else wanted them, because each had a bad tear. By shortening the sheets a very little, I was able to make a patch; they were splendid thereafter.

My brothers had always looked to their kid sister to iron their best shirts: when we had no money for laundries, this was useful. My mother had despaired of my ever learning to cook, but the convent lessons in home economics had soaked in a little and as we wandered during the Spanish Civil War I learned more by practice. All in all, though often nearly destitute, we were independent. The experience has stood, for I now earn my living by cooking.

I must confess that whenever we took up a new residence, I insisted always on one first luxury—a sewing machine. With it we would always be clothed. I now own an Elna with some 20 attachments for different kinds of stitches and embroidery.

In the third place, plying the woman's arts gives me time to think. Hands have a wonderful way of remembering by themselves. Once hands have learned, their skills seem to improve without the help of attention.

I am quite serious in this. When I was a secretary, I was so tired on returning to my apartment that I had no wish to think: I had been thinking all day. But sewing and embroidering give me time to think how this child's grades might be improved by such-and-such; how that dish could be bettered; how a letter due a friend should be (*Continued on page 109*)







# Furniture that really nurses you

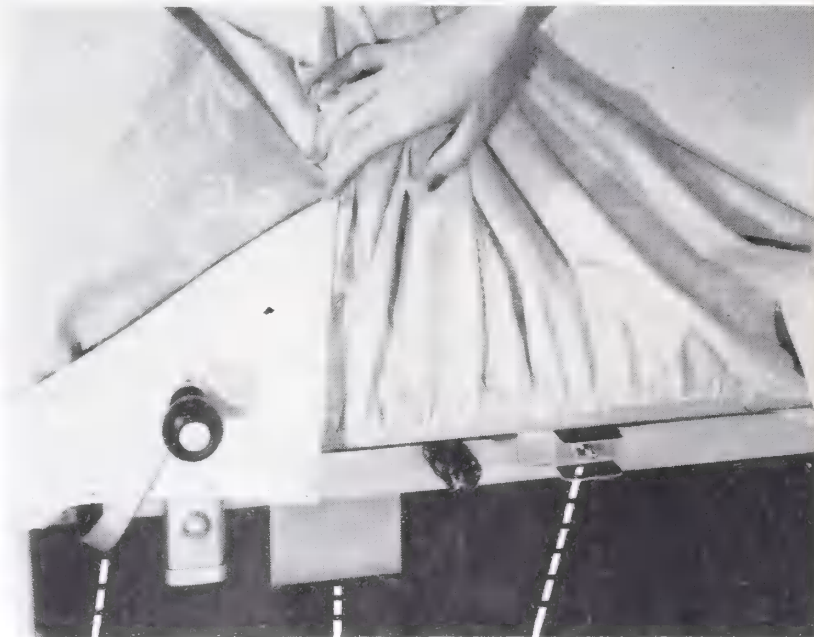
*Hospitals aim to relieve stress and tension.*

*Why not benefit from such planning by owning a fine hospital bed, mechanized to support your entire body? Why not use an over-bed table, so that you can work, read, type or watch television in comfort?*



FOUR PHOTOS BY HANS VAN NESS

This glamorous bed is really a hospital bed. Slipcovers of handsome cotton quilt conceal its utilitarian metal head and footboard. Lamps can pamper you, too. These have Touchtron magic—touch bases to turn on or off.



CRANK FOR  
ADJUSTING  
HEAD OF BED

MOTOR

SWITCH TO RAISE  
ENTIRE BED FRAME

At home, dress the hospital bed, give it a luxurious look with slipcovers and beautiful linen. Underneath the prettiness is a bed of wonder, geared to rise electrically to 33" nursing height, with cranks to contour mattress for your greatest comfort. Stripped, bed shows functional legs, cranks and switch. Over-bed table has double-hinged mirror, usable from either side. Both bed and table, Simmons.

PAINTING OVER BED BY ETTING; MIDTOWN GALLERIES

By unsnapping bed skirt, or reaching up underneath, you can hand-crank head and foot of bed to wanted positions, or switch on power to lift entire bed frame 10". Closeups show switch and motor and left-hand crank which lifts head. Snap-on tape fastens skirt.

*Please turn the page*



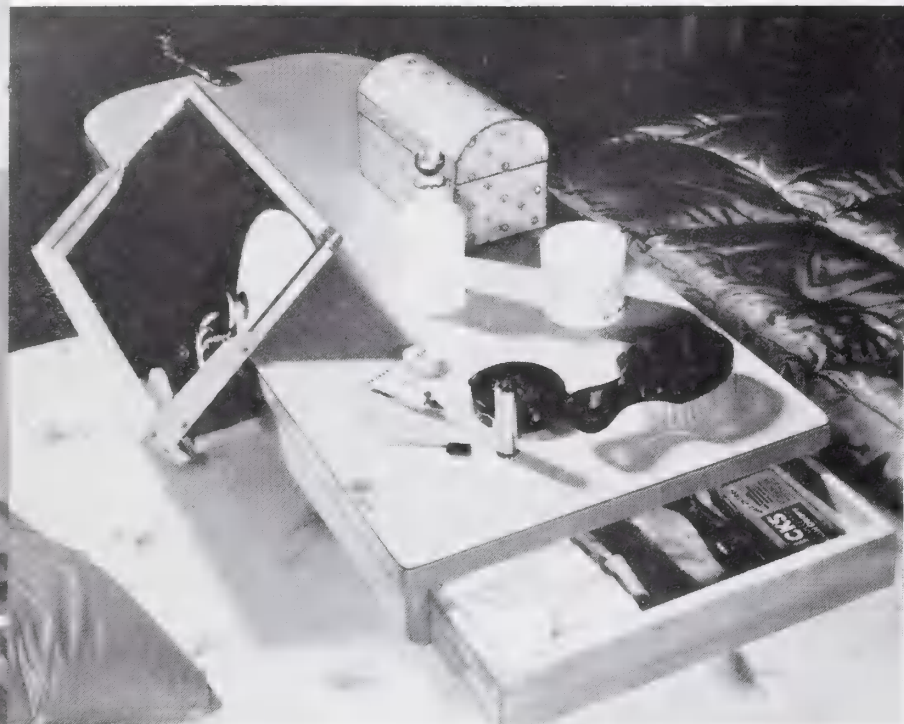
## Furniture that really nurses you

*continued*

7 PHOTOGRAPHS BY GEORGE SMALL



Do you need or simply want to be in bed many hours of the day? Have a job that can't be forsaken? Then by all means treat yourself to a table that reaches across your bed, one that is sturdy and steady even when you type. This one has drawer at end with mirror and reading rack, and operates from beneath table. Top is never disturbed for primping or getting at tissues or cosmetics. There's an easily reached crank for adjusting. Carrom table is shown at B. Altman & Company.



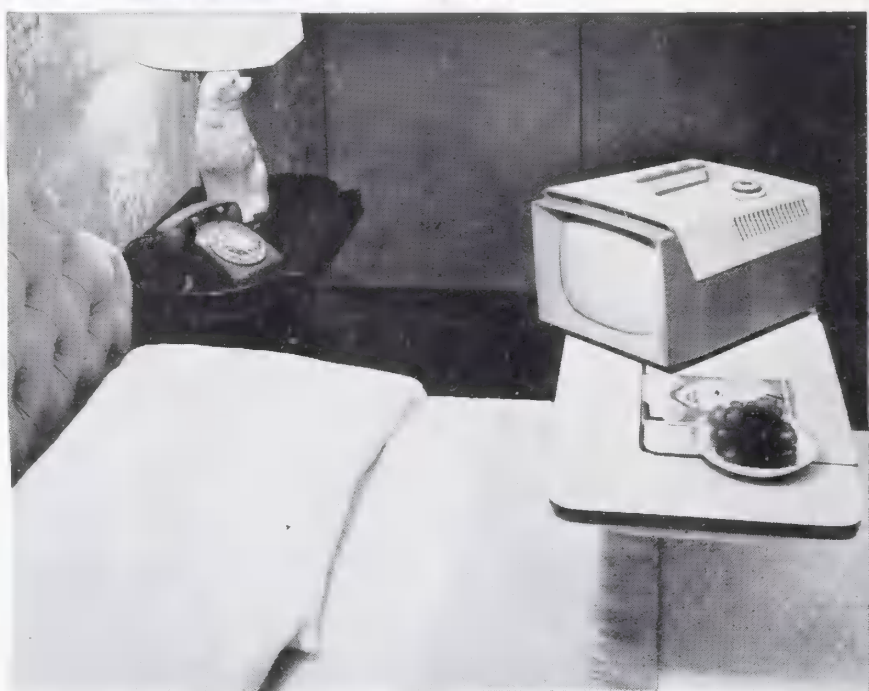
A chaise longue can pamper you when you don't want to rest in bed. Trim lines of this unusually long day-rest make it desirable for living or bedroom. It is a most comfortable spot for lazing or doing table work. Its companion table has Formica top, base of solid brass with casters for easy moving. It is counterbalanced to take weight of typewriter or portable TV. Ideal over almost any chair. Available from Valley Furniture Shops.







An over-bed table of the hospital variety should be standard equipment in every well appointed house. This table is invaluable not only for hours of enforced staying-in-bed, when such a table does much to restore your self-sufficiency, but for simply restful writing or night reading. Constructed for hospital duty with heat- and stain-resistant composition top, it has mirror with hinge arrangement for using in various positions, plus the usual storage tray. Keep it always near at hand. Designed by Raymond Loewy for Hill-Rom.



*For more details please turn to page 113*

Few tables outside the hospital category make serviceable over-bed tables. This useful piece scores as a permanent bedside table, for it rolls to swing across edge of your bed. Top is a firm resting place for tray, magazines or books. Two shelves keep current magazines and choice reading at hand. This table eliminates insecure lap trays, provides a real bedside table always at hand to nurse one's hours abed. Made of teak and designed by Harold Schwartz for the Romweber Company.



## What makes a heat-proof garden?

*Heat- and drought-resistant plants help.*

*So do good watering devices used properly.*

*But just as important are shade, positioning of  
the plants and quality of the soil*

At one time or another most gardens in this country are subjected to periods of heat or drought. If they have been planned with regard to this possibility, they'll survive the difficult days with little or no important damage. They'll look presentable in the heat and will pick up where they left off when moisture and cooler air come again.

The secret of this durability is built in. Once weather becomes oppressive, there is not a great deal you can do to counteract its effects. Watering, where it is permitted, helps, if the water is allowed to run deeply into the soil. But if the soil is heavily endowed with humus, the moisture-retaining, organic part of the soil, there may already be as much moisture held in the ground as you can apply. The more organic material you can add in such forms as peat, compost or leafmold, and the more deeply you work it into the soil, the more water will be available to plant roots when things get tough.

Fully as effective is the application of a nitrogen-rich plant food to encourage growth. If the root system of a plant is vigorous and extensive, it will extend deep into the ground where it can take advantage of the extra moisture there. Shallow-rooted plants are the first to give up the ghost in a drought since they can't reach this water.

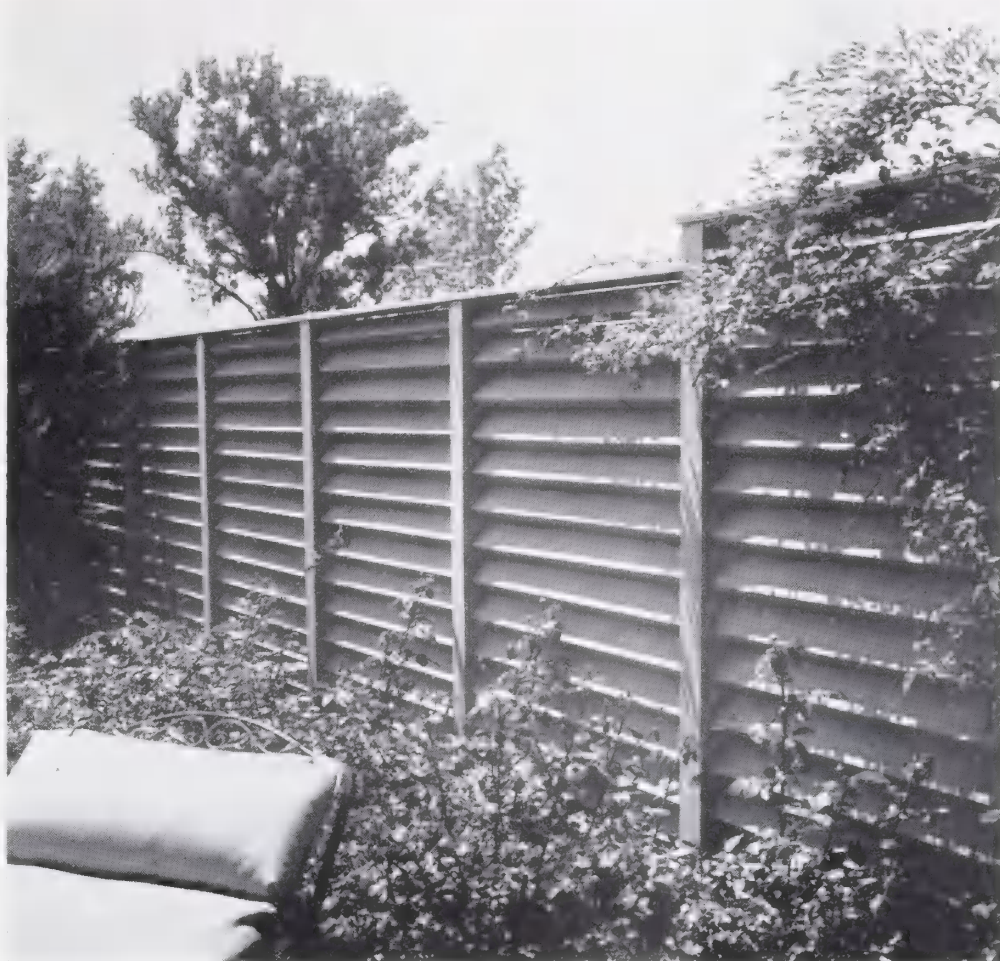
An extra precaution practiced more and more today is a mulch, at least 2 inches and preferable 3 inches or more deep, of buckwheat hulls, peat, wood shavings, pecan hulls, ground corn cobs, or whatever material is (Please turn to page 115)

PHOTOGRAPHS BY MAYNARD PARKER



A lawn sweeps in refreshing greenness from the terrace to beds of heat-tolerant shrubs and groundcovers in garden designed by landscape architects Scruggs and Hammond in Peoria, Ill. Major part of planting is geared to minimum maintenance for hot, midwestern summers.





Sturdy, louvered fence provides positive privacy, yet lets breezes pass through. A few roses, made more important by this fine architectural background, benefit from freely moving air. Mulched soil conserves moisture at all times.

Soil rich in plant food and moisture-retaining organic matter encourages trees and shrubs in garden to root deeply and extensively. As a result, plants make maximum use of what water there is, living until drought is relieved.

Here some of the most reliable heat and drought-resistant plants are arranged in pleasing sequence, from fine blades of grass to larger and darker leaves of taxus, vinca and hosta. Brick mowing strip restrains plants, defines beds.







THE MODERN  
EPICURE



Shaded from the direct rays of the sun,  
beer arrives elegantly at a grand party in  
quart-size bottles set in an antique  
Regency wine cooler. Brass bottle opener  
is from Hammacher Schlemmer.

# *Beer in the champagne manner*

By POPPY CANNON



Steuben crystal

Leerdam's "Folium" goblet

Leerdam's "Tuxedo" 20-ounce

Leerdam's "Ruhato" footed



*Learn the fine art of serving beer. Here are the answers to 33 leading questions to help you appreciate the great American beers at their elegant best.*

*Here also are 9 choice recipes using beer in cooking*

**B**eer is generally known as a lusty, gusty man's drink—a tavern quaff! Wines, on the other hand, are considered epicurean. "But beer is so bourgeois, isn't it?" How can anyone find *romance* in beer?

As usual, such observations have little basis in fact. Historically, through the centuries, beer has been for everybody—for plutocrat and plebeian. A survey completed last year by the U.S. Brewers' Foundation revealed that, although there is only a slight variation in beer consumption between the higher and lower brackets, more beer proportionately is consumed in the top-income groups by those who know and can afford the best. Contrary to popular notions, city people drink more beer than their country cousins. Far from being a drink of the pub, nine out of ten beer drinkers enjoy it at home.

Nor does beer belong entirely to a man's world. Two out of every three men enjoy beer, and so do 40 per cent of the women.

With beer, as with so many other adjuncts of the good life, knowledge adds to enjoyment. And there are many things that you should know, if you want to serve a perfect glass of beer and discuss it with discernment. Many fine recipes call for beer as an ingredient.

### **1. What qualities should I look for in beer?**

A beer is judged, first of all, for clarity and brilliance; then, by its color, which may vary from palest gold to

deepest mahogany, depending upon the character of the beer. Next, the aroma is noted: it should be faintly "hoppy." This means slightly resinous with a cool, clean fragrance, resembling the forest scent of pines. There should also be the faint honeyed sweetness of the malt, which means toasted, sprouted barley. The darker and more full-bodied the beer, the more apparent will be the whiff of malt.

Bubbles are noted also. A good beer should be lively, but the bubbles should be fine and small. In beer, as in champagne, small bubbles are a sign of skillful, careful brewing, also a sign of a clean glass. Next, observe the head, foam or collar. It should be creamy, dense, like whipped cream, not soapsudsy. Here again, the scrupulous cleanliness of the glass makes a difference. (You'll find our advice on how to clean beer glasses properly on page 93. It's well worth following.)

At last, you take a sip. In order to appreciate it fully, an expert will roll the beer, like tea, back against the roof of his mouth. Then he'll swallow it. The master brewers of America work to achieve a taste that is "light, dry, pleasant, wholesome, not too strong, and with an after-taste that is not too heavy or clinging." All in all, no one flavor should predominate, and there should be not the slightest hint of buttermilk or yeasty flavor.

One of the earliest New York brewers, the learned Jacobus, said of his own brew in (*Please turn the page*)



Crystal hour-glass design, "Slimmer," from Plummer.

Classic hollow-stem beer glass, from Plummer.

Steuben's highball or beer glass.

Lobmeyer's graceful "Regent" goblet, A. J. Van Dugteren.

Tall Colonial Williamsburg tumbler, by Blenko.





*Fine foods of all lands  
are enhanced by  
good American beers*

#### *Fine Wisconsin cheeses*

Aged Brick, Wunder Bar, Mapleton, Beer-kase, Kümmelkase, Kuminost, Gold N Rich, Wispride, German, shown on a marble fromagerie from Soupçon. Cheese cutter by Kay Bojesen for Jensen. Beer and antique stein from Pabst.



#### *A bow to England*

Welsh rarebit, subtly sparked with beer. Victorian silver chafing dish, serving spoon and toast rack, all from S. Wyler. Plates are Wedgwood, "Josephine" pattern. Crystal tumbler with initial E was made by Leerdam for Queen Elizabeth. Schlitz.



#### *Inspired by Indonesia*

Nasi Goreng (for this exotic recipe see page 94) is shown with shrimp cooked in beer, and served with fried bananas, kroepoeks, Sambal sauce, "Persian Garden" enamelled dish, George Briard, "Blueberry" pattern. Stangel plates. Basket and sauce dish designed by H. Tishler for Jensen. Leerdam's "Allegro" beer glass. Budweiser.



the Seventeenth Century, "It is thin, subtle, clear, of bitter taste, has a pleasant acidity on the tongue, and many other good qualities." Modern brewers say that the taste should have tang and snap without being wild.

"Pungent" is another word much used by some experts in Milwaukee: while others attack the problem from the flanks and say cautiously, "Beer should be neither too bitter, nor too sweet."

"All in all," we were told at Pabst, "*pleasantly gruff* seems to evoke the evasive soul of hops, as well as any."

Martin Quigley, publicist-laureate for Budweiser and Michelob, says that a good beer should combine "laughter,

deep talk and, beneath its foamy crown, a heart fraught with *weltschmerz* . . . bubbles of joy and bitter-sweetness of nostalgia."

## 2. Does beer, like wine, improve with age?

No! No! No! Beer is a perishable product, even when it is pasteurized; even when it contains such adjuncts as corn or rice. Beer is at least as sensitive as apples or oranges. Even under ideal conditions, the experts insist that it is probably not perfection after 90 days. If it is exposed to direct rays of the sun, it could be ruined in a matter of minutes. *(Please turn to page 97)*

### Danish appetizers

Often made with beer, to go with beer, hot tidbits from the Old Denmark Shop, New York, include croustades, fritters, rissoles. Plates, tray, napkins and beer glass are from Georg Jensen, Miller High Life.



### In the style of Alsace

A salad of potato balls cooked in beer, served with beer-glazed ham. Plates and covered compote of rare Kreil pottery from Lowenstoft House, Stamford, Conn. Sussmuth tumbler, Georg Jensen, Ballantine.



### Mexican fashion

Tacos made from Old El Paso Brand canned tortillas are served with a garnish of cheese and a delectable tomato salsa. Casserole, large plate, rebozo for table covering and amber Pilsner glass from Pan American Shop, New York. Carling.

*For beer recipes and serving suggestions please see page 98*





*To the woman with pride of home, a garden is one of her greatest resources. From it can come the foods and flowers which give her housekeeping a personal trademark*



# The womanly art of cultivating a garden

By JEAN LAWSON

Garden Editor



A garden is a means to many ends. No longer needed as a source of the basic food supply, it is for many women a gigantic bag of tricks, a fertile plot whose productions they channel

into countless decorative, culinary and social delights.

With a garden to draw upon, women don't need to limit their menus to the standard produce of local markets. They grow the vegetables their recipes require. Last minute guests are taken in stride, for there is always something in the garden—fruit, flower or foliage—to give distinction to the simplest meals and table settings. Some women grow flowers keyed to their rooms. Others limit themselves to succession plantings of three different lettuces.

In almost any home today, spearmint for tea and julep is at hand. So are tarragon and rosemary and the more ubiquitous parsley and chives. But gardens allow for more delirious flights of fancy. Have you ever tasted fern fronds, gently simmered and served with melted butter? Try growing them in a shady corner, if there are no woods nearby.

We know of one garden planted each year with 15 different onions, each with its own distinctive flavor and place in the family meals. In another household the ripening of crab-apples on an ancient tree is the signal for married daughters to return home and make up a batch of jelly.

How perceptive the woman who remembers one guest's appreciation of fragrance with a tiny bouquet of scented geranium leaves on her bedstand, and takes to another friend in the hospital branches of gay autumn leaves to remind her of an especially pleasant drive they once took.

In each case, the garden is an indication of something important to someone in the family, the basis of dreams and memories, stuff for the rich fabric of family life.

## 25 plants one woman grows and why

**Asparagus**, the first springtime delicacy, never so sweet as when snapped from the plants, cooked at once, then flecked with butter and salt.

**Rhubarb**, tart and tasty, not insipid like the giant commercial varieties whose beauty is only skin deep. Cooked briefly for sauce to be eaten in spring and summer, longer for canned juice to sharpen winter-weary appetites; also a few quarts to be frozen for pies.

**Lettuce**, to fill the daily salad bowl with at least three varieties—tender, brittle Matchless (better even than famed Bibb); Bronze Beauty, nutty-flavored, a ruddy contrast for other greens; Black Seeded Simpson, a crisp, loosely headed yellow-green variety; as many others as space allows.

**Tomatoes**, to eat off the vine, savoring the foxy flavor; to eat and eat. She grows cherry tomatoes to serve with drinks, and "pears" to use in salads. Better than any you can buy, because they are vine-ripened, which is done less and less these days by commercial growers.

**White radishes**, crisp accompaniment to butter, bread and beer, or a tossed green salad.

**Wax beans**, for the family recipe of spicy whole bean pickles, packed with care into pint jars, and served with a flair on special occasions.

**Mints**, in variety, to change the pace and pungency of iced tea and juleps, and, of course, to serve with lamb. (Please turn to page 120)





**HAVE THE GREENEST LAWN—WITHOUT WORK!**

**GOODYEAR**

**UNDERGROUND LAWN SPRINKLING SYSTEM**

YOU CAN make your lawn the envy of the neighborhood—without tedious digging and watering—by installing a Goodyear *all-rubber* Underground Sprinkling System.

Secret of a vigorous green turf is *long, healthy roots* under the entire lawn. Deep and *complete* watering, obtained by planned sprinkling, is the answer to this deep-root growth.

The Goodyear Underground Sprinkling System puts water where it is needed. Controlled raindrop watering at the touch of a tap—minimizes runoff and evaporation—*saves on water bills!*

And this *all-rubber* system offers many other advantages, too. The flexible pipe can be quickly and easily installed without trenching or tearing up the lawn. Pipe, fittings and heads won't rust or rot—won't clog with scale—won't split on freezing—will last indefinitely. Also, the flat-lying *rubber* heads are safer where children play, and won't nick lawnmower blades.

Best of all, the cost of the *all-rubber* Underground Sprinkling System by Goodyear is surprisingly low. Full details available at garden supply outlets everywhere. Or send in the coupon!

**The Goodyear Tire & Rubber Company, Inc.**  
P. O. Box 52, Akron, Ohio

Please send me full details on the *all-rubber* Goodyear Underground Lawn Sprinkling System.

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

**the workless way to water lawns that outperforms ALL others—BECAUSE IT'S ALL-RUBBER**



# THE DILEMMA OF MODERN WOMAN IS OF HER OWN MAKING

CONTINUED FROM PAGE 51

the paper and, in general, sort of fooling time away. I know, because I've done it myself.

I find it much better for my morale, if housework is conscientiously attacked with a first-things-first system. I do the essential jobs, like bedmaking, dishwashing, picking up and cleaning, as quickly and as efficiently as possible.

It's amazing how much and how fast you can get done, when you don't fritter away your time and if you let your head save your feet. A good routine gives you something you can't get any other way: Pace is something by which to measure your time and effort. In an office, there are other people working alongside, an over-all routine to follow and something with which to compare yourself. But at home you are alone, and there is no one but you to give point and pattern to your day. If you don't do it by setting standards for yourself, which is to say a routine, you drift aimlessly and are completely disorganized. And being disorganized is ultimately a lot more wearing than working hard.

The reward for getting your essential work out of the way early and fast is that you gain big pieces of leisure time, generous enough to do those important things you want to do (creative projects of the sort you can read about elsewhere in this issue). It also lets you have more time with the children and a solid companionship with other women. Little, stolen bits of leisure are meaningless, useless, and net you nothing but a sense of guilt. So, do quickly what you *must do*, in order to have time for what you *love to do*.

But herein lies a secret that the young beginner at housekeeping hasn't caught on to yet. It's the part about *loving* some of your work. She doesn't love any of it, because she doesn't *know* anything about it. Housework seems mindless to her because in truth she hasn't actually put her mind on it seriously.

**HOW** do you take the mindlessness out of homemaking? Not by always taking it easy, by doing less and less. Usually this is just running away from the problem. Any subject becomes fascinating, if you know something about it. The more you know, the more fascinating it becomes. It's the minutiae, the subtleties, the fine points, that make fields like cooking so fascinating. The more you know, the deeper

you get. The more knowledge you have, the more interested you become. And presently, what you thought of as work has turned out to be fun—*such* fun that you can hardly wait to get at it.

**I** CLAIM it's ignorance that makes work seem like drudgery, not work itself. But there is no excuse for drudgery in the modern home. For modern housekeeping is ringed about with as much science, art and technology as Big Business. To pick the right detergent or the right plastic for the job requires knowledge. To know how to understand the label on a can of paint takes a right up-to-date girl. Whether to buy four-inch or six-inch foam rubber is not child's play. To make sense out of the claims and counter-claims in the nutritional and food-fad world can be done only by some really serious reading of professional textbooks.

Oh yes, it takes plenty of studying and thinking to be a modern housekeeper. That's why it's such fun. There's nothing brainless about it. The days aren't long enough to find out all you need to know.

Just giving a woman a dishwasher, an automatic laundry, a super-jet vacuum cleaner and a polishing machine isn't going to take away her loneliness and boredom. We can't buy an integrated, orderly personal life from the furniture store on time. This has to be worked out by each woman. She has to get tough with herself. Living at home fosters non-discipline. Until she can create her own discipline, she is going to be bored and therefore feel overworked.

It is interesting and pertinent that in a recent study of the hours women spend at housework throughout the nation, it was found that women in farm communities, with fewer conveniences and more kinds of work, spend less time at their work than women in cities in well-equipped houses. This, to me, indicates perhaps more intelligent and realistic acceptance by country women of the job to be done.

I have discovered that homemaking and housekeeping really have the status of an art. To know, to care, to have the multiple skills, to be willing to give thought are the essentials of what HOUSE BEAUTIFUL calls "the womanly arts." The womanly arts are for joy—all sorts of joy. Being grim and tense about it is not the way to achieve this joy. Being well organized and well informed is.

My attitudes are not unique in my circle of friends. About 30 per cent of my friends agree with me that homemaking is a fascinating art. We make it a game to try to find a better way of doing things and we gladly pool our knowledge, because none of us can ever know it all—and we realize it.

But working is only a part of the womanly arts. Women should learn more about the importance of understanding and communicating with people. People need other people in a real, positive way. In this age of phenomena too awesome for the individual to absorb all by himself, with many problems and pressures nibbling constantly at our heels, we need other people as a kind of reference for measuring and evaluating these things.

We should learn to talk honestly and intelligently about the things we have on our minds—our worries, frustrations and fears, as well as our enthusiasms—instead of keeping our conversation constantly on the safe and tepid level of party chatter. There is nothing as heart-warming as the honest admission from another person that he or she, too, has worried about the same thing or has had the same kind of problem.

We all need good, old-fashioned neighborliness (helping each other baby-sit, for instance). But at the same time, we must remember our manners. It seems to me that there is an alarming lack of plain good manners in our daily life today—in all the little considerations and gestures of respect between people.

**WE** NEED to give ourselves the chance to learn about all the wonderful things there are in the world to enjoy. Learning to see, to feel and to discover can be the most exciting and rewarding things in life. Appreciating the small daily things—a beautiful evening sky or the warmth of a wood fire on a cold winter afternoon or the warm peace of a sunny summer picnic—can mean the difference between living and just plain existing.

It seems foolish that these simple things must be talked about as though they had to be sold. But I'm convinced that for many people these wonderful little satisfactions and small rewards that can come riding along on the stream of the day go by unnoticed, because there are too many demands, too much confusion, too much disorder dimming their vision.

There are also many things to

see and discover in the people around us. We aren't too apt to notice or appreciate the growth and the changing needs of those closest to us. We forget that nothing in this life is ever static. Usually it is our own unchanging point of view that makes it seem so.

**I** MENTION these things, because I feel they are a vital part of what is the matter with the women of America—with everybody, for that matter. Most of us haven't time for any kind of inner reflection, to even be aware and thoughtful about what's going on around us. We keep no time or strength for ourselves and our peace of mind. Many of us don't even know how to relax. We're all so busy scrambling, allowing ourselves to become the prey of so many pressures, that we tend to go through our lives in a sort of helter-skelter fashion. We say we don't have time to find a better way. Actually all we need are organization and simplification.

I think education is largely to blame for the attitudes of so many women, but I think it is a failure of omission rather than commission. I don't hold with the theory that a college education makes a woman more restless. An education doesn't have to make a woman look down on herself as a woman, to have a complex about being "just a housewife." There is nothing about training your mind that should prevent using it for the complicated job of running a home.

Perhaps our colleges should have more courses to help women realize what a tremendously important role it is to be a dynamic modern woman. (And I don't mean Home Economics!) Perhaps we should have a Graduate School of the Womanly Arts on a par with the Harvard School of Business. Isn't it just as important? It's certainly just as deep and complicated as business, and it brings into play just as much "know how" and depth of understanding.

Here is an outline of why I think so many women today are restless, dissatisfied and think they are overworked, and what I think we ought to do about it:

**1. Education.** We aren't impressed enough at college by the social and cultural significance of our roles as women and homemakers. We're still acting a little guilty, because we're not men—a hangover from (Please turn to page 111)



# ROMANY *Real Clay* TILES



ILLUSTRATIONS SHOW WIDE USE OF ROMANY AND SPARTA REAL CLAY TILE IN A SINGLE RESIDENCE



RESIDENCE OF MR. & MRS. WILLIAM DALE, MINNEAPOLIS, MINN. ARCHITECT, CARL GRAFFUNDER, A.I.A., MINNEAPOLIS

## Real Clay Tile Can Do So Much...

Home beautification is no longer confined to the use of ROMANY Real Clay Tile in the bathroom and kitchen. Other areas are now glorified with ROMANY because of its many welcome qualities. It will wear forever, it is flame proof, it is fade proof and no other surface is easier to clean. So in today's modern homes we find ROMANY Tile used for the Play Room, the Family

Room, the Den, the Patio, for counter and lavatory tops, for window sills—and for sheer decor. Only Real Clay Tile such as ROMANY can give you so much satisfaction over the years, so much pleasure in possessing the very best. From the viewpoint of years of service, it is the most economical tile you can buy. Get the ROMANY story, send in your coupon today!

### FREE ESTIMATE!

Your nearest Ceramic Tile Contractor (see classified phone book) will be glad to show you a ROMANY color chart and give you free estimate for installation in your new or occupied home.

### UNITED STATES CERAMIC TILE COMPANY

And Its Subsidiary, THE SPARTA CERAMIC CO.  
Member: Tile Council of America and Producers' Council, Inc.  
217-B FOURTH ST., N.E., CANTON 2, OHIO

United States Ceramic Tile Co.  
217-B Fourth St., N.E., Canton 2, Ohio

Please send your Free Illustrated  
Folder "Color Suggestions" featuring  
ROMANY Real Clay Tile.

HB856

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....





## Lovely Walnut...works wonders for your bedroom!

**H**ERE in the "Sequence" group, you see proof of Kent-Coffey's success in making furniture that *seems* to be so much more expensive than it really is! Everywhere you look you see fine details—like parquetry on every top surface, and unique drawer pulls, aligned so as to

form slim columns of brass. All pieces are "off the floor," resting lightly on sculptured bases. And everywhere you see the rich grain that makes walnut so lovely!

Basic, go-anywhere pieces give the "Sequence" group a marvelous flexi-

bility. Chests, bookcases, desk, dressers—see how they align themselves to solve a difficult "long wall" problem, or turn a corner neatly. Ask your Kent-Coffey dealer to show you the "Sequence" soon! Or write for name of nearest dealer to Kent-Coffey, Dept. H-A, Lenoir, N.C.

# KENT-COFFEY

MANUFACTURING CO.  
LENOIR, N. C.





### 3. Where should I buy it? Or doesn't it matter?

Because of its perishability, it pays to follow the crowd when you are buying beer. You should go where the turnover is greatest and most interest taken.

### 4. In bottles or cans?

Most American beers are now available in bottles and in cans. Both have their place. In spite of extraordinary technical advances in can manufacturing and linings, beer lasts longer in glass. However, in the summertime or whenever or wherever stocks are frequently replenished, even the most finicky can enjoy the great convenience of beer in cans. And cans stack more easily and efficiently in the refrigerator.

As for sizes, there is a much wider choice than most of us realize: quart bottles, pint bottles, quart cans, pint cans, 12-ounce bottles and cans (most popular size) and also seven-ounce "quickies." Because you don't want to allow beer to stand after it has been opened, always use the size which can be emptied all at once.

### 5. How do U. S. beers compare with those imported?

Many of the famous brews of the United States may have had their beginnings as copies of European beers, but this era is past. American beers have a character of their own now. On the whole, they are lighter and drier, less filling (fewer calories), and less alcoholic. The flavors of malt and hops are less pronounced, the aftertaste less clinging. Imported beers are often known as high-character beers. Ours are more delicate and subtle and fresher in the U.S.

Generally, it is agreed among the experts that these delicate beers are the most difficult to make, requiring the most exquisite care, for the slightest deviation becomes apparent. American techniques, by the way, are being studied and adopted all over the world. In the guest books at Miller, Pabst and Schlitz in Milwaukee, we saw names of hundreds of visitors from Denmark, Germany and South America; and from Australia, Austria, Belgium, Canada, England, France, Japan, Mexico, the Netherlands, New Zealand, Norway and Switzerland, too.

American brewers go to great lengths to insure that the taste of their beer pleases the American palate. At Pabst Brewery, for instance, a taste-test laboratory is maintained in the Guest Center so that some 30,000 people a year

## BEER IN THE CHAMPAGNE MANNER

CONTINUED FROM PAGE 91

have an opportunity to express their preferences after sampling many different brands and types of beer served at exactly the same temperature and under ideal conditions.

### 6. How can I tell when beer has passed its prime?

With age, a beer "breaks down," forming a veil. Often sediment appears on the bottom of a bottle. This is all right for an old burgundy—not for beer.

### 7. What kinds of food go best with beer?

Beer seems to blend well with almost any food, except those with heavy cream sauces and those which have been flavored with wines or brandy. It has no affinity with sweets, though a sip of cold beer is not out of place with a good tart apple pie and cheddar cheese. For all sorts of highly-flavored, spicy dishes which would overpower a wine, beer is indicated.

### 8. How can I use beer to enhance the flavor of my favorite dishes?

Appetizers, soups, ragouts, pancakes, fritters, potato salad, coleslaw, sea food, cheese dishes, bread, and even chocolate cake!

Not only in Europe, but ever since colonial times in our own country, beer has often been used instead of water to add variety and character to many dishes. For recipes and suggestions see end of this article on pages 98 and 99.

### 9. Must I use flat or stale beer for cooking?

Many of the old recipes call for stale beer, but we have found, after much testing, that though flat beer may be used, freshly opened beer is even better. When you are measuring, however, be sure to fill the cup with beer, not foam.

### 10. What about beer, if I want to lose weight?

Some doctors are including beer in weight-watching regimens, for beer is satisfying and filling. Psychologically, it makes a diet more acceptable. Dieters who drink beer are less likely to go off on "eating binges."

### 11. How does beer compare in calorie content with other foods?

An eight-ounce glass of light American beer registers between 92.8 and 100.4 on the calorimeter—about the same as a six-ounce glass of orange juice.

### 12. How does beer compare, alcoholically, with other drinks?

In order to get as much alcohol as you'd have in one dry Martini, you must drink about three (12-ounce) bottles of beer.

### 13. What is lager beer?

Lager, the popular American type, is a bright, sparkling beer, brewed from a malt of sprouted barley, not too heavily roasted and generally combined with some other cereal, such as corn or rice, hops and water. It is fermented and "lagered," (the German word for stored), for several weeks and during this period, it is carbonated, or in some cases "krausened" in the old-fashioned way.

### 14. How does lager differ from ale?

Ale is more aromatic, usually fuller-bodied and often a touch more bitter than beer. Entirely different strains of yeast are used. Ale is fermented faster, at higher temperatures, and the yeast remains at the top of the brew, rather than resting at the bottom.

### 15. What is bock beer? Where and when can I get it?

Known as the brew of spring, many legends cluster around the famous bock—a dark, sweet, richer beer. This richer brew is supposed to have the same tonic effect as grandmotherly doses of sulphur and molasses on winter-worn people.

A generation or two ago, Bock Beer Festivals were popular in many parts of America around St. Patrick's day. Now, Luchows' Restaurant in New York is one of the few restaurants which retains the old custom. There are signs of a revival, however. For the first time in many years, Pabst is bottling an excellent bock beer, which may be available the whole year. There is no reason why not, if there is a demand.

### 16. What is the right way to pour beer?

Not by sliding the beer warily down the side of a slanted glass—

as so many waitresses do. The best technique: Place the neck of the bottle or lip of the can over the edge of a wetted glass, and then tilt the bottle to a high angle, so the beer gurgles into the glass and a fine, dense, textured head comes up. Then lower the bottom of the bottle and let the beer flow more slowly until the foam nears the top of the glass, always allowing space for foam to rise to the lip.

Many people prefer to pour their own beer at the table, and it is gracious to allow them this particular opportunity.

### 17. What happens when beer gets too cold?

If beer is served a little too cold, some of the aroma is lost and you are not able to appreciate the subtleties of a fine brew. If the temperature gets very low, close to freezing, beer develops a "chill haze," or cloud, which indicates that some of the proteins have broken down. The flavor will never be the same.

In some circles, a strange custom has arisen of putting cans of beer into the freezer, getting it very cold, or even frozen, so that it can be carried to a picnic and will even be useful to keep other foods chilled. Result: ruined beer.

### 18. Is there a right and wrong way to open a beer can?

You should make a small puncture first and allow the pressure to equalize then push the opener down as far as it will go. Punch only one, not two. You get a much better collar.

### 19. How cold should beer be served?

One connoisseur's answer, "Not nearly so cold as it usually is in these United States." Too-cold beer loses its character and aroma. It goes flat; you might just as well be drinking ice water. A temperature of 40°-45° F. is generally considered just about right for American beers.

### 20. Is there a way to chill beer fast, without ruining it?

The best way to cool beer quickly is with "wet cold," in other words, treat it like champagne; surround the bottle with ice and turn gently a couple of times during chilling.

### 21. How should you serve beer? In what kind of glass? In pottery? Or metal?

(Please turn the page)



As to shape, design and material, your choice is vast. In addition to glasses specifically designed for beer, many imaginative hostesses are now using brandy inhalers, double old-fashioned glasses, zombie glasses, and king-size cocktail glasses.

## 22. What size glass?

It is a good rule to serve only that quantity of beer which can be consumed quickly before it gets warm, and lifeless.

## 23. What's all this about rinsing beer glasses with cold water before filling them?

Definitely this is one of the arts of serving beer—to rinse the glass beforehand with cold water. Removes any odors which might cling to the glass and affect the flavor of the beer—such as cigarette smoke or cooking smells. Also, it helps to insure a good long-lasting head.

## 24. How much head is right?

Part of the esthetic pleasure of drinking beer is provided by the head. A beautiful, creamy cap is a joy to the eye. There is also the exquisite tactile contrast of foam, topping cold clear liquid. Only a college youth intent on getting the most beer for his money will insist on having it without a cap. A high or low collar is a matter of taste, but the connoisseurs usually strive for a head about an inch deep and gently rounding across the top. Whether or not the cap is long-lasting depends upon a number of factors. It is not necessarily indicative of the quality of the beer. The foam is denser on certain types of beer, like bock, where you can write your initial with a ballpoint pen. The touch of a woman's lipstick will cause the foam on beer to disappear. But so will the touch of fatty foods. Even an infinitesimal trace of grease does the damage—to the foam. It doesn't necessarily affect the flavor.

## 25. How should you wash a beer glass? What type of detergent?

At what is informally known as the College of Beer Knowledge, conducted by Anheuser Busch, for restaurateurs and tavern keepers, a good part of the training is devoted to the care and cleaning of beer glasses.

First, rinse the glasses with clear water, preferably soft water, so there'll be no spotting.

Next, wash using a brush and a

non-sudsing, chlorinated detergent in water—Dishwasher-All, Thanx, Finish or Cascade.

Third, rinse in *hot* water, preferably 180° F. for fast drain-drying.

## 26. How should you polish a beer glass?

Don't! Even a trace of cottonseed oil from a freshly ironed towel is enough to make the glass unsatisfactory for beer. Glasses should be allowed to drain dry, preferably, not on a towel, but on a plastic or wire rack.

## 27. Is the electric dishwasher acceptable for washing beer glasses?

From every point of view, it's just perfect.

## 28. How should beer glasses be stored?

Those who really care about their beer, insist that their glasses be kept on the shelf upside down to protect them from dirt and odors. Keep in a closed cupboard, not on an open shelf, and away from kitchen odors.

## 29. Does sunlight affect beer?

Light, particularly direct sunlight, has a disastrous and quick effect upon the flavor of beer.

## 30. Is beer fully protected by a dark bottle?

Unfortunately, no, although the effect of the light is slowed down by the dark glass.

## 31. Why do some people insist on draught beer, rather than bottled beer?

Draught beer is not pasteurized. It comes in barrels and must be kept constantly under refrigeration. In a well-run tavern or restaurant, where beer is properly treated, carefully dispensed and used in quantity, draught beer is a real treat. But you must know your tavern. Bottled beer is usually more dependable.

A few beers, like the glorious Michelob made by Anheuser Busch, is available only on draught, and incidentally, only to selected taverns which can be trusted to treat it with proper reverence.

# BEER IN THE CHAMPAGNE MANNER

CONTINUED FROM PRECEDING PAGE

## 32. If you want draught beer for a party, how do you get it?

The yellow pages of your Classified Telephone Directory give names of beer distributors, who will supply ice-cold kegs often in coolers packed with ice cubes. Generally, you can order half kegs or barrels, quarters or eighths, which in some localities are known as ponies.

## 33. Should we refill a beer glass, or offer a fresh one?

Always a fresh "beer clean" glass, since the appearance of the glass after it is emptied is part of the joy of a connoisseur, for each sip should show, making a ring around the inside of the glass. This is the origin of the famous Ballantine "Three Rings."

## 34. What is the most economical way to buy beer?

Large sizes are, of course, always more economical than smaller ones, but don't forget that even a little flat beer that must be thrown away eats up the difference. Returnable bottles, if you don't mind this slight inconvenience, save about 48¢ on the case.

## 35. Should beer ever go into the freezer?

For quick chilling, beer cans or bottles can be laid on their side in the freezer or the ice compartment of the refrigerator, but for only ten minutes and they should be turned once.

## 36. Why are some men so particular about their bottle openers?

The slightest trace of rust or dirt from an imperfect opener can affect the flavor of beer. An improper opener may chip or grind tiny bits of glass off the top off the beer bottle.

## 37. Is it true that the character of beer depends on water?

Quite true: 89 per cent of the finished beer is water. Water is used in every step of the brewing operation. Water must be biologically pure, of course, and its mineral content must be known. A water that is practically ideal for beer, like that of Pilsner and Bo-

hemia, will not make a good ale. Certain regions are noted for light beers, others for dark beers, others for ales—due to local waters.

## 38. If beers are dependent upon water, how is it that you find the same brands of beer being made in different parts of the country?

Nowadays in America technological advances have made it possible to treat waters so that each famous brand may have its water practically made to order. Naturally, it is more practical and infinitely less expensive to locate a brewery in an area where the natural water supply comes close to the ideal. "High-character" highly flavored beers and ales (like some of the famous English and German) are quite dependent on the natural flavor of the water and probably could not be made in other places.

## Flemish Carbonnade

To serve six or eight persons, get 4 pounds of stewing beef. Flour the meat lightly. Cut 4 slices of bacon into bits. Fry out slowly and remove the bits from the pan. Brown the floured meat in the bacon fat, then remove the meat from the skillet and put it into a casserole. Drain the remaining fat from the skillet, add 2 cups of water, bring to a boil, add 2 packages dehydrated onion soup, 1 12-ounce can or bottle of beer. Pour over meat in casserole. Sprinkle with 1 tablespoon parsley flakes, 1 teaspoon thyme. Cook in a preheated oven at 300° F. for 2 hours, or in a covered Dutch oven on top of the stove for about the same length of time. Just before serving, stir in ¼ cup white vinegar. Serve with fluffy boiled potatoes.

## Shrimps in Beer

Get a 12-ounce package of quick-frozen de-veined jumbo shrimps in their shells. Heat a 12-ounce can of beer along with 1 small onion sliced, a bit of thyme, bay and parsley, and a slice of lemon. When the beer is simmering hot, toss in the shrimps and then cook for 5 minutes.

These shrimps may be used to garnish Nasi Goreng; in which case, you would use the liquid to cook the rice.

Shrimps in beer make a delightful, though somewhat informal, appetizer to serve at a party or as a first course. Give each guest a large soup dish, and into it ladle a little of the liquid to keep the shrimps hot. Provide each guest also with a cup of melted butter, flavored



with a little minced parsley, some lemon juice and some freshly ground black pepper. Each dunks his own, in this salubrious sauce, and there is no way to eat except with the fingers.

### Beer Bread

Many an ancient and honored dark bread has been made with beer, but the best we ever tasted comes from a mix—Cornell Triple Rich Whole Wheat Bread Mix—which you can order by mail from Great Valley Mills, Ivyland, Bucks County, Pennsylvania. (The 89¢ bag makes 3 loaves.) Just follow the simple printed directions on the bag, but instead of using 3 cups of warm water, use 1½ cups of warm water and one 12-ounce bottle or can of beer.

### Rich, Moist, Dark Chocolate Cake

You'd never dream how good a chocolate cake can be made from a mix until you've tried it with beer. Use your favorite chocolate or devils food cake mix. Instead of any other liquid, use beer, same amount. *But be sure to add ¼ teaspoon baking soda.* If you want to make your cake even more luxurious, try the well-publicized trick

of adding at the last, ¼ cup Kraft's Salad Oil. Your cake will have a wonderfully continental look and texture. It will keep moist longer.

Exactly the same recipe may be used with spice cake, the new caramel cake mix, honey cake, ginger cake and ginger bread.

### Alsatian Potato Salad

Tiny new, peeled potatoes, or potato balls, are cooked in beer to make a distinguished potato salad. Dress with mayonnaise thinned with beer, or use sour cream which has been ever-so-lightly gilded with curry powder and seasoned with salt, pepper and also maybe a dash of caraway.

### Beer-glazed Ham

A canned par-boiled ham, cottage ham butt, or smoked pork shoulder may be glazed in this fashion. Combine 4 tablespoons of brown sugar with ¼ teaspoon Colman's Dry Mustard, 2 tablespoons Heinz Tomato Ketchup, 1 teaspoon finely grated onion, ½ cup beer. Place the ham in a baking pan and cover with glaze. Bake in a moderate oven at 350° F. for about one-half hour, or until ham is tender and well heated, and the glaze has a deep, rich, polished sheen.

### English Rarebit, New Style

To a can or jar of prepared Welsh Rarebit, add ¼ cup beer. Sprinkle lightly with powdered basil and a few grains of cayenne pepper or else add a drop or two of Tabasco.

### Sunday Supper Soup

This is very rich and very good. Combine one can condensed tomato soup, one can condensed pea soup, one 12-ounce bottle of beer, one cup milk, one 6½-ounce can King Crabmeat. Heat all together, but do not boil hard. Serve with garlicked rye bread toast or with those miraculous Bel-Air, French-toasted Rye Croutons that come in a box put up by The Bel-Air Food Products Company, Los Angeles, California. These special croutons are flavored with garlic and caraway.

### Nasih Goreng

This interesting, Indonesian specialty comes ready to heat and serve in a tin under the Cresca label. Ask for Indonesian Fried Rice with Meatballs.

Or, you can make your own Nasih Goreng and with Minute Rice. Add 1 cup of beer to 2 cups

rich chicken stock, clam juice or consommé, and bring to a boil; add 2⅔ cups Minute Rice. Salt to taste; mix just enough to moisten the rice. Cover, remove from heat, and then let it stand in a warm place 13 minutes.

Meanwhile, heat ⅓ cup High Hat Peanut Oil, and in the hot oil cook 4 medium-sized onions, chopped, 2 cloves of finely minced or crushed garlic. Stir frequently, add the rice and cook until it browns. Keep on stirring. Then add 1 teaspoon ground coriander seed, 1 teaspoon ground cumin seed, ½ teaspoon chili powder, ¼ teaspoon mace and—strange as it may sound—4 tablespoons of peanut butter.

(This is a good opportunity to try Procter & Gamble's new Jit Peanut Butter, which is so creamy smooth it fairly swoons upon the tongue and mixes easily, quickly.)

Nasih Goreng is generally garnished either with tiny meatballs or chicken and shrimp, often cooked in beer. Served with sautéed bananas and/or a fried egg. Cucumber, chutney and peanuts are optional, but you should certainly provide some kind of hot sambal sauce and kroepoeks. All available at TelBurn of New York, 335 East 55th Street, New York, N.Y.

*now comfort  
is back...  
in style!*



See COSCO soon,  
or write Dept. HF3  
for catalog  
and name  
of nearest dealer.

You'll curl up and get kitten-comfortable on striking new Cosco Chairs, Settees and Sofas! The secret? Leaf Spring Suspension: *the cushions ride buoyantly on flexible bands of tempered steel!* Reversible foam rubber or coil spring cushions. Upholstery for every setting, every taste. Chip-resistant enamel finish in ebony, tan or white. Matching occasional tables have lifetime FibeResin tops and shelves in wood-grain or marble patterns.  
HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA

**COSCO**® furniture



## Entrancing...

Delicate gray-green leaf sprays accented with pastel pink and yellow blossoms on the purest of white translucent china in the modern-classic shape... trimmed with rich palladium. 5-pc. place setting \$10.00\*



# PASCO BAVARIAN CHINA



by Tirschenreuth—Since 1838

\*Slightly higher South and West.  
Write for illustrated leaflet and name of nearest dealer.

PAUL A. STRAUB & CO., INC., 19 EAST 26TH ST., DEPT. B-8, NEW YORK 10, N. Y.

This  
glamour  
floor is

**DODGE CORK TILE**  
with the new  
**SG finish**



**SG**—a revolutionary super gloss finish that needs no pampering—stays beautiful with minimum care, is spot- and stain-resistant, water-repellent and, of course, has all the special merits of *genuine* cork. You can get it in regular tiles or in Dodge's distinctive specialty patterns. Write for free illustrated folder.

DODGE CORK COMPANY, INC., LANCASTER, PA.

## THE HOME OF A WOMAN WHO ADORES HOUSEKEEPING

CONTINUED FROM PAGE 45



Street side of the Gimbel house, with drive-through driveway and front loggia enclosing center patio. Grounds are as trim and imposing as the interior.

that she is no fuddy-duddy, no throwback to our grandmothers. Her feeling for color is crisp, piquant and daring. She approaches common objects with a sense of artistic playfulness that produces amusing combinations. Yet her house is practical, easy to care for and anything but a back breaker.

Cooking is her main thrill now. "There is so much to master in the world of cooking that it will take me all my life. I'll not live long enough to learn all I want to know," she says.

She used to have a butler and a maid; however, she did the cooking herself. Now she has eliminated all servants—except a once-a-week laundress. She enjoys all parts of housekeeping and finds she gets

into the swing of things better when she is doing it all herself.

When the Gimbels started building their present home on Biscayne Bay, Florida, they had already tried living in various and dissimilar houses. They had tried New York apartments, a Connecticut farmhouse, and a Florida Spanish house, to name a few. Their experience had taught them a great deal about themselves and the way they wanted to live. They had formed some definite ideas about their own tastes and they had learned that if you want a good house, you must hire expert professional help. They engaged Architect Wahl Snyder and Decorator Haygood Lasseter, both of Miami, to design and decorate. (Please turn to page 102)

JAN HANKOWSKI

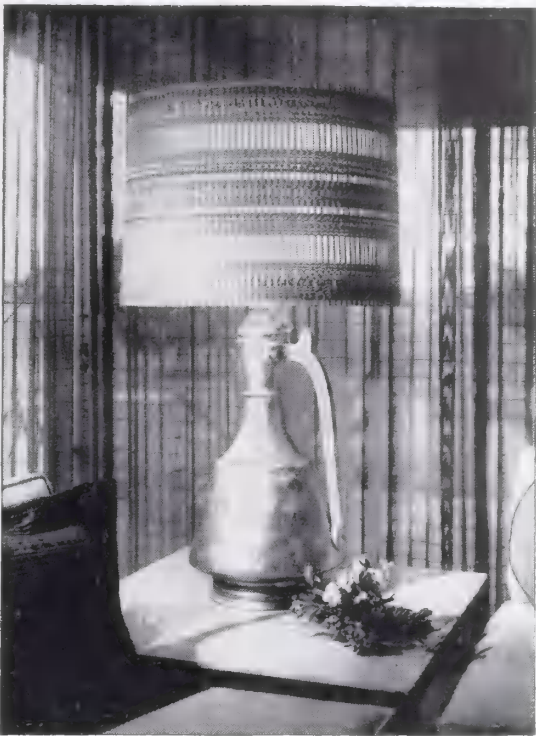


Mrs. Gimbel takes as much pride in her pots and pans as her living-room accessories, collecting them abroad or anywhere else, displaying them as precious objects.



## SHE TRIES HER HAND AT ANYTHING AND SUCCEEDS AT EVERYTHING

CONTINUED FROM PAGE 55



This unusual lamp in the Dawson living room is a reproduction in ceramic of an old Chinese jug. Mrs. Dawson applied silver leaf to the ceramic surface and had jug wired. Shade was woven by William Webb in colors of the room of Mrs. Dawson's choice.

success. I just barge ahead, and try. And I use common sense, which can carry you a lot farther than most people realize."

That desire to make puppets to play with led Mrs. Dawson to go to art school, because she wanted to learn to model their heads and faces. She's been going to art school off and on ever since. (In fact, she goes to school every summer, because that is when she is freest.) But art school didn't teach her the craft skills. She had to develop these by trial and error, for you learn them only by the doing.

Her need as a child to create a workable puppet led her to sketching, carving, clay modeling, ceramics, stage design and decoration, script writing, costume design, make-up, acting, music, pantomime techniques, characterizations, voice and dance. And those arts eventually led her to others for the home: embroidery, mosaics, interior decorating, flower arranging.

Learning all these things required more than a passing interest in puppetry. It took study, concentration and years of work.

Mrs. Dawson doesn't dabble in the arts. For her they are always means to some end and that end is always something she wants to make. She really gets in deep, trying to figure out things for herself,

many times coming up with a better way of doing a craft than the experts have hit upon. Most important, she isn't afraid to try something new.

In making her first mosaic (see color photograph on page 54), she followed some of the printed instructions, but only the ones that seemed essential to her. When, after completely planning and sketching her design, she arrived at the pasting stage, she cut and fitted each piece so precisely that she eliminated the need for grouting or filling in the spaces with mortar. Her finished product is technically a perfect piece of workmanship. However, it did require such painstaking labor that Mrs. Dawson has decided that her next mosaic will be made of material with less regular shapes, such as pebbles, stones and shells. Having a variety of sizes and textures will be more fun to work with and will give a completely different result. Never convinced that the most recent solution is the final one, she continues to search for other answers, always making the best use of her time.

As the wife of a well-known professional golf champion, who is also manager of the famous Thunderbird Country Club in Palm Springs, California, she might have felt a

(Please turn the page)

You can enjoy  
the difference!  
...it's Drexel



"Be comfortable . . . this is home," says American Traditional®, the authentic Colonial group in mellow pine!

Inviting prices, fine craftsmanship reflect the integrity which is the heart of the difference in all Drexel furniture!

See for yourself, at fine Drexel stores.

Send for your "Portfolio of Fine Furniture," colorful booklets on Drexel's traditional, modern and provincial groups—

35c in coin to 3 Huffman Rd., Drexel, N. C.



DREXEL FURNITURE COMPANY, DREXEL, NORTH CAROLINA



## SHE TRIES HER HAND AT ANYTHING

CONTINUED FROM PRECEDING PAGE

sense of accomplishment in just fulfilling her duties to the club's guests. But she wanted a separate private life, as well, and so she now considers every piece of spare time as precious, to be used to develop more of her talents.

Several of her wood carvings have been used in the clubhouse at

Thunderbird, and, at the moment, she is planning the interior decoration for a new country club in the San Francisco Bay area. Every room in her own home contains some expression of her creativity. She also maintains her career as a professional puppeteer, recently completing a series of 52 movie

shorts, for which she created the puppet characters.

No art is a mystery to this lady who mastered the intricacies of puppet craftsmanship. Nor is housewifery a stranger to her. She lives a wonderful, exciting life, because she explores the big world of the creative arts right in her own home.

## THE HOME OF A WOMAN WHO ADORES HOUSEKEEPING

CONTINUED FROM PAGE 100

the house. But even with these two professionals working together, it was the Gimbels' ideas and reasoning behind every detail that make their home so extraordinary.

"I started by telling Mr. Snyder that I wanted a barn-like effect in our main living area," recalls Mrs. Gimbel. "I wanted it to be one big room with white board walls and a brick floor. White as a background gave me freedom to play with accessory color."

From this beginning she outlined her family's other needs—a den for Mr. Gimbel, a studio-bedroom for Toni, the growing daughter (published in *HOUSE BEAUTIFUL* in September 1955), a screened porch off the master bedroom for breakfast and for evenings, when the terrace is insect-ridden.

**T**HE PLAN of the kitchen mattered a great deal to Mrs. Gimbel. Cooking, for her, is the most interesting and exciting side of housework. Her enthusiasm for good food is so contagious that her friends and family inevitably follow her into the kitchen. Knowing this, she planned a kitchen where several people might cook together without getting into each other's way.

Sometimes her kitchen companion is her mother, Mrs. Gabriel Heatter. Sometimes it's Toni. Or it's dinner guests, who can't be kept out of the place. She encourages all of them according to her own principles of serving a few good dishes, well prepared.

The exceptionally generous counter space in the kitchen means that one person can be mixing a cake at the bake center, another preparing vegetables at the sink, while a third can be operating at the stainless-steel stovetop. This center-island cooking-top is within an arm's reach of every preparation counter and its stainless-steel drop leaves literally make it usable from all four sides.

Outside, beside a stone-paved terrace is a snack bar with a small refrigerator, running water and storage cabinets for the patio dishes and flatware. The Gimbels use this small service appendage when they want to barbecue and eat in the open air. They entertain this way a great deal.

By insisting that her kitchen be integrated architecturally and decoratively with the rest of her house, Mrs. Gimbel can bring her cooking interests right into the living room, so to speak. In fact, the Gimbels would rather give a dinner party than go to one. What some women call effort, she calls fun. As she puts it, "The act of getting a party meal is such fun that I'm rewarded even before the guests have arrived."

The decorating of her home is one more "womanly art" that Mrs. Gimbel has thought long and hard about. She hired one of the best interior decorators in Florida and then she did all she could to convey her own values and desires to Mr. Lasseter.

"I told him that I wanted rooms with little or no pattern," says the owner. "I really like a blank. White on white has the right effect on me, but when I do pick a color, I want it to be strong—a deep blue, hot yellow and Mexican pink. I also wanted the same colors and fabrics repeated in different rooms to give the house continuity."

Mrs. Gimbel worked so closely with Mr. Lasseter that when they got the on-the-spot inspiration to paint a rectangle of yellow above the dining area, neither could remember who had had this brain child. The total result is completely unlike any of Mr. Lasseter's other jobs, so it is clear he interpreted her wishes well.

Even with her house completely furnished, Mrs. Gimbel continues to have brain children. She loves to originate fresh flower arrange-

ments to accompany her menu. For instance, a line of pinks and white custard cups go with an informal lunch. She moves her objects about continually trying for new effects from new combinations. She believes in hanging prints that cost no more than cut flowers and in buying new ones often. And she adores unusual dishes. Last summer when she went abroad for the first time, she had a field day looking for new china. She had some Limoges plates made to order in Paris, took classes at the Cordeliers and bought kitchen gadgets. In short, she had a joyous room.

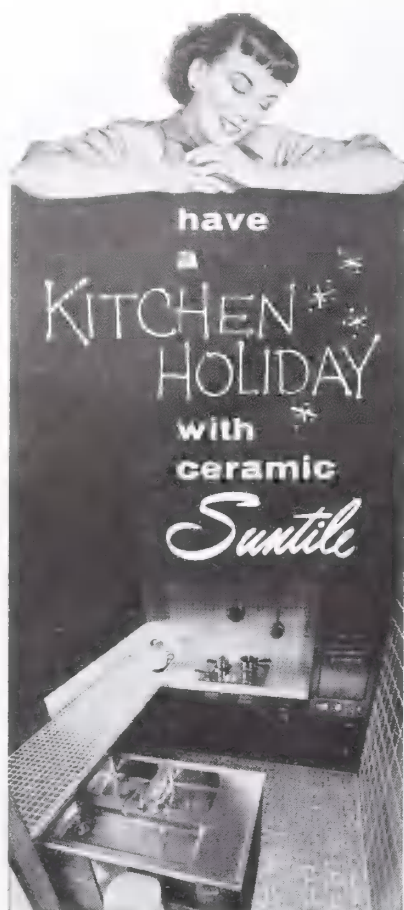
**W**HEN asked how she had the confidence to try her hand at so many skills, she answered:

"My parents always told me I could do anything. So it never occurred to me I might fail. So much confidence is more than half the battle. I'm trying to give my daughter this priceless asset."

"I never took a course in jewelry craft. Yet I have worked in many of them, from textile painting to metal working—and made money at it. I learned to make silver jewelry just by buying the equipment at a store and following the instructions. My first jewelry order came by pure chance, because a buyer in Macy's Little Shop asked where I got it. I had just made it. It was my first piece. Three days later I got an order for \$2,000. What I didn't know then was staggering. But I soon learned. By then it was sink or swim."

This attitude of "I'll try anything, because there is sure to be pleasure in it, if I approach it right" is rather the keystone of Mrs. Gimbel's approach to life and homemaking.

*HOUSE BEAUTIFUL* finds it full of significance, foreshadowing a new breed of woman and a new kind of life where home is the center.



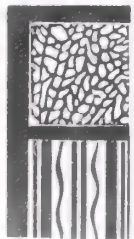
Beautiful ceramic Suntile takes so much drudgery out of kitchen work that you'll feel like you're on a holiday most of the year.

Use this lustrous ceramic tile to make walls, floors and countertops stay bright and colorful—for a lifetime.

Suntile is waterproof, stainproof, burn-proof—never needs painting, waxing or polishing—wipes sparkling clean with just a damp cloth.

You'll like the design freedom offered by "color-balanced" Suntile, too—it's so easy to create color harmony with these related colors.

## DECORATE with CERATILE



This brand new kind of ceramic tile offers you a wide choice of colors, textures and patterns for dramatic effects. Ceratile can also be made to your personal order in special designs of almost unlimited variety.

**2 ILLUSTRATED  
IDEA BOOKLETS**

**YOURS FOR ONLY 10c**

THE CAMBRIDGE TILE MFG. CO.  
Dept. HB-86, P.O. Box 71  
Cincinnati 15, Ohio

Please send me "Personally Yours," the Suntile idea book, and the Ceratile booklet showing installations and patterns in colors. I enclose 10c.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## THE 20 BEST VEGETABLE RECIPES

CONTINUED FROM PAGE 71

Wash carrots with a stiff brush and slice thinly, or julienne with the proper tool. Into the frying pan put butter, M.S.G. and sugar (if carrots are not fresh-picked), add carrots, then cover with lettuce leaves dripping with water. Cover and cook over low heat 20 minutes. Take out lettuce leaves, add parsley, tarragon, cream, salt and pepper, mix well and serve in a hot dish immediately. (A friend of mine uses fresh chopped mint.) Serves eight.

### Spinach

*2½ pounds spinach*  
*1 tablespoon olive oil*  
*1 clove garlic (run through press)*  
*1 teaspoon Beau Monde Seasoning*  
*½ teaspoon M.S.G.*  
*¼ teaspoon sugar*  
*⅛ teaspoon Java Cracked Pepper (Spice Islands)*

Put in your frying pan the olive oil, garlic, Beau Monde, sugar, pepper and M.S.G. Wash spinach well, cut with kitchen scissors into very small pieces. Take a handful and cut across the bunch until you have no more. Put in the frying pan and cover tightly and quickly, bring to a boil and turn to lowest heat for five minutes. Dish out and serve. You might turn it once, but, remember, in taking off the lid of any vegetable you lose a lot of its flavor in the escaping steam. Try tossing in a tablespoon of sesame seeds just before serving, for added interest. Chives and bacon are also an intriguing addition to spinach. Serves eight.

### Squash

(Summer varieties, zucchini, yellow crook neck, etc.)

*⅓ pound per person or 3 pounds for 8 persons*  
*3 green onions (tops and all chopped)*  
*1 teaspoon M.S.G.*  
*½ teaspoon sugar*  
*½ teaspoon Beau Monde Seasoning (Spice Islands)*  
*3 tablespoons butter*  
*⅛ teaspoon Java Cracked Pepper*  
*⅓ cup water*

Wash squash well. When you buy squash, buy half green and half yellow for interest in color. Run fork down the outside of the skin, triating it all around for eye interest. It takes only a minute and the slices look so attractive.

Into your frying pan put butter,

seasonings and water. Slice squash thinly and distribute around pan evenly. Cover and put on high heat until steaming; then turn to lowest heat for 10 minutes or less. Serve with sour cream or your favorite sour cream sauce, if desired.

A dash of oregano on the squash is a change you will probably like. This should be added during the last few minutes of cooking time, as it tends to get bitter if cooked too long. A quarter of a teaspoon (scant) is enough when it is well ground in the palm of your hand and tossed over the squash. A heaping tablespoon of chopped chives and parsley are always a delicious addition to squash. Serves eight.

I do not think it necessary to use Monosodium Glutamate in strong-flavored vegetables, such as broccoli, cauliflower, cabbage and Brussels sprouts. In serving broccoli, it is most attractive to have flowerettes of cauliflower scattered throughout or centered on your vegetable platter, as it gives you color variety.

### Broccoli

*1 teaspoon Beau Monde Seasoning*  
*½ teaspoon sugar*  
*⅛ teaspoon pepper*  
*1 clove garlic (optional) mashed through garlic press*  
*1 shallot, minced*  
*½ cup water (generous)*  
*2 tablespoons butter (or olive oil)*

Allow two to three stalks per person, depending upon size. Wash well and cut stem to tender part. Now this is a little secret: The flower cooks much faster than the stem. So run your knife up the stem, splitting it several times so that it will cook more quickly, so that all parts are equal in size. Use care not to break the sections off the stem.

Into the frying pan put the water, sugar, garlic, shallot, Beau Monde, pepper, and butter. Arrange broccoli with stems toward the center of the pan. Cover so you lose none of the steam. Bring to a quick boil, and then turn to low heat for 15 to 25 minutes depending upon the size of the broccoli. You should have no water left by the time cooking is done. Serve with browned butter or Hollandaise Sauce, if you prefer. Serves eight.

### Cabbage

Select a heavy cabbage, for the heavier it is, the more solid it is.

(Please turn the page)



## P A R M A

*Italian Provincial*

From complete groupings of dining room and bedroom furniture in Parma finish on fruitwood. At better furniture and department stores. Send 5-cent stamp to Department B 8 for booklet.

**UNION-NATIONAL, INC.**  
JAMESTOWN, N. Y.



## Sleepy Hollow

Harwinton dresser from the Sleepy Hollow bedroom group. In metropolitan New York at W. & J. Sloan, and at leading stores throughout the country. Send 2-cent stamp to dept. 8B for booklet.

**BURNS**  
CASE GOODS CORP.  
JAMESTOWN, N. Y.

Subsidiary of  
UNION-NATIONAL, INC.





## How to make little jobs out of big ones with **COSCO** Tables and Carts

It's easy! Simply visit your favorite department, furniture or hardware store and get an all-steel COSCO Utility Table or Cart. You'll save time and steps on many household tasks... enjoy easier meals and pleasanter parties... and have extra work space and extra storage space on wheels!

All edges rounded or turned under. Durable, baked-on enamel finishes in popular colors. Choose yours now!

HAMILTON MANUFACTURING CORPORATION  
Columbus, Indiana



8-WB Tray Cart  
\$14.95

8-L Electric Utility Table  
\$10.95

## THE 20 BEST VEGETABLE RECIPES

CONTINUED FROM PRECEDING PAGE

Allow a 2-pound cabbage for eight. If you are having four for dinner, save half the cabbage, wrap well in waterproof bag or foil, store and use for cole slaw later. You can sprinkle cooked cabbage with caraway seeds or freshly grated nutmeg for different flavor zest.

Wash well and slice in inch-thick wedges, removing all the heart. Into your frying pan put:

- 3 tablespoons butter
- 1 scant teaspoon sugar
- 1 tablespoon Beau Monde Seasoning (scant)
- $\frac{1}{8}$  teaspoon Java Cracked Pepper
- $\frac{1}{2}$  cup water (scant)
- 2 tablespoons chopped parsley

Arrange cabbage wedges around pan. Do not stack on top of each other, as it takes so much longer to cook. It is preferable to use two pans, since quick cooking is the secret of mild sweet cabbage. Tightly cover and put over high heat until steaming. Then quickly reduce heat to lowest flame and cook for 15 minutes. When done, sprinkle with chopped parsley and serve with melted butter or sour cream sauce. Serves eight.

### Brussels Sprouts

Select fresh crispy green Brussels sprouts, wash well, cut a thin slice off the bottom, discard any discolored leaves. Allow 4 to 5 per person.

Into your frying pan put that old routine:

- $\frac{1}{2}$  teaspoon sugar
- 1 teaspoon Beau Monde Seasoning
- 2 tablespoons butter
- $\frac{1}{2}$  cup water (scant)
- $\frac{1}{8}$  teaspoon Java Cracked Pepper
- 1 green onion, chopped
- Freshly grated nutmeg

Arrange sprouts in pan, cover tightly and bring to quick boil. Turn heat down to low and cook 20 minutes. Grate nutmeg over, add more butter if desired and serve at once. Serves eight.

### Asparagus

Asparagus is another beautiful vegetable—distinguished in taste and appearance.

- 4 pounds asparagus
- 1 teaspoon M.S.G.
- $\frac{1}{2}$  teaspoon sugar
- $\frac{1}{8}$  teaspoon Java Cracked Pepper
- 1 shallot chopped (if desired)
- 2 tablespoons butter
- $\frac{1}{2}$  cup water (scant)

Take asparagus stalk in both hands, gripping firmly, bend stalk until it snaps in two, at point of least resistance. This method prevents one from getting a stringy stalk of asparagus. A knife should never touch this vegetable. Save the tough end for soup or flavoring. Wash. Into the frying pan put sugar, Monosodium Glutamate, pepper, shallot, butter and water. Arrange asparagus spears, tips facing outer rim of pan. Cover tightly. Bring to quick steam, cook for 10 minutes on low flame. Serve immediately with browned butter and chopped nuts or your own favorite sauce. Serves eight.

### Corn on the Cob

Unhusked corn

Kettle of boiling water (yes, this is once when I use lots of water)

Do not husk the corn completely. Try not to husk down too far in checking for worms. Corn to be cooked this way must be freshly picked for the finest flavor.

When water reaches full rolling boil, drop in corn. Allow water to return to full rolling boil, then cook on high heat for two to three minutes. Pour off water. Take two clean tea towels to use in pulling husks back, remove silk, put in serving dish, pour over melted butter and a slight sprinkling of Java Cracked Pepper, and serve at once. The extra corn, if allowed to stay in the husks, does not continue to cook, but keeps warm for a long time, until the second helping is ready to be served. Corn cooked this way retains all the natural sweetness and it is an interesting and dramatic way to serve it.

If you cannot get real garden-fresh corn, try baking it. Husk the corn, remove silk, spread with soft butter, sprinkle with  $\frac{1}{8}$  teaspoon of sugar, a few grains of Java Cracked Pepper, wrap in aluminum foil, and bake in a 325° F. oven for half an hour. This is delicious and a far better way than cooking it in boiling water.

### Tomatoes

- 1 tomato per person
- $\frac{1}{8}$  pound butter
- 1 teaspoon brown sugar
- $\frac{1}{2}$  teaspoon Mei Yen (Spice Islands)
- $\frac{1}{2}$  teaspoon M.S.G.
- 3 tablespoons minced chives
- 4 tablespoons minced celery
- 2 tablespoons minced parsley
- $\frac{1}{2}$  teaspoon oregano, crushed in

palms of hands  
Salt and pepper

Melt butter in pan, place whole peeled tomatoes, cored side down, add sugar, Mei Yen, and M.S.G. Simmer covered five minutes on low heat. Turn tomatoes over carefully, spoon butter over tomatoes, add chives, celery, parsley, and oregano. Simmer for 5 minutes and spoon over sauce, add a little salt and pepper, and serve on a hot platter. This is a provocative version of that good old stand-by, stewed tomatoes. If you are using canned tomatoes, get the whole canned ones, boil down the juice, add all the seasonings, cook for two minutes, then add tomatoes and cook for two minutes or until tomatoes are thoroughly heated. Serves four.

### Eggplant

This is such a favorite dish in other countries, I do wish we in this country would eat it more often. The two tried and true recipes are, of course, our fried eggplant and eggplant baked with tomatoes. But they are not the best recipes if you want to get the full flavor of this delicate vegetable. Here's a better one:

- 1 large eggplant
- 1 can Pioneer Minced Clams
- 2 cloves garlic
- 2 tablespoons minced parsley
- 4 tablespoons minced chives
- $\frac{1}{8}$  pound butter
- 1 cup croutons à la Trader Vic

This dish can be served as an entrée, or as a rich vegetable with cold turkey or chicken. Drain the can of clams, putting the juice in the frying pan. Add two cloves of garlic and heat. Eggplant has to be cut rather quickly for it turns dark promptly. Peel and cut into small chunks and put into the clam broth. Add butter and cook for 10 minutes. You might have to turn it once during cooking, using a spatula. Remove garlic, add parsley and chives, and cook for 2 minutes. Turn off heat, add clams and mix well. Do not cook clams, as they toughen. Put mixture in hot serving dish and add croutons à la Trader Vic. Serves four.

### Croutons à la Trader Vic

Remove crusts from four slices of bread. Cut bread in small cubes, and sauté in butter until well cooked and delicately browned.



Drain well on paper towels and put in a paper sack. Toss in some chopped parsley and freshly grated Parmesan cheese and shake thoroughly. Store in covered container until ready to use. These are good slung over squash, string beans, and spinach.

Or if you want a very simple version of eggplant, just sauté it in butter and use loads of Mei Yen powder for seasoning. Sprinkle with chopped chives and parsley and serve. It is far better than dipped in a batter and fried.

### Mushrooms

1 pound fresh mushrooms  
1 large clove garlic, run through garlic press  
1/8 pound butter  
1/2 teaspoon M.S.G.  
2 tablespoons minced celery  
2 tablespoons minced chives  
2 tablespoons minced parsley  
1/4 tablespoon ginger

Melt butter in frying pan, add garlic and M.S.G. To prepare mushrooms, do not wash unless necessary. Rinse, take out stems, scrape and chop them finely. Put stems, celery, chives and parsley in melted butter and simmer for 1 minute, add mushroom caps and put on cover and cook for 2 minutes, add ginger, stir well and cook for another minute or two until caps are crispy tender. Over-cooking is death to mushrooms, for they wilt and are then only good to mix into a sauce. But cooking them for about 5 minutes puffs them into beautiful juicy morsels. Serve as a first course with melba toast. You may like salt and pepper, if so, add at the last minute.

*Interesting Note:* Wine does not enhance the flavor of vegetables. In other words, wine and vegetables do not "marry well." In some instances sherry is recommended with mushrooms, but just a little goes a long way. I have tried peas with white wine, recommended to me by a "gourmet," but I did not like them. Wine in soups, meat, chicken and fish dishes, and salads are delectable touches, but please leave it out of your vegetables.

### Cauliflower

This is another wonderful vegetable to serve whole as a first course, but you can do this only when the cauliflower is huge and beautiful. Select the whitest head and core it in a nylon bag until ready to use. Carefully remove the outer leaves leaving all the tiny green leaves. Cut the stem off as closely as possible. Then cut into the stalk, from the bottom up toward the

flower, making slices as if you were cutting a pie. This is to allow the heat to go into the stem and cook more quickly. Push the knife into the stem as far as possible but do not over-cut as the head will fall apart.

Into a large kettle put a sheet of foil wrap. This enables you to remove and serve the cauliflower without its breaking. You will need:

1 lemon  
3 cups of water  
1 teaspoon Beau Monde Seasoning  
1 rounded tablespoon sugar

Scatter the sugar in the foil wrap, add water and other seasonings. Squeeze the lemon over the cauliflower and cut two or three slices and arrange over the flower. The rind of the lemon imparts a piquant flavor. Cook for approximately half an hour. Serve on a huge round platter with your favorite sauce. I like a cheese sauce, which I also use on artichokes and broccoli. Serves six.

### Herb Potatoes

Potatoes—the tiny new ones, the red kind (called Early Rose)—are so sweet and delicious, if you season them during the cooking period. I cook them in a covered skillet, 1 potato deep, with as little water as possible. Your herbs should be flung in with abandon, for it takes a lot of them to penetrate the peeling. Of course I cook potatoes in the skins and with very little water, but peel them afterward and sear them with cream or butter. The more pungent the herb, the more delicious the potato. Rosemary is so good. The Scandinavians cook their potatoes with masses of fresh dill. (Potatoes with dill are great served with fish.)

### Rice Pilaff

I think this is my most successful single vegetable recipe so far as people enjoying it is concerned and also for ease of cookery. You can't make a mistake with it and you really can't ruin it. It has been so admired that one of America's best restaurateurs, Trader Vic, copied it and now serves it in his fabulous place in San Francisco. I serve it with lamb, fish and chicken, using a different liquid for the various meats. Recipe serves eight.

2 cups long-grain rice  
1 cups liquid. If serving chicken, cook rice in chicken broth, if serving it with fish use fish or clam broth, etc.

(Please turn the page)

*Eyes open*



*for size  
for full service  
for thrift*

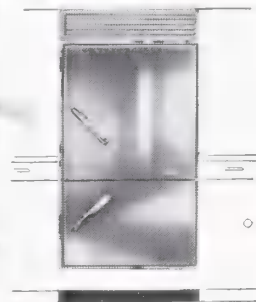
look to the

**PREWAY**

## Bilt-in Combination Refrigerator-Freezer

with the best of everything for homemakers

Let your eyes tell you about PREWAY, the Bilt-In refrigerator-freezer that shows you these exciting new innovations:

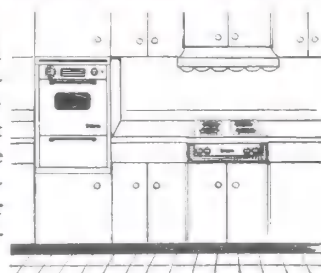


- See the eye-level refrigerator that provides, in EIGHT-plus cubic feet, shelf area that allows food storage space equal to most ordinary 11-cubic foot refrigerators!
- See the first built-in refrigerator-freezer to operate on one compressor!
- See the giant zero food freezer that holds 156 pounds of food!
- See a refrigerator that is self-defrosting — no bothersome, messy drip pans!
- See special dual crisper drawers that keep vegetables and fruits garden fresh!
- See storage space for FULL GALLON milk bottles!
- See everything you want in a refrigerator-freezer!

And be sure to see the new look on PREWAY'S price tag. It's easy on the eyes, mighty easy on your purse . . . AND IT'S EASIEST OF ALL TO INSTALL. The happy facts are yours for the asking. Write today for PREWAY'S refrigerator-freezer bulletin.

**PREWAY** Inc. 4856 Fourth Street, N., Wisconsin Rapids, Wisconsin

PREWAY'S gas and electric ovens and ranges are rated the world's most beautiful built-ins, the finest performers in the kitchen. You should know, too, about PREWAY'S attractive Evectaire range hoods and the wonderful PREWAY grid-dle for electric cooking. Write today for illustrated bulletins and prices. You'll always be glad that you did.







## Mary Proctor ZEDALON IRONING TABLE COVER & PAD

Special—Now!

only \$2.95 reg. \$3.95

Now, you can save \$1.00 on America's most scorch-resistant ironing cover and pad. Magic fabric odorless ZEDALON... outwears ordinary covers 5 to one!

- Fits all standard size tables.
- Washes without shrinking—never loses amazing scorch-resistance.
- Elastic grip edge gives snug fit.

See your Proctor dealer or order today!

FREE... FOR PROMPT ORDERS:  
Mary Proctor "Wrinkle Eraser"...  
smooths out hard-to-iron wrinkles.



Mary Proctor House, Proctor Electric Co.  
5th & Courtland Sts., Phila. 40, Pa.

Send me, postpaid, ZEDALON Cover and Pad  
Set at new, low price with, free, Wrinkle Eraser.

I enclose \$2.95 ☐ Check ☐ m. o.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_ HB8

## Research produces a better SWIMMING POOL!

Landon's exclusive Lancomatic skimmer-filter, coupled with new reverse-flow circulating system, skims as it filters, filters as it skims... your pool stays clean! Large pools, too, with pressure filters. But, family pool or Olympic size, all equipment is by Landon, pioneer builder of fine pools. If a Landon builder-dealer is not in the yellow pages of your phone book, write us for his name and your free copy of booklet C-86 and "How To Plan Your Pool." Landon of California, 7240 Fulton, North Hollywood, California.



CHICAGO SCHOOL OF INTERIOR DECORATION  
835 Diversey Pkwy., Dept. 211C, Chicago 14, Ill.

## THE 20 BEST VEGETABLE RECIPES

CONTINUED FROM PRECEDING PAGE

- $\frac{2}{3}$  quarter-pound bar of butter
- $\frac{3}{4}$  cup fine-chopped celery (no strings)
- $\frac{3}{4}$  cup chopped carrots
- $\frac{3}{4}$  cup chopped parsley
- $\frac{1}{2}$  cup chopped green onions
- 1 cup nuts (pine nuts, blanched almonds, etc.)

There are two secrets to the success of this dish. One, the casserole must be hot. Second, the liquid must be really bubbling before it goes over the rice. Pop an empty iron casserole into the oven, have the stock boiling, then start your rice. (I use M. J. B., long-grain rice, that says in large letters, *Do not wash*. None of this washing rice for me, it takes too much time.) Into a large Revere skillet, put the butter and have the heat high. When the butter is good and hot, put in the rice and stir constantly, until all the rice is well coated with butter and it is very hot to the touch. The rice will be lightly browned. (This takes about 5 minutes.) Remove from fire, get the casserole from the oven, pour in the rice and butter, then add the boiling broth. Put the cover back on and put into the oven which should be 375° F. Cook for half an hour, take out and add chopped vegetables and nuts, stirring and mixing in well. I think this is what makes the rice so light and fluffy. I do this stirring in the chopped vegetables with a fork. Return to the oven for half an hour.

If you have any left over, you can stir well with a fork and re-heat. It is just as good the next day.

Incidentally, the broth must be highly seasoned and, if you have a chicken broth that is not flavorful enough, add a tablespoon of chicken concentrate. (I use Sey-Co's.)

### Celery Root

- 4 celery root
- 1 inch of water in the pan

Wash celery root with the stainless steel sponge and trim the top, cook for a scant half hour. The root should be underdone. Pour off the hot water and run cold water over all immediately, to cool quickly. Store in the refrigerator in container that you cooked the roots in until ready to use. These can be cooked the day before using. The day you plan to use them, peel the roots and then slice them in julienne fashion, long slender sticks, mix with a well-seasoned mayonnaise. I use Drew's

French Mayonnaise, San Diego, California, with mustard, shallots, Beau Monde seasoning powder and cream added. Chopped parsley adds to the appearance. This can be mixed ahead of time, at least two hours in advance of using. Serves eight.

### Glamour Potatoes

Potatoes should be all the same size; I pick mine out very carefully. (Here I go again talking about the selection of size. But if the French and Chinese worry about uniform size, I guess I can do it too.)

Wash them well and use the stainless steel sponge and rub off all dirt. Slice thinly with a vegetable slicer. Have your container heating with a generous amount of butter in a 375° F. oven. Also have some butter melting on the top of the stove, for butter makes these potatoes dreamy. When all the potatoes are sliced (allow one small one per person), get the casserole out of the oven (I use flat Desco Ware casseroles.) Arrange the potatoes very carefully in rows that touch each other, each slice half overlapping the next slice. You want to have a soft and a crispy textured potato all in the same slice. The part that is covered by the next slice is soft and yummy, while the other half of the slice uppermost is brown and crispy. After all the potatoes are arranged (single layer, please!) cover generously with melted butter, sprinkle Spice Islands shredded green onions over the top for color and taste appeal. Bake in a 375° F. oven for 20 minutes. Increase heat last five minutes to crisp the tops of the potatoes.

### Tomatoes Provençal

Allow one tomato per person. Select all the same size tomatoes. (Here I go again!) The reddest, shiniest tomatoes are the best, for they are most likely to be vine-ripened. Allow 1 heaping tablespoon of bread crumbs for each tomato half.

Butter a flat casserole well. Wash and core tomatoes to prepare. Arrange halves of tomatoes carefully. Mix bread crumbs with brown sugar, allowing half a teaspoon for each half of tomato. Put some shallots or green onions through the garlic press and mix well. Add pepper and salt and melted butter, allowing one pat for each tomato half. The more tomatoes you have,

the longer it takes to cook. The tomatoes should be done to a very soft tenderness, but not mushy. And they should retain their shape. A 300° F. oven is good.

After arranging the tomatoes carefully, put on a generous amount of the bread-crumbs mixture, covering each half with care. If, in the middle of the cooking period, you think they need more butter, add it. (Sometimes I think I am "butter nuts," but it is a mighty good item for cooking.)

**I** LIKE to keep spiced vinegars on hand to use in making dressings for vegetable salads so nothing but oil needs to be added. Here are two ways I pre-spice vinegars:

- 2 cups malt vinegar
- $\frac{1}{2}$  rounded teaspoon black pepper corn
- $\frac{1}{2}$  teaspoon whole white pepper corn
- $\frac{1}{2}$  teaspoon mustard seed
- $\frac{1}{2}$  teaspoon dill weed (Spice Islands)
- $\frac{1}{4}$  teaspoon celery seed
- 1 tiny, sweet red pepper
- 1 teaspoon finely chopped crystallized ginger (Spice Islands)
- 6 teaspoons pickling spices
- $\frac{1}{2}$  cup of water
- 6 teaspoons honey

Simmer for five minutes, cool and keep in the original vinegar bottle.

I vary this by substituting cider vinegar for malt, and 5 tablespoons of brown sugar for the honey.

Use these vinegars for salad dressings adding only oil, salt, pepper and Beau Monde to taste. I use the classic proportions of 1 part vinegar to 2 parts oil.

### Mayonnaise Dressing

- 1 heaping cup of any commercial mayonnaise
- 1 large egg yolk
- $\frac{1}{2}$  cup half and half (milk and cream)
- 1 teaspoon Beau Monde seasoning
- $\frac{1}{4}$  teaspoon mustard
- $\frac{1}{8}$  teaspoon cracked pepper
- 3 tablespoons spiced vinegar (recipe above)
- 1 tablespoon olive oil
- $\frac{1}{2}$  teaspoon curry powder (this is optional)

Mix cream and egg yolk with mayonnaise. Add dry ingredients. Then slowly add vinegar and oil, stirring well.

This dressing is excellent for cold broccoli, artichokes, asparagus, or Brussels sprouts.



# NOTHING TOPS BICYCLING FOR FAMILY FUN

CONTINUED FROM PAGE 73



Children ride bikes whether their parents do or not, so when the family rides together, cycling takes on the status of a family enterprise.

Within the family some will excel on one count and some on another.

In our own family, ages range from seven to forty-five, and there is considerable difference in cycling ability. Best cyclist is our thirteen-year-old. He is slight but strong, and he takes his cycling seriously. He uses drop handlebars, toe-clips, a racing seat and derailleur gears. He will go to any end to eliminate an ounce of excess weight from his equipment, talks earnestly of butted tubing and frame sizes, and lectures us all on pedaling technique.

Next best is our eight-year-old, with a pair of short husky legs that apparently never wear out and a determination that keeps him grinding away up the hills long after the rest of us have gotten off to hush. "And I never got off my bike once," is his summary of a perfect bicycle trip.

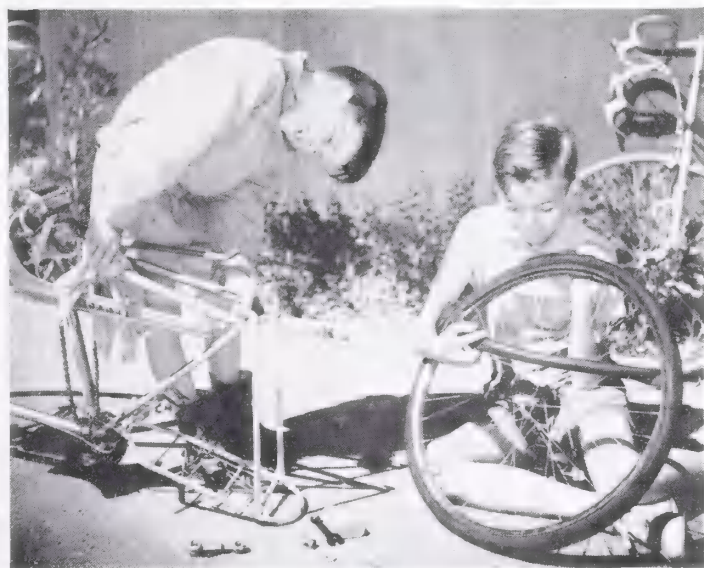
I myself am the weak link in our

family cycling chain. I am what is politely known to the trade as a "conservative rider," which means that I sit bolt upright, take no chances, and put comfort before all other considerations in choosing my equipment. I am not the athletic type. Coasting down a steep hill, while the rest of the family shrieks happily, I hang on with sweating palms, knowing that if I walk it, I'll earn a jeering "Chicken!"

But a family is more generous to its backward members than you'd think. And there are obvious advantages to a family hobby in which children can sometimes excel over their parents.

Family cycling is not racing and it is not a trial of endurance. It is a simple, healthful and economical means to exploration. Individual differences are lost in the fun of the ride. The important thing is the freshness that we sense in familiar

*(Please turn the page)*



Bicycles are simple, dependable machines, but need attention to stay in good condition. Children like such mechanical puttering.

to extend its useful years...  
Virtue Bros. furniture contains

**MASONITE PRESWOOD**

So trim and full of eloquent grace! Here is black metal, tipped in brass, for sophistication. Foam rubber for comfort. Wondrous new fabrics; eye-catching designs; worry-free plastic surfaces.

But wait! There's another value-full ingredient in the dining furniture of Virtue Bros. And that is Masonite Presdwood®, the strong, long-lived panel without knots or grain. It's basic in Virtue Bros. offerings and those of 300 other leading furniture manufacturers. Ask your furniture dealer. Masonite® Corporation, Dept. HBT8, Box 777, Chicago 90, Ill. In Canada: Masonite Corporation, Gatineau, Que.



## Presdwood...best for

Base for plastics	Core materials	Case backs
Base for graining	Dust stops	Drawer bottoms
Cross banding	Mirror backs	Sliding doors


**MASONITE**

PRESWOOD PRODUCTS



**LIGHTS OUT?**

STEP TO THE CUTLER-HAMMER UNIT BREAKER AND . . .



**LIGHTS ON!**

When you plan your new home or modernize the wiring of an old home, be sure you end *forever* the nuisance of blown fuses. Be modern; install a Cutler-Hammer Unit Breaker. Then when lights blink out because of an overload, you will only have to reset a little lever that has snapped out of position . . . and service will be restored. Nothing to replace, nothing to hunt for, nothing to buy. So easy and so safe; even a child can do it.

The Cutler-Hammer Unit Breaker is so good looking you need not hide it; have it installed in the kitchen or wherever it will be most convenient. Be wise; have your wiring plans figured *two* ways, with fuses *and* with a Cutler-Hammer Unit Breaker. You will be amazed at the slight extra cost of this modern convenience. Write today for free booklet "Goodbye to Fuses." CUTLER-HAMMER, Inc., 1398 St. Paul Avenue, Milwaukee 1, Wisconsin.



**FREE BOOKLET:** Tells facts about new, better home electrical protection. Write TODAY for your copy.



**The rugged PUMP for rugged jobs**



Yes, for ruggedness you can't beat a UNIVERSAL pump. Take Universal's new jet water systems, for instance. There's only one moving part, and it's above ground. No mechanism in the well to break down. Assures years of dependable performance.

- Provides extra pressure for automatic washers and lawn sprinklers.
- Saves on maintenance. Self-priming on deep or shallow wells. Automatically adjusts to changing water levels. No lubricating required.

You'll save on power, too. Universals pump more water than other pumps their size. Wide variety of models for deep or shallow wells to meet your specific needs.

**FREE BOOKLET**  
Send coupon for full details.



## UNIVERSAL Mfg. Co.

4108 Hoffmeister Ave., St. Louis 23, Missouri

Please send name of local dealer and free folder on household water systems, irrigation pumps. Depth of my well is about \_\_\_\_\_ feet.

Name \_\_\_\_\_

Address \_\_\_\_\_

## NOTHING TOPS BICYCLING FOR FAMILY FUN

CONTINUED FROM PRECEDING PAGE

things as we see them in their new light, closely and unhurriedly from our bike seats.

At this spring's motoramas we saw three-hundred-horsepower motors and over-a-hundred-mile speedometers that reflect our generation's worship of the motor and our reaching for speed. But when we're just "out for a drive," how can we enjoy the passing landscape if we zoom by at our new high speed?

Our freeways, built to accommodate all this perfection of transportation, have carried us still farther from enjoyment of the countryside. In recent years, driving on giant highways through the region where I spent my childhood, I complained that all Southern California had become lost in a mass of identical super-shopping centers, gasoline stations and monotonous subdivisions.

But on bicycle tours through this area, keeping to secondary roads, as one does on bikes, we found that the rural and the quiet are still there—the lemon groves with their big ranch houses, and the long stretches of shady road under eucalyptus wind-breaks. Only a few blocks back from the freeway, each orchard still has its fruit-stand beside the road, and the open fields still have meadowlarks.

There are of course many places, even in so developed a spot as Southern California, where freeways have not drawn their curtain over the landscape. For instance, driving on the main roads of the Ojai Valley, you can still enjoy from your car a peaceful atmosphere of groves, pastures, oaks.

**C**YCLING brings its own special rewards. From your bicycle, you smell the cleanness of the air, soak up the sunshine, listen to the birds. Your bicycle's pace is a speed for observing and for keeping contact with what you see. On a bike you don't miss the little road that turns up to the winery; and you haven't whirled so far past that it is inconvenient to go back and investigate. When you see a group of boys skipping windfall oranges across a giant arroyo, it is easy and natural to join them for a while and skip a few oranges yourself.

When you are ready to rest, you lean your bike against one of the huge rock walls that honeycomb the valley. An orchard worker, stopping to pass the time of day, tells you that the wall was built long ago by coolie labor when The

Ojai was being cleared for homes and planting. He tells you where you can get a drink of water; he suggests you circle to the west to watch the old cider press at work.

People are very accessible from a bicycle. They like to tell about their local lore and give advice about roads and points of interest. They want to look over your cycling equipment; and they are generous with a glass of milk, a place to rest. The friendliness people show for a group of cyclists out on the road provides a bridge to one of cycling's greatest rewards—an ever-growing acquaintance with our own region, both terrain and residents.

**T**HE attractions of cycling are many. Even considering the development of the automobile, it is surprising that there should be relatively fewer adult American cyclists now than there were fifty years ago. Abroad, cycling is more popular than in our own country. Because of shorter distances, fewer cars, economy, a more leisurely outlook—the bicycle is widely used in many countries as convenient transportation and for the pleasure tour. In England, trains running to the country have special provision for hanging the bicycles of excursionists. Countries like Holland and Denmark, where there is a bicycle for every two inhabitants, have cycling lanes in connection with their highway systems so that cyclists need not compete with motor traffic.

Dr. Paul Dudley White's recent statement that as a preventive against heart disease he "would like to put everybody on bicycles . . . not once in a while, but regularly as a routine," may contribute to increased cycling interest among adults in our own country. If so, we can look for a spread of bicycle touring clubs and a rash of family cyclists on our secondary roads.

Dodging through city traffic on your bike is possible, but not much fun. Cyclists who live in large cities need some way of getting themselves and their bikes into an appropriate area. For a family the size of ours, this takes some doing and means the use of pick-up or trailer. But smaller families can accommodate their bicycle equipment on the family car with the use of bike racks.

Although children will ride their bikes whether their parents ride with them or not, when the whole family rides together as a hobby,

cycling takes on the status of a sport with its own criteria of skill. Then the children begin to look on themselves as "cyclists" rather than as bike riders. They take pleasure in perfecting their "duck paddle" technique of pedaling. They become conscious of what it means to "sit right." They compare notes on how correct use of gears can economize their effort. The constant informal conversation that surrounds any family activity extends their thinking to such matters as frame angles and the importance of correct ratio in locating their seats, handle-bars and pedals.

The new focus on skill and form leads to understanding the purpose behind a bicycle's design. The bicycle is a perfect example of form following function, and this has been true from the first Safety Bicycles of 1880. At Dearborn Museum, seeing the graceful bicycles the Wright brothers made before the turn of the century, we realized that the ideal of the bicycle craftsman has not changed. The finer the bicycle, the more simple and spare it is.

**C**HILDREN choosing their first bikes usually go for something fat-tired and covered with gadgets. As their appreciation grows, sooner or later they get the fever to own a really first-class specimen of the bicycle-maker's art—light and strong, simple in every detail of its equipment, and with suitable frame-size and gears.

In our family the bicycle has been the best of all incentives for working and saving. Our oldest boy earned his first full-sized bike by selling eighty sets of combs. I believe no other goal could have had quite the sustaining power through his weeks of knocking on doors and writing sales letters, or have furnished quite the thrill of fulfillment he got when the crate at last came off his shiny red bike.

We were so impressed with this experience that we announced in our family an agreement to match any sum earned and saved toward a bike. Each of our children in turn has taken advantage of the offer. Now we are working on the same basis toward our second round of bicycles. This time we will know how to select the very finest of equipment.

Two of our members have already reached their goal. The rest of us know that before we can qualify for first-class bicycles, we



must not only save the price, but also must prove that we know how to use good equipment and that we are capable of giving it the care it deserves.

We protect our bicycles from weather, refrain from leaving them thrown down or behind parked cars, and we also give them the frequent mechanical attention they need. Because, though a bicycle is a simple and dependable mechanism, it needs constant adjustment. Brakes and gears must be attended to and the oil-can routinely used. Tires, bolts and spokes need to be kept in good working condition.

Adolescents have an urge toward mechanical tinkering and perfecting which finds an outlet in this kind of puttering. And, if they are not naturally methodical in their attentions to their cycling equipment, they may learn to be. Because if they aren't, the fruit of their own neglect is their own immediate inconvenience.

Learning rules of safety and courtesy on the road is a must for all cyclists. We have to accept responsibility for not slowing motor traffic or causing accidents. We ride single-file, close enough together to keep contact within our group. Each has his established position in the file. First man is map man and sets our pace, pro-

viding opportunity for frequent conferences. Last man wears a whistle and serves as sheep dog.

In line with our safety goals we wear red and white clothes for visibility. For cycling comfort we keep the clothing as light and wind-proof as possible. Nylon moisture-repellent jackets are good, and most of us keep billed caps with ear-flaps handy.

On tours we eat often to keep our energy level up. We take frequent rests. We intersperse pedaling with occasional walking periods. So far, on trips that include the whole family, we have not exceeded thirty miles in any one day; but we can make our thirty miles without difficulty. My own flesh may weaken on the home stretch, but no one else is taxed. Even our seven-year-old, when asked if he's getting tired, inquires, "Tired of what?"

A call for those interested in a bicycle trip meets enthusiastic response from us all. Once on our bikes, the magic of their wheels carries us into a world where, cloudy or blue, the sky sets the only limit to adventure. As we skim silently along on our "poor man's yachts," strain and tension slide away; and we refresh ourselves with quiet hours of companionship, motion and the out-of-doors.

## A MARQUESA WHO COOKS FOR A LIVING

CONTINUED FROM PAGE 81

composed—and then it writes itself, when you sit down with a pen.

Lastly, there is something a wife and mother can contribute to family serenity whose name I do not know. I do know it exists and I try to practice it. Let me give you a true example, since I cannot put a word to it.

I have a friend married to a fine, prominent official who earns a handsome salary in the United States; they have two children. She decided to go back to work and, with her salary, hire a maid and a cook. Within a short time it seemed that both the children could not be out of bed at the same time. They suffered a continuous round of boils, aches, colds and crying jags. Her husband returned from his exacting day to a yowling clinic, which made him progressively more haggard. Finally, my friend plunged. She quit her job, fired the maid and the cook and took over. Her house is neasier than she likes; her cooking is indifferent; but the boils and aches and colds have stopped, is no doctor could stop them. Her

husband is serene. And she has time to embroider again.

Let me give you another true example, my own.

My life has been a fairy tale in reverse. As a young woman I became a Marquesa. Now I am a cook, an inn-keeper, a woman whose aim is to spoil my guests.

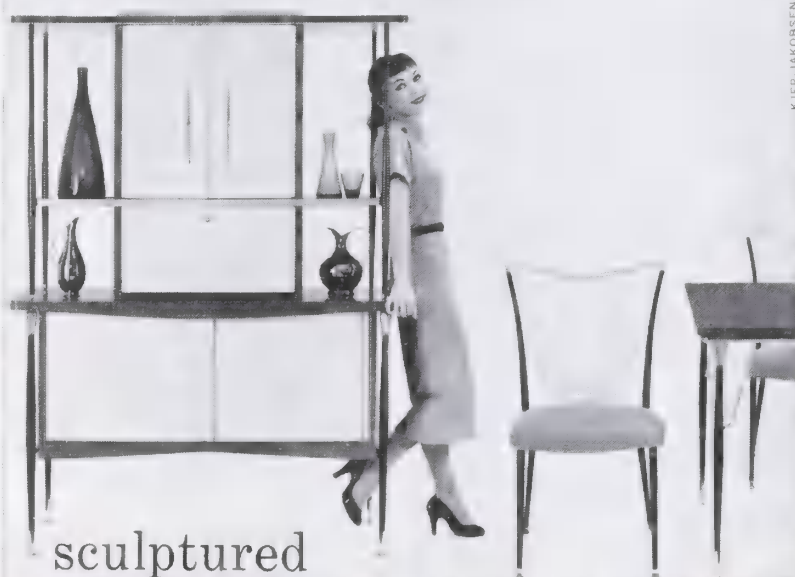
But don't think I am an unhappy woman. As many men kiss my hand now as before, a hand somewhat reddened and often crisscrossed by band-aids where a knife has nicked or a burn blistered. These are my battle scars and I'm proud of them. I know as many admirals and generals, writers and movie stars, diplomats and bankers as ever I did. They come to my table with their wives and children as my guests as they did before; there's only one difference—a bill before they leave. They seem to like it, for they keep coming back.

I'm independent. I can swim in my own pool every day I please. Fifty people for lunch bother me less than twelve did a few years

(Please turn the page)

340 TABLE/675 CHAIR/712-714 CHINA BUFFET

KJER JAKOBSEN DESIGN/PATS. PEND.



sculptured

black metal dining furniture

by



AVAILABLE AT LEADING FURNITURE AND DEPARTMENT STORES  
VIRTUE BROS. MFG. CO., Los Angeles 45, California

Send for Informative Booklet Dept. A

"GOD GRANTS LIBERTY ONLY TO THOSE WHO LOVE IT, AND ARE ALWAYS READY TO GUARD AND DEFEND IT." Daniel Webster

SO GAY, SO BEAUTIFUL  
...AND SO VERY, VERY NEW


*Butterfly* BY HULL

Ceramic masterpieces reflecting the skill of America's finest art potters, styled for your colorful, casual home decoration. Choose any of the 23 graceful pieces in a startling white-on-white, or velvety-smooth turquoise, now at fine stores. Butterfly is crafted by Hull Pottery Co., Crooksville, Ohio.





**For You . . .**



*Beautiful*

**PICTURE WINDOWS**  
that  
*Slide Open*

When planning your new home include the most advanced window engineering. Costs are about the same. Ask for the facts on beautiful extruded aluminum Fleetlite Sliding and Double Hung Windows that insulate or ventilate at the touch of your finger.

Write for literature

**Fleetlite**  
AMERICA'S Window WINDOW


FLEET OF AMERICA, INC.  
2630 Walden Ave., Buffalo 25, N. Y.

**PULVEX ANTI-SCRATCH FLEA POWDER**  
**KILLS FLEAS!**  
**STOPS ITCH!**



Once-a-week sprinkling with PULVEX Anti-Scratch Flea Powder keeps your dog flea-free always! PULVEX kills fleas, lice, ticks fast and prevents reinfestation up to 7 days. Also kills itch-producing fungi and bacteria. At any good drug, pet or department store. Another PULVEX Pet Care Product from COOPER, Chicago 14, Illinois

**You Are Their Hope**



**CP**

Give to  
**UNITED CEREBRAL PALSY**

## A MARQUESA WHO COOKS FOR A LIVING

CONTINUED FROM PRECEDING PAGE

ago and, while I don't say it myself, my friends claim that I serve the very best table in Mexico.

My fairy-tale-in-reverse upset happened about three years ago and to understand it requires some background. My husband is José Maria Carles-Tolrá, Marques de Castellar. The title of Marques is the second highest rank of nobility in Spain, topped only by the Dukes and the Princes of the Royal House. My own family is not noble; my father was professor of international law at the University of Barcelona and my mother came from a family of country squires; we are a family of professionals, artists and businessmen. My husband and I were married in 1937 in Paris, where I was working at the Spanish Embassy.

We had traveled a great deal—to France, to Argentina, to the United States, to England, to Portugal—frequently in the company of my father-in-law who was a real gourmet and who taught me a great deal about cooking. Eventually, we decided to live in Cuernavaca, Mexico, where houses are as big as palaces. This put before me squarely the problem: How could I maintain and run a Cuernavaca house on our small income?

As every woman knows, a house is not compressible. I had eleven bedrooms and baths, two acres of garden with duck pond and chickens, a swimming pool, sitting rooms, verandahs, garages, servants' quarters—a seigniorial mansion in truth—that requires about ten servants to handle properly. Maintenance alone of such a place requires money. One thousand dollars a month is a minimum to keep it in shape and I could count on less than half that. What to do? I decided to take paying guests.

IF PARADISE is a physical place, as Milton thought it was, Cuernavaca would come very close. Here is a perfect climate. Warm blue skies in the day time, cool at night to let you sleep. The bougainvillea spill over in magic profusion to decorate even the humblest stone wall with their magentas and imperial purples. Flowers are all around us—so much so that Cuernavaca is known for its fine honeys.

In this near-Paradise I controlled an enormous house. From my bedroom window and from the garden we delight in Mexico's extinct twin volcanoes: Popocatepetl and the sleeping Ixtacihuatl. My swim-

ming pool is as blue as the sky after rain. My dining table seats eighteen. The frontage on the garden has a seven-arched verandah, festooned with blue-flowered, bell-flowered climbing *Francisea*.

In addition, Cuernavaca is only an hour's drive from Mexico City on the splendid toll-highway. And it is not only fashionable but necessary for many people to get away from Mexico City's altitude once in a while, to rest here—for we are 1,500 feet lower than the capital.

I put together the will and the assets and I was in business. I let it be known among my friends that I would welcome paying guests. I myself would supervise the kitchen.

The customers were only a trickle at first. But my friends stood by me loyally, passing the word along to their friends in turn. "Why not spend the week end at Rosa's?" became a kind of refrain sandwiched between cocktails. "You look peaked. A week at Rosa's in Cuernavaca . . ." And so my guest list grew. My third season, just ended, has kept my house full from Sunday to Sunday. Dogs and children crisscrossed the garden; grown-ups toasting their shanks alongside the swimming pool caught up on their reading, played cards and music—and ate as I never realized people could eat. I have built two detached bungalows, my flock of chickens has doubled, we have expanded the rabbit pens, the ducks parade their fluffy yellow offspring and one of the geese has laid an egg!

I am happy again. I am happy being a woman, a successful woman, who is proud of her home, her family, her guests, her household.

My inner womanly philosophy, if that is the right way to say it, tells me that to make up for the fast modern pace people need to be spoiled. Especially Americans and Canadians, who make up more than half my guests. Maybe not spoiled altogether, but spoiled a little bit anyhow. So I do my best to spoil them a little at *Casa de Piedra*. I have been reading about how hard American men work and how many widows they leave, because they work too hard. Maybe if American women would spoil their husbands *more*, and make them work *less*, they could keep them longer. The same goes for the divorce rate. My advice to American women would be—spoil your husbands so much that no other women will be able to tolerate them.

Only half jokingly, some of my stricter friends twit me for showing the Arab strain, saying that Spanish women believe in making minor sultans of their men. It does wonders for the overstrained executives, and it really takes so little to do. Recently, a woman stockbroker came to me badly underweight with jumpy nerves. A glass of milk now and then, finding the ripe mangoes she raved about, making the special desserts she liked made a new woman of her—and presumably a bull in the market—within a month. (I just heard she got married!)

OR TAKE the case of the two radio network executives. After doing whatever it is that radio executives do to ruin their tempers and their livers, they came to me for a long week end. They arrived on a coldish day, just in time for a short swim before lunch. As they came out of the pool I met them with a double Bacardi daiquiri in each hand. You would have thought I was handing them manna. Without apologies to their wives, they got the most thorough spoiling all week end of which I was capable and which seemed to me to be just what they needed. If radio in the United States has improved as much as they did personally, somebody owes me a sponsor. At any rate, one of these executives listed my asparagus mousse as one of the three wonders of Mexico, coupled together with the great TV center and Popocatepetl.

My guests are an international smorgasbord. On Saturdays and Sundays especially, the company in my house and garden is likely to strike an unwarned observer as strictly screwball. For one thing, there is no agreed language in which to communicate. A bronzed Canadian giant, who will be glad to repair a damaged eyeball when back in his surgery, mangles high-school French entertaining a petite Roman lady. An Austrian movie producer tells outrageous melodramas, switching from English to French to Spanish with the ease of a flashback, fracturing each language beyond a grammarian's recall. Several languages may contribute to a single sentence. I once heard one of my guests commenting on a competitor: *On dit que le food esta muy down*.

A MINOR feature is an invention of my own. In Mexico everyone who possibly can, takes a siesta after lunch. The siesta is a custom



which has been going on for a long time but which too few Americans know anything about. I figured the siesta needed wider use. For honey-mooners and others who really need a rest, I prescribe a siesta after breakfast. It does wonders for duodenal ulcers, high blood pressure and sinusitis.

Because so many wonderful Canadians escaped from their snows and ices last winter to stay with me, *Casa de Piedra* was for a time known as The Canadian Club. Others have dubbed this house the Cuernavaca-Swimming-Cooking-

and-Siesta-Society. Call it what you will, my idea is that people shall, for a change, be freed from slavery to the alarm clock and the supermarket and do as they please.

As for me, it does something for my morale to be able to wear a Hoover apron over my bathing suit and choose my own time for a dip between sauce and soufflé.

I've proved that the "womanly arts," as you call them, are as good for business as they are for one's own family. And anyway, I enjoy them so very much!

## THE DILEMMA OF MODERN WOMAN

CONTINUED FROM PAGE 94

yesterday's suffragette movement.

**2. Outside thought pressures.** Advertising, magazine articles and community demands tend to make women motivated by fear, dissatisfaction and "should" compulsions, instead of by their own personal evaluations and philosophy.

**3. Failure to keep up with technical advances pertaining to women's work.** We haven't digested all the enormous changes and advances that have come into being for us to use. We have failed to develop as strong, purposeful individuals.

**4. Change in family relationships.** The family of today is a single entity. Generally there are few grandparents and aunts and cousins near by to depend on. Couples tend to live far away from their parents, in many cases, and group together in communities made up of only their own generation.

**5. Pressures of a new economy.** We have practically no unemployment, so help is scarce and expensive. Everything costs too much. Some of us have to learn to live in houses half the size we used to. But we are still guided by former social signposts and value-concepts.

**Five points for women to consider in an effort to better their approach to life**

**1. Good organization.** Learning to streamline housekeeping methods and develop a simple but workable outline, employing to the best advantage all available aids.

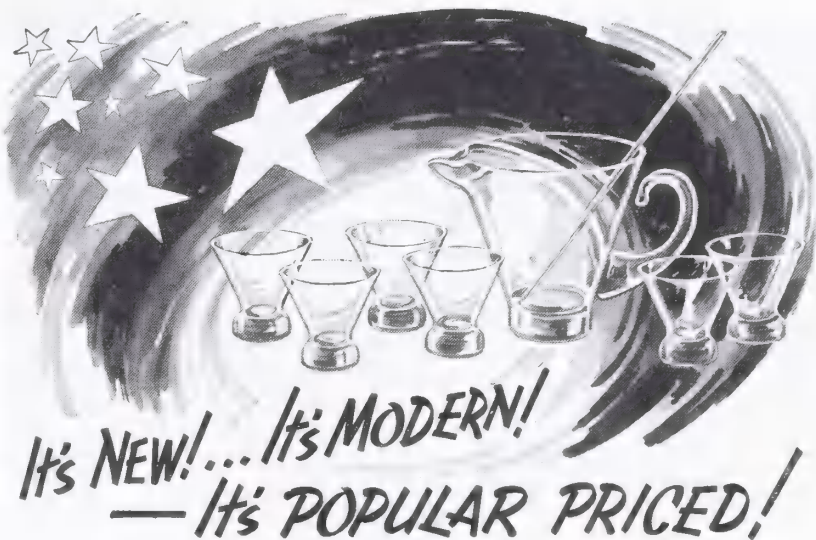
**2. Being selective.** Learning to exercise our rights as individuals to become more discriminating and thoughtful about the way we shape our lives and the responsibilities we undertake. Learning to ask of

everything, "Is this something I truly want to have or do or care for? Is it necessary? Am I being pressured to be on too many committees, to work for too many fund-raising drives?"

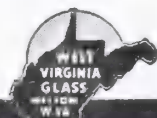
**3. Better communication.** Learning to understand and appreciate the people around us, to establish intelligent and constructive relationships which will help us to be broader and more aware of the needs of others. The great importance of honest, thoughtful and constant communication between married partners.

**4. Personal Identity.** Learning more about the need to be a whole person, instead of a family convenience. The more this need is fulfilled, the easier the whole job becomes. Doing something creative can be helpful here.

**5. Forget the idea you have a harder time than your husband.** You don't! Your man, if he's getting along in the business world, has terrific daily pressures too. Even if they don't seem like pressures to you, they are very real and very wearing. Business is loaded with frustrations, animosities, jealousies, pressures "to beat last year's figures," too many phone calls, straining to remember all the quirks of a customer and of the boss, interruptions that keep your husband from getting the work done. Not enough women understand the needs and problems of their husbands' jobs. They are inclined to think their husbands have a Roman holiday every day, while they stay home and drudge. What all of this adds up to (for all of us, men and women) is to do what we have to do, the very best way we can and learn to have respect for every member of the family.

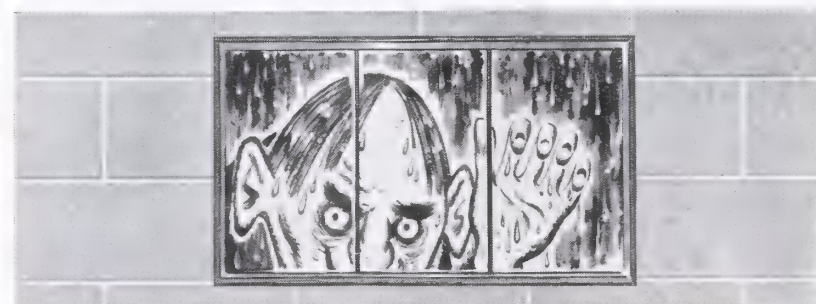


**NEW!** . . . Almost at the very moment you're reading this, buyers at America's four leading China-Glass-Gift Shows—in New York, Chicago, Atlanta and Los Angeles—are likewise getting their first glimpse of this brand new 1956 hand-wrought 7-pc. Martini Set, another glamorous example of the enviable handiwork of those gifted West Virginia Glass artisans! . . . So YOU can be the proud first (if you act quickly) of your set to possess this brilliant seamless crystal creation—so new, so modern, and (surprise!) so modestly priced! In open stock, too!



When buying glassware, look for this blue and gold label identifying West Virginia Glass. It's your assurance of hand-blown, brilliant crystal—smart, modern design—superlative quality—at conservative prices. At gift, jewelry and department stores. For name of nearest dealer, write West Virginia Glass Specialty Co., Weston, W. Va. (Member Glass Crafts of America.)

# WEST VIRGINIA Glass



## IS THE MOISTURE MONSTER LOOSE IN YOUR BASEMENT?

Send today for this new FREE Booklet!

Yes, if you have a dampness problem *anywhere*, the amazing Oasis Dehumidifier will put an end to it! Stops rust, mildew, warped floors and woodwork, sweating pipes, mold and musty odors. Takes moisture-laden air from the room and removes up to 3 gallons of water in 24 hours. Keeps rooms dry, comfortable. Don't delay. Get rid of the Moisture Monster in your basement. Send for this new book today!



# OASIS

DEHUMIDIFIER AIR DRIER

**Send Today**

Book tells moisture danger signs . . . how to make basements dry . . . prevent hundreds of dollars in damage.



THE EBCO MANUFACTURING CO.  
Dept. CC, Columbus 13, Ohio

Send book on getting rid of Moisture Monster!

name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_





## MULTIPLES UNLIMITED

from these units you can decorate any room, later change groupings as your needs change. Matched natural-grained walnut, beautifully finished, burnished pulls.

living room



dining room



bedroom



Send 25¢ for 16 pg. booklet, "Small Space Magic."

**Brown-Saltman** CALIFORNIA

Div. 8, 2570 Tweedy, South Gate, Calif.

## A girl's best friend is still Guide for the Bride magazine

See that she gets the latest  
issue (Fall 1956) that tells  
her how to be a **PERFECT**:  
*Bride, Decorator, Hostess  
and Housewife.*

Now on sale  
at your local newsstand

**50c a copy**

## STREAMLINING THE ART OF QUILTING

CONTINUED FROM PAGE 74

the simplest of mediums. Unfortunately, quilting has become an almost lost art, and that is where you come in. This has happened because the patterns have become stereotyped and repetitive. Therein lies your challenge—to give quilting a new look.

Quilting is a wholly feminine creation. It has long been woman's expression. So it should be as up-to-date as woman today. Let it mirror her surroundings, sentiments and sensitivities. One can tell stories in quilts. One can write poetry in quilts. One can paint in quilts. Truly one can almost weave dreams into quilts.

But YOU do it! And don't copy Grandma.

This is no sniff at the old-time patchwork, mind you. The early American housewives were, above all, practical, but even then their imaginative flair sometimes came through. Their long hours of intricate needlework showed up in the form of minute stitches, done on highly skilled and ingeniously organized geometric patterns.

These women were sensitive recorders of the ceremonial life of their households, their farms, their towns. The ever recurring cycles and festivals of life were the perceptive points of their needles. Quilts were the reflections of their daily lives, their holidays and their celebrations.

These past masterpieces of quilting with their rare and lovely harmonious combinations hold an honored place among our heirlooms, but they do not and cannot speak for us here and now. We have new fabrics, new color palettes, new exciting threads, like Lurex, with which to play. We have new kinds of meaning in our lives and also new ceremonials that we prefer to honor.

**TO BE** sure, the basic quilting formula remains the same. The essential nature of quilting is that it consists of two thicknesses of material which are stitched together and made effective with a padding of some downy material between the layers. But that should be the only link between yesterday and today.

Never before have the yardage counters overflowed with such a wonderful, endless variety of materials with patterns so smart, textures so rich. Manufacturers of embroideries and the related yarns, threads and rickrack, have created

a veritable sewing-room Disneyland, offering every inducement to inspire and excite the more creatively bent quilt-maker.

**THREADS** themselves have come a long way, making the core of your work easier to handle. Lurex threads, conceived in texture and color to hold the rapt attention of both quilter and beholder, are most dramatic and satisfying to use.

The dye colors in thread are superb. You can get any shading of any color to blend your stitching into your pattern or to make the stitching stand out in bold contrast.

Methods have changed as well as materials. The old "squint" system of threading a needle has been bypassed. The old tedious stitches—wave and zigzag, shell and feather—have made way for streamlined stitching.

To show infinite patience is no longer in itself the goal of the quilter. You will find that a larger and bolder stitch, well placed, can be functional and also add to the pattern. Above all, it very definitely speeds up and simplifies what was once a tedious, even though gratifying, procedure. I use a big darning stitch for almost everything and a hemming stitch for appliqué.

The cumbersome and room-filling frames of old have been supplanted by large wooden or metal hoops for the individual maker. Even a hooked rug frame is readily adaptable for two or more women to use, if they wish to have a "get-together" to make a child's quilt or a quilted throw rug.

The market will soon offer a collapsible quilt frame which can be contained in a very small space, but can also be extended to regulation proportions.

So, if you are eager for a uniquely useful creative occupation, there is much to draw on. The subject for a quilt can be your reflections or your needled comments on present-day events, on seasonal or religious themes. Big days in the family, such as births, weddings, holiday trips and anniversaries, all lend themselves to quilting. And you can have much pleasure in the mere utilization of audacious combinations of fabrics, threads and embroideries.

Thus, you have before you unlimited boundaries and means of expression. You have all the new-found joys of the experimenter. You have countless trimmings to choose from. You can use lace,

corduroy, drapery fabrics of all kinds, velveteen, seersucker, taffeta—to name only a few. If these do not mesh with your color scheme, dye can be used. And lots of it!

Dyes are excellent now. They've never been easier to handle, and they're inexpensive. Your own dye combination assures you of a quilt bearing your own unique stamp.

So, with all these means at your disposal, you have no excuses for not plunging right now into this ever so self-satisfying art medium. For themes you can select from an ever wider world. Then there is your own deeply personal inner world to draw on for inspiration.

You can retain all the quaint simplicities of the old and yet, by utilizing all the new devices and supplying modern color and design, you most assuredly can kick up a quilt (to use the vernacular) that will someday be a collector's item. Or, to look at it more practically, you can at least quilt a covering for your grandchildren, for their first rocket ride to the moon.

Here are four hints, based on my several years of quilting:

1. Never use the standardized or conventional. Your designs can be imaginative or they can be real, but should be your own.
2. Modern quilting should be free from too precise a line. Work free-hand instead of in careful, precise, measured elements. Let it be sun-rise-bright, pure in color, decorative in design. Don't be afraid to dye freely to get fresh and really startling effects.
3. Don't worry about making small, invisible stitches. Big, bold embroidery stitches serve the purpose just as well. Don't ruin your eyes; speed up the process, so you can make several in the time Grandma took to make one.
4. Your quilts should be indicative of the present, so that in time they will absorb into themselves rich memories that make for living tradition. Choose the best of all that has gone before, but also make sure to add your own contribution.

Even if you don't wind up with a collector's item or a museum piece (it cramps your style, if you so aim). I can promise you one thing for certain: You won't need your quilt for a psychiatrist's couch. Quilting is the perfect antidote for boredom, tension, too much time on your hands, neuroses and inertia. Try it and you will find it beats sleeping pills or Arthur Godfrey every time.



## THE PLAYFUL POSSIBILITIES OF SETTING A TABLE

CONTINUED FROM PAGE 67

The following table setting ingredients are available at Georg Jensen, Inc., New York. Those not listed are the personal property of Alexander Girard.

### PAGE 63

**ANNIVERSARY TABLE:** Sterling fork, spoon, cake knife, "Francis I," Reed & Barton; fruit knife, "Old Master," Towle Mfg. Co.; butter knife, "Beaded," Georg Jensen Silversmiths; enamel soup spoon, Tost-rup. Glass: drum glass, St. Louis; liqueur glasses, Leerdam; crystal vase, Karhula. Linens: doilies, Marghab; place mats, napkins, by Girard for Georg Jensen. Accessories: Austrian enamel bowls, American enamel plate, ash tray; butter plate by Girard for Jensen.

### PAGES 64 AND 65

**DINNER FOR FOUR:** Table with Lazy-Susan center, Herman Miller Furniture Co., topped with Westinghouse Micarta from U. S. Plywood; "Hexagon" plates by Girard for Jensen. White glass tumblers, Karhula. Vases, Gustavsberg. Enamel ash trays by Nathan Gluck.

**BREAKFAST:** Glasses, Venini; sugar

bowl, Gustavsberg; Dutch pewter coffee pot, Meuse; American silver memo pad and pencil; silverware, "Pyramid," Georg Jensen.

**BUFFET:** Stainless steel "Kongo" flatware, Dansk Design; Danish wooden plates by Kay Bojesen; brown ovenware plates; stainless steel casserole by Magnus Stephensen; bottle trivet, aluminum and Westinghouse Micarta from U. S. Plywood; green decanter and olive dish, Venini; bun napkins, Marghab; horn-handled salt and pepper; Danish suspended lamp, Louis Poulsen.

### PAGE 66

**FAMILY LUNCH:** All from Jensen, except paper ornaments. Butter plates, "Tranquebar" hors d'oeuvres dishes. Royal Copenhagen: bowl, Krenit; silverware, Georg Jensen Silversmiths; "Fjord" stainless steel with teak handles, Dansk Design.

**LADYLESS DINNER:** All from Jensen, except Thaibok silk tablecloth. Sterling flatware, Georg Jensen Silversmiths; plates, "Flora Danica," Royal Copenhagen; cut glass, Waterford; cordials, Orrefors; silver trays inset with Westinghouse Micarta from U. S. Plywood.

## FURNITURE THAT REALLY NURSES YOU

CONTINUED FROM PAGE 85

Following is a list of additional merchandise shown on pages 82-85.

**SIMMONS' HOSPITAL BED (H890-33) AND OVERBED TABLE:** "Beautyrest" mattress, Simmons Co., N.Y. Lamps, Abels Wasserberg & Co., N.Y., with Touchtron controls from General Electric. Wrought-iron tables and screens, Molla, Inc., N.Y. Carpet, antique gold, Callaway Mills Co., La Grange, Ga. Fabric, #56103 for draperies and bed skirts; "Falmouth" quilt, #80880, for spread and head- and foot-board covers, both from Brunswick & Fils, N.Y. Portable TV from R.C.A. Bed linen and blanket cover courtesy Jean Gale, Inc., N.Y. Painting "Spring Dance" by Etting from Midtown Galleries.

**OVERBED TABLE #1950:** Carrom Industries, Inc., Ludington, Mich. Setting and accessories by B. Altman & Co., N.Y. Portable typewriter, Olivetti Corporation of America.

**DAY REST AND TABLE:** Valley Furniture Shops, Inc. Voile curtain fabric, J. H. Thorp & Co., Inc., N.Y. Carpet, James Lees & Sons Co., N.Y. Black basalt coffee service, Josiah Wedgwood, N.Y. Blanket of natural

wool spun and woven by the Berbers from Mauretania Fabrics, N.Y.

**SINGLE PEDESTAL OVERBED TABLE** designed by Raymond Loewy: Hill-Rom Co., Inc., Batesville, Ind. Portable television, General Electric, N.Y. Blanket cover of embroidered nylon, Elmer P. Goldsmith, N.Y. Sheets and pillow cases of nylon from John Matouk & Co. Handwoven, summer-weight wool blanket, St. Mary's Woolen Mfg Co., N.Y. Wallpaper, "Paradise Floral," Katzenbach and Warren, Inc., N.Y. Fringed "Exlite" room-darkening window shades from Joanna Western Mills Co., Chicago, Ill.

**OVERBED TABLE:** Designed by Harold M. Schwartz, The Romweber Co., Batesville, Ind. Sheet and case, percale with bowknot hems, Springmaid, The Springs Cotton Mills, Lancaster, S. Car. Quilt of white embossed nylon filled with Dacron, Woods & Logan, N.Y. Breakfast service, "Whitmor" by Aynsley, courtesy Plummer, Ltd. Danish tray and "Dan-k" stainless steel flatware, Dansk Design, Inc., Great Neck, N. Y., courtesy of Pacific Shop, San Francisco.

## Luxury BROADLOOM

SAVE UP TO 1/2 FACTORY-TO-YOU!

### Choice of

44 lovely, up-to-date, Solid and Two-tone colors, casual Texture Blends, Embossed effects, Leaf and Floral designs, colorful Early American and Oriental patterns, regardless of colors in your materials. 9x12 ft. weighs 46 lbs., not 32.

**ANY WIDTH** up to 18 ft. seamless, any length—sizes you can't get elsewhere. Factory-to-you.

**MONTHLY PAYMENTS** if you wish! Satisfaction guaranteed. 82nd Year. Over 3 Million Customers

### FREE Beautiful Carpet Book in Colors—Write Today!

MAIL this coupon or a postcard for the big new, money-saving Olson Book, 44 pages of Rugs, Wall-to-Wall Carpeting, model rooms. Tells how to get heavier, deeper-textured, Reversible Broadloom at big saving by sending your Old Rugs, Clothing to the Olson Factory at our expense.



**ALSO For Your Friends** Just write their name and address in margin or on postcard and we will mail Book FREE

Your Name.....  
Address.....  
Town..... State.....

**OLSON RUG CO. Dept. K-18**

Chicago 41, Ill. — New York 1, N.Y. — San Francisco 8, Cal.

### OTHER AERMOTOR PRODUCTS



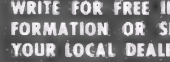
CONVERTIBLE JET



SUBMERSIBLE



DEEP WELL



SUMP Matic

WRITE FOR FREE INFORMATION OR SEE YOUR LOCAL DEALER

## THE AERMOTOR "Bud-Jet"

WITH WATER WHERE YOU WANT IT, AT A PRICE YOU CAN AFFORD

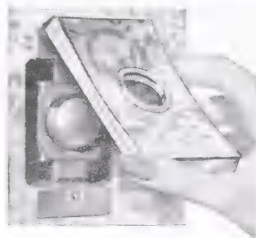
**TOPS IN QUALITY!** The "Bud Jet" is loaded with features you'd expect to find only in more expensive pumps... features that sell themselves! For example, Brass Impeller, Brass Tube and Nozzle, Ball Bearing Motor, Stainless Steel Shaft, etc.

**TOPS IN DEPENDABILITY!** The simple yet rugged construction of the "Bud Jet" assures years of trouble-free operation.

**TOPS IN CONVENIENCE!** Available completely assembled, ready for operation; convertible from Shallow to Deep Well in minutes. The AERMOTOR "Bud Jet" is the logical choice for the small home owner seeking a dependable water supply.

**AERMOTOR COMPANY**

2500 W. Roosevelt Rd.—Chicago 8, Illinois, U.S.A. Dept. 17RA8



### New Tap-Lite Wall Switch With Snap-On Fashion Plate

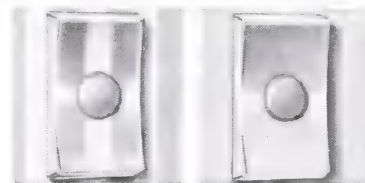
HAVE fun decorating with Tap-Lite, new kind of wall switch! Transparent wall plate makes it easy to match any wall by inserting your own wallpaper, drapery material, or one of the colored inserts provided. Simple to substitute for old switches; quiet and easy to operate. Tap—it's on! Tap—it's off! \$1.95 complete—at leading hardware, electric and department stores.

## Ever see a light switch like this?

Tap-Lite by



MINNEAPOLIS  
**Honeywell**



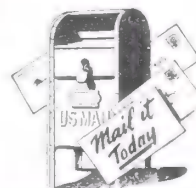
### "IMPORTANT—TO SUBSCRIBERS"

#### BEFORE YOU MOVE—WRITE!

Send us a letter, card or Post Office change-of-address form. Tell us both your old and your new address.

At least 5 weeks before you move, notify

House Beautiful Subscription Dept.  
250 West 55th Street, New York 19, N. Y.







**\$1<sup>00</sup>**  
**save**

end  
cord troubles  
matted ironing!

**Mary Proctor**  
**CORDMINDER**

**Special—Now!**

**only \$2<sup>95</sup>** reg. \$3.95

- Cordminder folds flat for easy storage;
- Feather-light, flexible mast (20½" high) moves with your iron;
- Keeps cord off clothes and table;
- Iron plugs directly into Cordminder;
- Built-in 6' extension cord.

**See your Proctor dealer or  
order today!**

FREE FOR PROMPT ORDERS  
Mary Proctor "Wrinkle Eraser"  
smooths out hard-to-iron wrinkles.



**Mary Proctor House, Proctor Electric Co.**  
5th & Courtland Sts., Phila. 40, Pa.

Send me, postpaid, CORDMINDER at new  
low price and, FREE, "Wrinkle Eraser"

I enclose \$2.95 ☐ Check ☐ m. o.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

HBB

**BIG NEW WHOLESALE CATALOG FREE!**

**NOW! Save Up to 50% on Nationally Advertised Gifts**

Use this big, new FREE CATALOG to buy all kinds of gifts and merchandise for yourself, family, friends, neighbors. Terrific saving on big-name items. Also, make money spare time taking orders from others!

**EVERGREEN STUDIOS**  
Dept. 13, Box 846, Chicago 42, Illinois

**HAPPY PETS!**

• NO TICKS • NO FLEAS  
• NO GNATS • NO ODOR

Powder 49¢ Dip-Bath 98¢  
Bomb \$1.25

**Ask Your Pet Dealer!**

## HOW WE POUR PLASTIC

CONTINUED FROM PAGE 61

(see Fig. 3, page 61). Later, when the lantern was hung, ¾" round head screws were screwed through the eyes and into our wooden ceilings, providing a simple method of hanging.

From the hardware store we obtained two sheets of aluminum, 8" wide, and of lengths equal to the circumference of each of the two circular grooves in the base. To prevent the liquid plastic from sticking to the aluminum during casting, we polished the inside faces of the metal to a mirrorlike surface. A sheet-metal shop rolled the two sheets into cylinders of the proper diameter. You could have this whole process done for you at your sheet-metal shop, but be sure to have the cylinders very smooth and free of creases or dents, since the plastic will take the exact form of the mold.

**NEXT** WE taped the joining edges of our cylinders on their outer faces with 1" wide Scotch Tape (see Fig. 4). Before placing the cylinders into the grooves, a thick coating of heavy-duty paste floor wax was applied to the base area between the grooves, so that the plastic would not stick to the wood.

After placing the cylinders in the grooves, we sealed the joints between them with an auto-body caulking compound obtained from an auto-supply dealer. This step is of great importance, since it guards against leaks occurring during the casting process. So take great care to be sure that you create a complete seal (see Fig. 5).

Now we were ready for the fun. In our lanterns we added to the plastic an aggregate made of broken Coke and wine bottles. When cast into the sides of the lantern, with the clear plastic forming the binder, this broken colored glass created a crystal-like wall through which the light literally danced, casting beautiful shadows across our ceilings.

You might experiment by using other materials for your aggregate. Any kind of colored and broken glass, marble chips, bits of colored plastic, sea shells, leaves or grasses will do; almost anything will do that is beautiful when light passes through it. The only limitation is that the aggregate must be small enough to be dropped between the cylindrical walls of the form.

The plastic resin we used was "Polylite 8001," manufactured by Reichhold Chemicals, Inc., 525 North Broadway, White Plains,

N.Y., and bought directly from the manufacturer. (There are also a number of similar formulations of polyester resins available from local plastic distributing companies and shops which sell boat repair kits. Additional sources are listed at the end of this article. All these liquid, thermosetting resins must be combined with two admixtures: the first, an accelerator; the second, a catalyst or hardener, before they can be properly poured into the mold.

I suggest that you discuss your intentions with your supplier and that you follow carefully the recommendations of the manufacturer in this mixing process. When properly mixed, the plastic will flow into the mold and set up (harden) properly. However, an improper mixture can result in some serious problems, since the setting-up process involves a chemical reaction which causes intense heat to develop in the mold. If you follow the manufacturer's instructions, however, you will have no difficulties.

Use a large glass water pitcher in which to mix the resin. This makes a convenient device for pouring the mixture into the mold (see Fig. 6). Proceed as follows:

1. Pour about 1" of plastic into the bottom of the mold. Now check to be sure that there are no leaks. If any develop, be sure to reinforce the sealer.
2. Drop aggregate into the mold about half way up.
3. Carefully pour in more plastic to within three-fourths of the top, then add enough aggregate to fill the mold.
4. Pour in enough plastic to completely fill the mold evenly at the top of it.

You must now let the plastic set up and harden. Depending upon the mix, the time of hardening will vary. First, the mix will begin to jelly and as this occurs it will slowly warm. Soon it will get hot, so hot in fact that you will not be able to touch the mold. Do not be alarmed at this. Let it cool completely before you remove the sides of the mold. We simply peeled the Scotch Tape off the cylinders and slipped them free. Then we were ready to repeat the process.

When we used the lanterns as light fixtures, we screwed them to the ceilings directly over porcelain light outlets. We had previously glued four small cubes of plastic

to the inside edge at the bottom of the lantern (see Fig 7). These little projections supported standard metal diffusing shields, used in commercial spot lighting, which we obtained from a light-fixture dealer.

We have also used our lanterns with candles in various flower and table arrangements and I am planning to make some with solid bottoms for vases. There is no end to the uses and variations this technique of casting plastic resin will open up, once you have mastered the basic steps. I have a number of projects planned, including a paneled entrance light for our car shelter, which our architect has designed for us. And there are various others, too!

Other plastic (polyester resin) casting materials of the same type used by Mrs. Teasdale are available from the following sources:

American Cyanamid Company, 30 Rockefeller Plaza, New York. Their resin is "Laminac #4116."

Bakelite Company's Resin #206, from Glass Plastics Supply Co., Linden, N. J.; Fiberglass and Chemical Services, Tacoma, Wash.; Herter's Inc., Waseca, Wis.

Barrett Division of Allied Chemical and Dye Corp., 40 Rector St., New York. Their resin is "Plaskon #951."

Celanese Corporation's Marco Division makes similar resins, available from suppliers of boat-covering kits, such as Camolit Industries, Chemical Division, Wilmington, N. C.; Plastiglass Products, West Bradenton, Fla.; Whitehouse Reinforced Plastics, Fort Worth, Tex.; Serv-U-Marine, Cleveland, Ohio; Fleetcraft Marine Sales, Los Angeles, California.

Pittsburgh Plate Glass Company's "Selectron #5026," from that company in Newark, N. J.; Pittsburgh, Pa.; Torrance, Calif.; Detroit, Mich., or St. Louis, Mo.; Rohm & Haas "Paraplex P" resins may be available from Plastics Service, 233 Condor Street, Boston, Mass.; Pacific Plastics Co., 2727 Seventh Avenue South, Seattle, Wash.; Thalco Glass Fiber Products, 765 So. Harvard Blvd., Los Angeles, Calif.; Castolite Co., Woodstock, Ill.; Kristal Kraft, Inc., 420 Tenth St., Palmetto, Florida.

United States Rubber Company's Naugatuck Chemical Division makes "Vibrin #155," available from that company in Detroit, Mich., Chicago, Ill., Gastonia, N. C., Naugatuck, Conn., or Los Angeles, California.



you don't want to. He's just as willing to book you on a non-gregarious junket. He is not, as frequently and maliciously billed, a benighted character who has never roamed farther afield himself than to the local post office.

## HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 38

**WE CAN'T**, obviously, have been everywhere, in every hotel, on every ship or train or plane that he offers his customers. But in this heyday of travel, he couldn't stay in business long if he didn't do a powerful lot of sampling of his own wares. Which is why practically everywhere you go you'll run into travel agents spending their vacations investigating the meals, the beds, the sight-seeing trips, the shops, the transportation and all the other angles of travel which are their stock in trade. And if he is, like the majority of agents in the U. S. and Canada, a member of the American Society of Travel Agents, he more than likely improves his shining leisure hours by taking ASTA's educational courses, which are designed to give him a better understanding of the sociological and cultural background of the world he's selling.

As a member of ASTA he is bound to observe certain standards of professional behavior which that society has set for itself. But he couldn't have become an agent to begin with until he had first been accredited as financially and ethically responsible by the transportation companies and hotels which he, in effect, represents when he sells their services to the public.

He is a business man. And because travel is so much a matter of personal preference and emotional reactions, he is likely to have a keener appreciation of his clients' good will than many another merchant. It is good business

for him to extend himself in service and courtesy and individual attention, beguiling you to come back for more when you're getting ready to take your next trip.

But what most people don't understand about the travel agent is that he is a merchant whose livelihood depends almost entirely upon commissions. In the main he receives these from steamship lines, airlines, hotels and travel wholesalers (firms who plan tours, cruises and similar all-expense trips and sell them as a package to the agent who in turn sells them to you). The agent collects his commissions directly from the principals involved and not from you. You pay the going, advertised rate, just as you would if you made your own bookings as an individual, only you're getting free the agents' know-how in booking, his advice and his skill at turning a variety of separate reservations into a co-ordinated, smooth operation.

These commissions, incidentally, vary with companies and the season, but over all they are surprisingly little, as little as 7 per cent from some transportation companies and no higher than 10 per cent from hotels. Domestic railroads and bus lines pay no commission at all on general point-to-point trips, which is the reason why even the most accommodating agent will be somewhat less than overjoyed about a journey that requires no more than a train reservation. For making a train reservation he may therefore legitimately charge you a service fee for his time, thought and telephoning.

Similarly, certain hotels finesse the commission, and so do airlines

if the customer insists on charging the fare on a credit card. In these cases, again, you can hardly complain if the agent charges a fee. And if your particular project involves extraordinary telephone calls or cables or messenger services, you will also be expected to pay for them. Fair is fair, and there is no reason why the agent should be giving away his skill and time without some recompense from you.

Time is of extreme importance to the agent, and you will be doing yourself a favor if you realize this when you approach him about your travel plans.

He is, of course, equipped to furnish you with all sorts of suggestions, if you're not exactly certain what you want in a vacation or a trip. But you save him and yourself considerable time and will probably have a better vacation, if you go with some ideas formulated and a willingness to tell him frankly what you do and don't like and how much money you're willing to spend. This last is important, for he can squander a lot of time planning a champagne trip on a beer budget, or vice versa.

If your problem consumes a lot of his attention and involves a lot of suggestions and discards while you make up your mind between Texas and Tahiti, he will be thoroughly justified in charging you a service fee, for he naturally has to turn his back on other potential business while he is plotting a whole group of fruitless itineraries for you.

And if you have any heart at all, don't be a "shopper," the kind of client who gets an agent to slave

over an itinerary of vacation arrangements and then goes the rounds of several agents looking for a better price on it. Agents, because they've seen so much of this kind of aggravating customer, can usually spot them after a few words, and so you can imagine the kind of service they feel like supplying. Shoppers usually end up dissatisfied anyway.

The wisest approach is to pick your agent carefully beforehand. The recommendation of satisfied customers is probably the most foolproof gauge. Agents bank heavily on it and are likely to pamper their regular customers with all sorts of pleasant attentions. We've observed agents on their own vacations, investing in Spanish dolls for Mrs. Jones's doll collection, or out with a flash camera at midnight to photograph a night-blooming cereus for Joe Smith's gallery of tropical flowers.

**I**NDEED, once you've got acquainted with your agent, you may find yourself including him or her in that select, very personal circle of those who know the Real You, like your doctor or your decorator. For these are people you get pretty heart-to-heart with. Who else is concerned that Grandma must be met at Idlewild with a wheelchair, or that you need a baby sitter while you're in Rome, or that the man of your house won't set a foot off continental U.S.A. unless he's told where he can get a good Martini in Istanbul?

Of such confidences are beautiful friendships made and, before you know it, you may be buying dolls for the agent's collection or taking pictures for him to show to prospective clients. But, in any event, a good travel agent is your best passport to a fine holiday.

## WHAT MAKES A HEAT-PROOF GARDEN?

CONTINUED FROM PAGE 86

most easily obtained. The mulch shields soil from much of the sun's heat, thus conserving moisture.

With these soil preparations you can increase the heat tolerance of any plant. By supplying shade and wind protection, the number of different plants which will survive hot weather rises sharply. If they have shelter, much less moisture will be lost by the plants through their leaves.

It pays, too, to be cautious in placing plants near walls or paving which will reflect heat onto the plants and cause wilting or per-

haps severe burning of the foliage.

But to be really confident of your garden's capacity to take care of itself in hot weather, selection of the plants themselves should be given careful consideration, too. Often natives are the most durable solution. But don't overlook plants from other areas where the temperature also soars. Your local nurseryman can help determine whether they will succeed in your particular micro-climate.

Keep in mind, too, that illusion can play an important part in hot-weather gardening. A few green,

healthy shrubs chosen for the beauty of their foliage create a greater feeling of well-being, especially if they are in light shade, than six times that number of showy flowering plants struggling in the open sun.

If you are thinking about increasing the heat tolerance of your garden, you might consider among your first new plants those which have proved superior in the St. Louis area, where there is seldom more than six inches of rainfall from June 1 to September 30 and where summer daytime tempera-

tures hover in the 90's—a real test of endurance for the usual plants.

Among the trees which do well in this area are: flowering crab, Washington thorn, honey locust, especially the Moraine variety, sweet gum and red and pin oak.

Shrubs include: Pfitzer juniper, yews, Juliane barberry, *Euonymus patens*, and hollies, all evergreen; and *Euonymus alatus*, the many viburnums, forsythia, *Ilex verticillata*, *Pyracantha coccinea*.

Groundcovers: Baltic and Bulgarian ivy, pachysandra, vinca, *Euonymus coloratus*.



## Same Beauty Both Sides—BASKETWEAVE FENCE



Ideal around swimming pools. Keeps dirt out and affords privacy. Screens out objectionable views. No framework to look at with this attractive fence. Owner and neighbor enjoy its beauty. Available from 3 ft. to 8 ft. high, with matching gates. Fence and posts made of California Redwood.

### Our Other Products

Imported French Picket, Woven Cedar Picket, English Hurdle, Post and Rail, Lawn Fences, California Redwood Mortised Board and California Redwood Basketweave Fences, Children's Outdoor Play-Pens (Portable, 16 ft. wide).

WRITE FOR BOOKLET  
**Rusticcraft FENCE CO.**

DAVID TENDLER • EST. 1918 • KING RD., MALVERN, PA.

## SPRINGTIME BEAUTY from Autumn Planting

### New SHRUBS, New ROSES, New BULBS

Deutzia, *Kalmiaeflora*. Charming new low growing shrub is completely covered in May and June with lovely Kalmia-like pink blossoms. This is just one of over 1300 choice new shrubs, roses, rare bulbs, lilies and hardy plants offered in Wayside's Fall Catalog.

### SEND FOR THE WORLD'S FINEST HORTICULTURAL BOOK-CATALOG

To secure a copy, enclose with your request 50¢, coin or stamps, to cover postage and handling of this heavy book. No other catalog in America can equal Wayside's complete selection of over 1300 worthwhile new shrubs, roses, rare bulbs and hardy plants. Almost 130 pages, with hundreds of true-color illustrations of the world's newest and best garden subjects. Helpful cultural directions.

DEUTZIA

*Kalmiaeflora*

**Wayside Gardens**

26 MENTOR AVE.

MENTOR, OHIO

Lovely Pink Hardy Shrub



## DAYLILIES

AMERICA'S LARGEST GROWER (30 Acres)

Send for America's finest full-color catalog—it's yours—it's FREE.

**Russell Gardens**  
Spring 5 Texas

## AMAZING MULTIFLORA ROSE AS LOW AS LIVING FENCES 5¢ Per Ft.

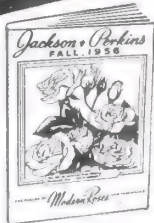
Beautify your home with dense rose hedges. At low cost—as little as 5¢ a foot. Write today for FREE Catalog.

## HUGE LEMONS Grow Indoors on Small Plants

Imagine growing lemons weighing 1 to 3 lbs. in your home! Beautiful white blossoms. Send for FREE Catalog of postpaid bargains. WRITE TODAY. THE WHITTEN NURSERIES, BOX 20, BRIDGMAN, MICH.

## FREE 50 PAGES FULL COLOR ROSE BOOK

Big brand-new 50-page Fall 1956 Catalog shows in full color hundreds of the world's finest roses and perennials—Floribundas, Hybrid Teas, Climbers, lilacs, phlox, delphiniums, mums, etc. Catalog also contains garden hints, expert advice, shows how to save money. All plants guaranteed to bloom. Mail coupon now!



JACKSON & PERKINS CO., Newark, NEW YORK

JACKSON & PERKINS CO.  
162 Rose Lane, Newark, NEW YORK  
World's Largest Rose Growers

Please send me, FREE, a copy of your Fall 1956 Catalog of Roses & Perennials.

Name.....

Address.....

City..... Zone..... State.....



alive today

## ..because they went to their doctors in time

Many thousands of Americans are being cured of cancer every year. More and more people are going to their doctors in time.

But the tragic fact, our doctors tell us, is that every third cancer death is a needless death... twice as many could be saved.

For the facts of life about cancer, call the American Cancer Society office nearest you or write to "Cancer" in care of your local Post Office.

American Cancer Society

## HOW TO WORK EMBROIDERY INTO YOUR DECORATING

CONTINUED FROM PAGE 79



Use net curtains of coarse mesh in white and turquoise, one over the other, to decorate a summer window. Figure eights of jersey loops and heavy yarn are couched with buttonhole stitch to repeat design of Schumacher print (opposite). Work goes fast, holds nets together. Napkins are embroidered in linen.

If you want to add personal touches to your decorating and like to embroider, where do you start? To be fun, embroidery must go lightning fast and never be boring. If too intricate, your task will seem endless, lose its importance and will never be finished. So try to achieve telling effects with a minimum of work and time. And never choose stitches that turn out to be too complicated.

A good way to begin is to start with a pair of ready-made curtains. Curtains are not expensive and come in an infinite variety of weaves and delectable colors. We selected "Trade Winds" from North American Lace Company for the curtains shown on page 78. They have a vertical stripe weave with a sprinkling of Lurex threads; the straight lines and bars of the net serve as a guide to keep the embroidery even, which is sometimes difficult on a material so open and airy. Staggering the placement of groups of embroidery on the curtains keeps design from being too static.

The block design on these curtains starts with "Jersey Loops," one of Mariska Karasz's discoveries, which she used in her original

art piece. These little circlets of cotton jersey look like rings cut from tops of stockings; they come in white, black, and assorted colors, and are sold by the bag at most Woolworth stores. They are used for weaving or crocheting, but Karasz, who sees possibilities for creating texture and interest in the most disparate yarns and materials, saw in them a quick way to make frames for the surface stitches of her art piece. You can readily identify these in the print material, and again in the embroidery close-ups on page 79. They are quickly anchored in place with a button-hole stitch. They give dimension to the boxes of the design, and are easy to work with because they can be stretched into any shape.

Another short cut to summer decorating is to use several pairs of net curtains in different colors and without benefit of any heading or hems. Just turn down fold of net at top of curtains and weave brass rod through mesh. Cut bottoms on a straight line, and use very full. Curtains in bay window on opposite page were done this way in variations of greens and blues.

Embroidery on napkins is an-



other easy way to add a personalized touch to your possessions. Those on page 79 repeat single rectangular motifs of the hand print, are kept small and are filled with compact surface stitching so as not to be impractical in laundering. In addition, they are worked in washable yarns.

Pillow covers (see page 79) can be fun too. Ours are giant enlargements of actual blocks of the print where stitches are so plainly delineated they could be copied outright. Note "detached buttonhole" stitch (on first pillow), which gives appearance of loose knitting, and the one above it, which has rows of chain stitch linked to a flat stitch. Easiest pillow to make is the top one whose design is a simple criss-crossing of diagonal yarns, held in place with buttonhole couching.

All pillow covers are put together with a minimum of sewing, no mitering, no self-welts, no hems. Just fringe two rectangles of linen and put them together with a border of heavy yarns couched down for anchorage. One operation holds the fronts and backs together while furnishing a frame for the surface stitches of the centers. The back may be given a finished look by adding a similar border to cover the stitches of the front border. Or, if you find embroidery easier

with only one thickness of fabric to manage, embroider the top side first and blind-stitch together.

For instructions in working a chain stitch, buttonhole couching and detached buttonhole, please turn to page 120.

Following is a list of furnishings in the room shown on page 78 and in the picture below:

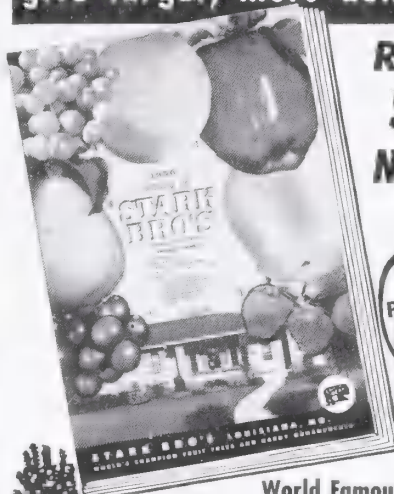
**FURNITURE:** Sofa and lamp table, Limpus Exclusive Furniture Co., N.Y. Coffee table, nesting stools and circular table, Reilly-Wolff Assoc., Astoria, N.Y. Officer's chairs, Gold Medal Folding Furniture Co., Racine, Wis. Lamp, Warren Kessler, N.Y. Needlepoint carpet, "Norland," Cabin Crafts, Inc., Dalton, Ga. Embroidered curtains "Trade Winds," those below, "Clipper," both from North American Lace Co., Inc., Philadelphia, Pa. Handprints, "Fair and Square" and "School Figures" and linen for pillows, F. Schumacher, N.Y. Tea plates and cups, Josiah Wedgwood & Sons., Inc., N.Y. Stoneware plate and cup and saucer, below, The Harker Pottery Co., East Liverpool, Ohio. Rubber tile flooring, Robbins Floor Products, Inc., Tuscumbia, Ala.

**PAINTINGS:** "Late January" by William Palmer, and "Midnight" by Miron Sokole, from Midtown Galleries, New York.

Second Karasz-inspired hand print is "School Figures," an intertwining of penmanship circles that end by looking like figure eights. Put on 36" sailcloth, it is used here as slipcovers for table top, chair seats and backs. From Schumacher, in four color ways.



**Important! ONLY FROM STARK BRO'S**  
can you get Exclusive Leader Varieties that  
give larger, more delicious fruit—**QUICKER!**



**RUSH COUPON FOR  
STARK BRO'S  
New Fruit and Landscape  
CATALOG  
FREE!**

Just write today and get absolutely FREE our new 64 page Stark Bro's Landscape and Fruit Tree Catalog. It's all in color; packed with useful information and planting ideas. Filled with natural color pictures of Stark Bro's Prize Winning Roses, gorgeous Flowering Shrubs, lovely Vines and Shade Trees. You'll see the amazing U.S. Plant Patented or Trade Marked Fruits, including Stark Exclusive Luther Burbank varieties. Contains valuable Landscape planning guide. Stark Bro's now celebrating 140th year! Write for your FREE catalog!

**YOURS FREE—Mail Coupon Now**

**STARK BRO'S NURSERIES, Dept. 4387 H38-56**  
Town of Louisiana, Missouri

Please send me FREE STARK BRO'S BIG NEW COLOR PHOTO LANDSCAPE-FRUIT CATALOG... contains valuable Home Landscape Planning Guide.

☐ Send me your special offer for early orders.

NAME \_\_\_\_\_  
1st Initial 2nd Initial Last Name

R.F.D. or Street Address (very important) \_\_\_\_\_

Post Office \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
☐ Check here for extra money opportunity



**World Famous  
DWARF and STANDARD  
FRUIT TREES**

Now grow your own delicious tree-ripe fruit in your yard with Stark DWARF Apple and Pear trees. Grow giant size, super-quality fruits on shrub-size trees. Ideal for ornamental plantings and borders too!

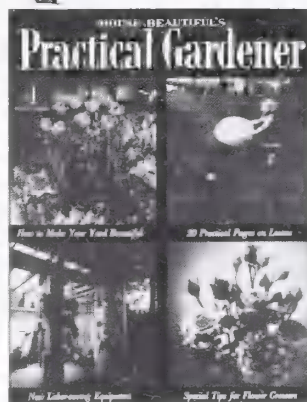
**You Can Make Easy  
EXTRA MONEY!**

Our plan makes money for many ambitious folks. We paid Homer DeVille \$11,340 last year! Check coupon for full money making details... FREE!

**STARK BRO'S  
Nurseries and Orchards Co.  
Dept. 4387, Louisiana, Mo.**



**hang it  
next to your hoe**



House Beautiful's PRACTICAL GARDENER is just as basic to your gardening success as good tools. Whether you are a beginner or an expert home gardener, you'll find this new, colorful, picture-filled 1956 PRACTICAL GARDENER a tremendous help in stretching your garden dollars.

In the new 1956 PRACTICAL GARDENER

- **Lawns**—30 pages showing how to start a lawn and how to take care of it with a minimum of work and expense
- **Backyard planning and planting**—54 pages showing how to make every part of the property more livable
- **Flowers**—22 pages featuring annuals, perennials and bulbs... flowers you like, want to grow, can grow
- **Garden chemicals**—8 pages of the latest news on what the home gardener needs to know about plant food, sprays, dusts, weed killers.

Now on sale at newsstands, \$1 a copy, or send \$1 to House Beautiful's PRACTICAL GARDENER, 572 Madison Ave., N.Y. 22, N.Y.



# Try it FREE! Good Housekeeping's FIRST COMPLETELY NEW COOK BOOK IN 15 YEARS!

<p><b>3000</b> STEP-BY-STEP RECIPES AND COOKING INSTRUCTIONS <i>Kitchen-Tested and Perfected by the GOOD HOUSEKEEPING INSTITUTE</i></p> <p>HERE is the best of all that Good Housekeeping has learned in 70 years about food—marketing, preparation, cooking, gracious serving. Every fact you need for easy roasting, baking, braising, frying, etc.—preparing better meals more quickly for less money!</p>	<p><b>NEW</b> Ways to Fix <b>QUICK MEALS</b></p> <p> Hundreds of delicious time-saving meals for busy homemakers and "After 5:00" cooks. Luscious salads, sauces, hot breads, meat and fish surprises, fancy desserts, etc.—you can make in minutes. New ways to get the most out of new ready mixes, frozen foods, etc. Shortcuts in shopping, cooking, cleaning-up.</p>	<p><b>NEW</b> Ways to Enjoy <b>OUTDOOR GRILL</b></p> <p>A treasury of new outdoor cookery. Complete menus, grilled meat and fowl, vegetables, breads, desserts, etc.</p> <p><b>NEW</b> Taste Thrills with Your <b>PRESSURE COOKER</b></p> <p>How to get more out of your pressure cooker—better meals in less time. 6-minute casseroles, 20-minute stews, etc.</p>
<p><b>NEW</b> Ways to Use <b>LEFTOVERS</b></p> <p> Over 400 ways to use leftover egg yolks and whites, meats, fish, vegetables, fowl, fruits, cakes, pies, bread, cheeses, milk. 325 thrifty dishes! Soups, Last-of-The-Meat Dishes, etc.</p> <p>Exciting <b>NEW</b> <b>FOREIGN DISHES</b></p> <p>369 favorites from the kitchens of France, Italy, Britain, Scandinavia, Central Europe, China, etc.</p>	<p><b>NEW</b> "Susan" Recipes for <b>BEGINNERS</b></p> <p>OVER SIXTY of the most popular Susan step-by-step recipes, the favorites of brides and teen-agers for years. Susan's easy-to-make Angel-Food Cake, Cheesy Scramble, Fish Chowder, Turkeretti, Fudge, Nut Pie, etc.—many delicious treats that anyone can prepare.</p> <p></p>	<p><b>NEW</b> Section on <b>HOW TO REDUCE</b></p> <p>Good Housekeeping's own Five-Meal-a-Day reducing plan, meal-by-meal. How to lose weight and enjoy many delicious dishes. Special reducing diet for teen-agers. Suggestions for gaining weight, too. Carbohydrate Count of 45 different vegetables. Handy Calorie Count Table of all Beverages, Desserts, Meats, Salads, Soups, etc.</p> <p></p>

## Let Us Send You This 768-Page Book for FREE 10-DAY TRIAL in Your Kitchen

THERE is so much more to "rave about" in this great new cook book that it would take many pages of this publication just to describe it! The "old" Good Housekeeping Cook Book sold two million copies—and this one is twice as wonderful! You get ideas on Meals "For One" and "For Two," as well as how to buy and cook for a crowd. Company meals. Treats for children. All about the various cuts of meat and how to select the best for your money. Home freezing and canning. Casserole and chafing-dish cookery. Box Lunches. Nibblers. Correct Serving. Kitchen planning and layout. And much, much more. Over 11,000 listings in handy Index. Durable, washable lie-flat binding.

You simply must SEE this book, browse through it, try some of its marvelous ideas, before you can truly appreciate it. That is why we have decided to let you TRY it in your own kitchen first, AT OUR EXPENSE.

### SEND NO MONEY

You need send no money with coupon. We will send you this ALL-NEW Good Housekeeping Cook Book for ten days' FREE TRIAL. If you are not delighted with it, simply return it and owe nothing. Otherwise, send us \$1 then; \$2 a month later, and the balance of \$5 (plus 35¢ shipping costs) a month after that. The demand for this book will be tremendous. So, to avoid delay or disappointment, please mail the Free Trial Coupon AT ONCE. Good Housekeeping Book Division, Dept. HB8-2, 250 W 55 St., New York 19, N. Y.

### Also Yours for 10 DAYS' FREE TRIAL Good Housekeeping Needlecraft Encyclopedia

Everything you want to know about 28 needlecrafts. Stitch-by-stitch instructions to make thousands of beautiful things. Over 1,000 "How-To" pictures, 400 pages. PLUS valuable 64-page booklet, "1001 Money-Saving Needlework Hints"—FREE with Encyclopedia. Check proper box in coupon for FREE examination.

GOOD HOUSEKEEPING Book Division, Dept. HB8-2  
250 West 55th St., New York 19, N. Y.

Please send for 10 DAYS' FREE TRIAL the book(s) checked below.

☐ The All-New Good Housekeeping Cook Book. If I decide to keep it, I will send you \$1 within 10 days; \$2 a month later; and the balance of \$5 (plus 35¢ shipping charges) a month after that. Otherwise, I will return the book in 10 days and pay nothing.

☐ The Good Housekeeping Needlecraft Encyclopedia, plus the FREE 64-page booklet of "1001 Money-Saving Needlework Hints." If I decide to keep the Encyclopedia, I will send you \$2 within 10 days and \$2 (plus 35¢ shipping charges) a month later. Otherwise, I will return book and pay nothing, keep the booklet free.

Name.....  
(PLEASE PRINT PLAINLY)

Address.....

City..... Zone..... State.....

☐ Check here if you ENCLOSE payment of \$3.95 for Cook Book (\$4 for Needlecraft Encyclopedia)—then WE pay postage. Same 10-day return privilege, refund guaranteed.

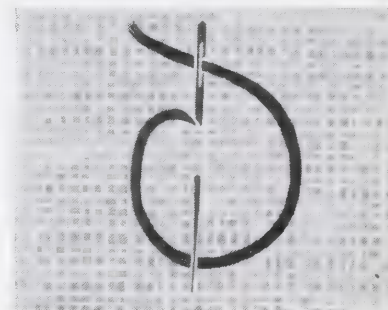
## HOW TO WORK EMBROIDERY INTO YOUR DECORATING

CONTINUED FROM PRECEDING PAGE

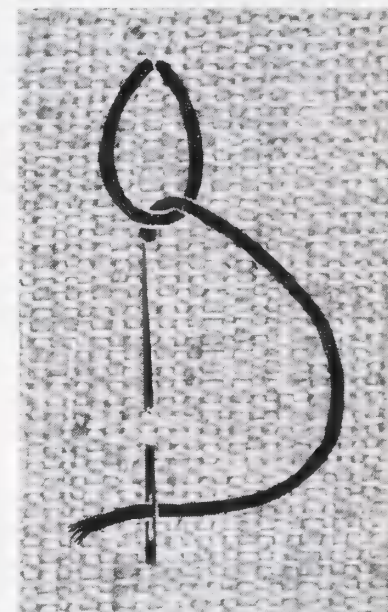
Description of stitches used in embroidery on page 79:

**The Chain Stitch:** A loop stitch usually worked in a series to resemble a chain. On pillow embroidery, chain loops are separated with a flat stitch.

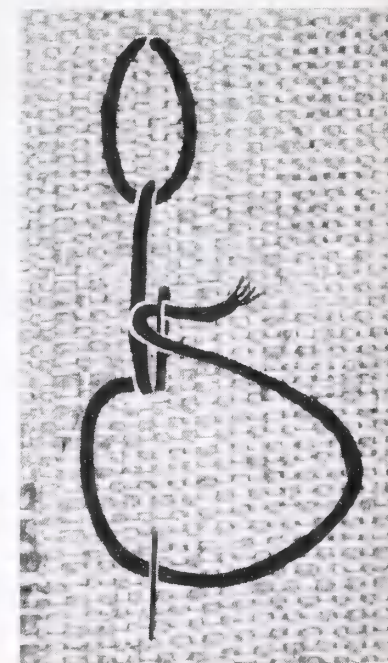
1. Work from top to bottom. Throw thread around first to left, then to right counter-clockwise to make loop, and hold in place with left thumb. Insert needle at point where you started and take vertical downward stitch. After needle emerges from fabric, be sure it crosses slack thread. Pull through.



2. Insert needle about an inch below chain, take up a strand or two of fabric, pointing needle to chain stitch just made. Pull thread through to make flat stitch.



3. Make another chain stitch by re-inserting needle at point where it has just emerged and repeat as in first chain. Alternate these two stitches.





**Couching:** This is an anchoring stitch worked with a light-weight thread or yarn to hold down yarns or fabrics too heavy to draw through material. Of the many variations, we used the buttonhole couching stitch here to hold down yarns and jersey loops in our embroidery.

**1.** Starting either right or left of "bar," draw thread down and around to right in a counter-clockwise direction to form loop. Insert needle into fabric under bar, pointing needle into loop. Hold loop down with left thumb, so that needle will pass over it.



**2.** Continue along length of bar, spacing stitches at desired intervals.

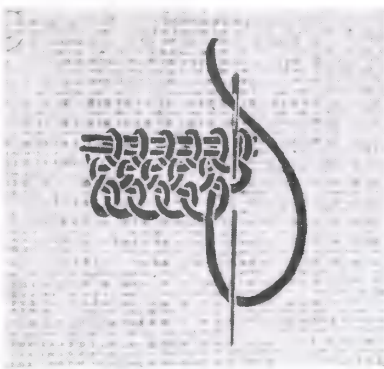


**Detached Buttonhole:** This is the same stitch as above, except that after first anchoring row, stitch is worked free of fabric.

**3.** When you reach end of row of buttonhole couching, reverse direction, by drawing thread around to left and insert needle under next-to-the-last buttonhole stitch on bar, so that it points into loop. Do not take up any material. Hold down loop as before. Work across bar.



**4.** Continue working back and forth to loops of buttonhole on previous row, not taking up any material, but letting your loops be free. To steady edges of work, secure the last and first stitches by putting needle through fabric. By tightening or loosening tension on the thread, your mesh will have either a uniform appearance or varied dimension. Evenness is not a necessity or a virtue with either this stitch or the chain stitch. Let your own fancy direct you.



## How to better your home ... better your living

Products advertised in HOUSE BEAUTIFUL are your guide to satisfaction. Ask for them by name to "BETTER your home ... better your LIVING." An asterisk (\*) beside the name of a product indicates that a booklet, or other information is offered in the advertisement. Write to the manufacturers for your copies today.

### ***Appliances, Major & Small***

\*Ebco Oasis Dehumidifier .....111  
\*Preway Refrigerator-Freezer .....105

### ***Automotive***

Cadillac ..... 9  
Chevrolet ..... 39

### ***Building Materials***

\*Aermotor Company .....113  
\*Cambridge Suintile & Ceratite .....102  
\*Cutler-Hammer Unit Breaker .....108  
\*Landon of California .....106  
Minneapolis-Honeywell Light Switch .....113  
\*Superior Electric Luxtrol Light Control ..... 10  
\*United States Ceramic Tile ..... 95  
\*Universal Mfg. Co. ....108

### ***Carpets & Rugs***

\*American Rayon Institute, Inc. .... 29  
Bigelow Rugs & Carpets ..... 19  
Carpet Institute, Inc. ....  
Inside Back Cover  
\*Olson Rug Co. ....113

### ***China, Glass, Silver & Tableware***

Hull Pottery Co. ....109  
\*Paul A. Straub & Co., Inc. ....100  
\*West Virginia Glass .....111

### ***Curtains, Draperies & Upholstery***

\*American Rayon Institute, Inc. .... 29

### ***Floor Coverings (Hard Surface)***

\*Armstrong Terrazzo Corlon Flooring .....Inside Front Cover  
\*Dodge Standard Cork Tile .....100  
KenRubber Tile Floors ..... 30

### ***Foods & Beverages***

Pabst Blue Ribbon Beer ..... 37

### ***Furniture***

\*Baker Furniture .....120

\*Brown-Saltman, California .....112  
\*Burns Case Goods Co. ....103  
\*Drexel Furniture .....101  
Erwin-Lambeth Furniture ..... 1  
\*Extensole Furniture ..... 6  
\*Hamilton Cosco Furniture ..... 99  
Hamilton Cosco Utility Table & Cart .....104  
\*Harvard Bed Frames ..... 20  
\*Heritage-Henredon Furniture ..... 40  
\*Kent-Coffey Bedroom Furniture... 96  
\*Masonite Presdwood for Furniture .....107  
\*Union-National Furniture .....103  
\*Virtue Bros. Black Metal Dining Furniture .....109  
\*Willett Solid Maple Furniture ....2. 3

### ***Garden Fences & Fixtures***

\*Rusticraft Fence .....116

### ***Garden Seeds, Bulbs & Plants***

\*Jackson & Perkins Co. ....116  
\*Russell Gardens .....116  
\*Stark Bro's Nurseries .....117  
\*Wayside Gardens .....116  
\*The Whitten Nurseries .....116

### ***Garden Tools & Equipment***

\*Goodyear Underground Lawn Sprinkling System ..... 93

### ***Housewares & Supplies***

Proctor Electric Co. ....106. 114

### ***Stationery & Books***

Black's Readers Service Co. ....  
Back Cover  
Book-of-the-Month Club ..... 7  
\*Griffin Originals by Wetmore & Sugden, Inc. ....120

### ***TV, Radios, Records, & Musical Instruments***

\*Wurlitzer Piano ..... 2

### ***Windows & Doors***

\*Fleetlite Sliding & Double Hung Windows .....110

### ***Miscellaneous***

\*Chicago School of Interior Decoration .....106  
Cooper Pulvex Flea Powder .....110  
\*Evergreen Studios .....114  
\*New York Life Insurance Company ..... 5  
Whitmire's Fleas-Off .....114

### ***Department, Furniture, Jewelry & Specialty Stores***

\*Carabao Special Products Co. .... 11  
\*Dennis Bedding Co. .... 17  
Julius Goodman and Son ..... 13  
Spear Engineering Company ..... 23



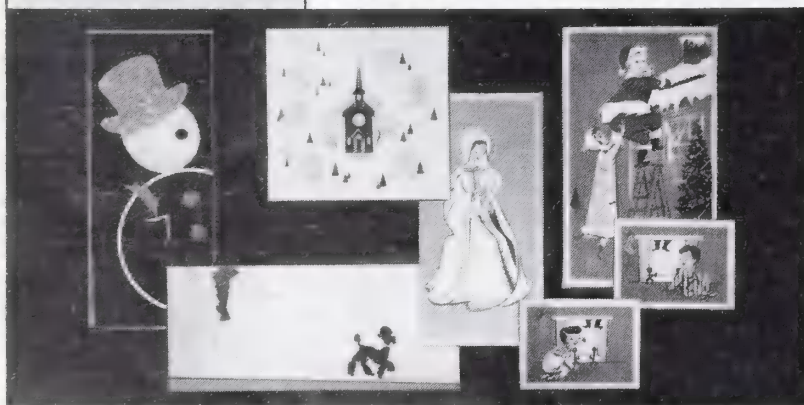
# BAKER

PHOTOGRAPH BY REQUEST PLEASE SEND \$2.00

BAKER FURNITURE, INC., 25 MILLING ROAD, HOLLAND, MICHIGAN

NEW YORK • CHICAGO • GRAND RAPIDS • LOS ANGELES • DALLAS • ST. LOUIS • ATLANTA

## MONEY FOR YOURSELF... YOUR ORGANIZATION



Show wonderful new Griffin deluxe personal Christmas greetings. Over 55 thrilling new EXCLUSIVE designs—master-crafted on the finest of printing papers—rich water color printings, special foil inlays and a host of other fine features you'll find only in Griffin Originals. The sentiment and name imprint inside the cards actually compliment the design. Truly the finest personal Christmas cards in America.



### EARN EASILY \$500-\$1000

You or your organization can earn easily \$500-\$1000 even more. It's fun—It's easy. Send today for a free sample kit—all you need to start earning money. A Free book on fund raising is available on request.

#### SEND TODAY FOR FREE OFFER

WETMORE & SUGDEN, INC.  
323 Bayfield Drive, Rochester, New York

Gentlemen:

Please send me:

☐ FREE DELUXE SAMPLE KIT

☐ FREE FUND RAISING PLAN BOOK

If I decide not to accept your offer, I will return the kit at your expense.

Name.....

Address.....

City..... Zone..... State.....

## 25 PLANTS ONE WOMAN GROWS, AND WHY

CONTINUED FROM PAGE 92

**Dill**, to lace tiny new potatoes and other Swedish dishes, traditional in this woman's family.

**Lemon verbena**, to float in spicy sprigs when lobster makes finger bowls a necessity.

**French strawberries**—"fraise de bois"—a glorious feast of delicious, tiny berries. The plants double in brass as a runnerless ground cover of dark green.

**Grapes**, the new French hybrids, another of the double-duty fruits combining summer shade on an egg-crate trellis and autumn fruit, fully as sweet as the grapes from California. Extra dividend: grape leaves for cooking.

**Pears**, chilled and sliced with cheese, refreshing end to a summer supper out of doors.

**Apples**, old varieties and new, especially Yellow Delicious, whose fruit should never be subjected to cold storage, and the old-fashioned Yellow Transparent, for the first apples in early summer.

**Geraniums**, those appealing miniatures with perky flowers above dark foliage rosettes, to grow in pots and play with in endless table and terrace arrangements; temperamental but worth it. The easier-to-grow, scented-leaf geraniums, as pretty to look at as to feel and smell—good for cold drinks and to plant where you'll brush against them! Maxine Kovaleski, an old geranium with the most vivid, clear orange flowers in any garden. Ivy-leaf geraniums, a pink and white cascade on handsome leaves. And, of course, the old standbys, in tempting new forms. Wherever there's a problem, there's a geranium to save the day. Or so it seems to the woman of our story.

**Succulents** in containers, to use indoors and out, in the window, on the table, wherever their colors and sculptured forms are needed.

**Flowering shrubs** in every space available, to enjoy outdoors and to cut in extravagant armloads for great bouquets indoors.

**Evergreens**, useful indoors as well as out when they've grown large enough to be used occasionally for flower and foliage arrangements.

**Calendulas**, a cheerful challenge

to both weeds and early frosts, to follow up a row of early lettuce. Just sow the seeds in its place.

**Zinnias**, in all the smaller varieties, planted in rows in the vegetable garden and by themselves wherever color is needed. As cut flowers they last a week. For display they're wonderful.

**Early flowering tulips**, the double varieties, bulbs chilled in the refrigerator so they'll bloom indoors in great potfuls, while the winter weather outside is cold and dreary.

**Christmas roses**, each year a few of these endearing white flowers with the leathery green leaves for the Christmas dinner table. There is no finer expression of the true holiday spirit, there is nothing lovelier as a centerpiece.

**Flowers**, always on the breakfast tray or table. In winter a begonia blossom from the window garden, if there's nothing else to offer. In summer, of course, there's the whole outdoors, wild and cultivated from bud to seedpod.

**Ferns**, to enjoy cool and green after a rain, to arrange on platters beneath fish and salads.

**Foliages** of all kinds, to wear as distinctive jewelry: parsley in crisp rosettes on summer cottons; plush, peppermint geranium leaves, as furry contrast to a pale pink rose; other geraniums, such as the lacy pine and rose, and tiny strawberry and apple kinds in a cluster on a gray flannel suit. Entirely different is the sculptured beauty of small succulents wired together, or the casual flair of a bright autumn leaf pinned to a tweed suit.

**Budded branches**, everything from maples to forsythia and quince, to force indoors in January and February for flowers long before the regular season.

### And just as real...

**A quiet corner**, shady and peaceful, but green and growing, a place to escape momentarily from the struggle with the budget or the children's noisy play.

**Satisfaction**, the kind that comes from bringing richness from the earth, a wholesome feeling of fulfillment as the ancient cycle of seed to seed gives life a bit more meaning and natural rhythm.



# House Beautiful

SEPTEMBER 50c



Seven secrets of  
furnishing a tract house  
that you need to know  
before you paint your house

The cream of the  
new fall decorating









WINDSOR ROSE \$32.50

COLONIAL ANTIQUE \$32.50

STERLING ROSE \$32.50

MEADOW ROSE \$35.00

LAMERIE \$39.75

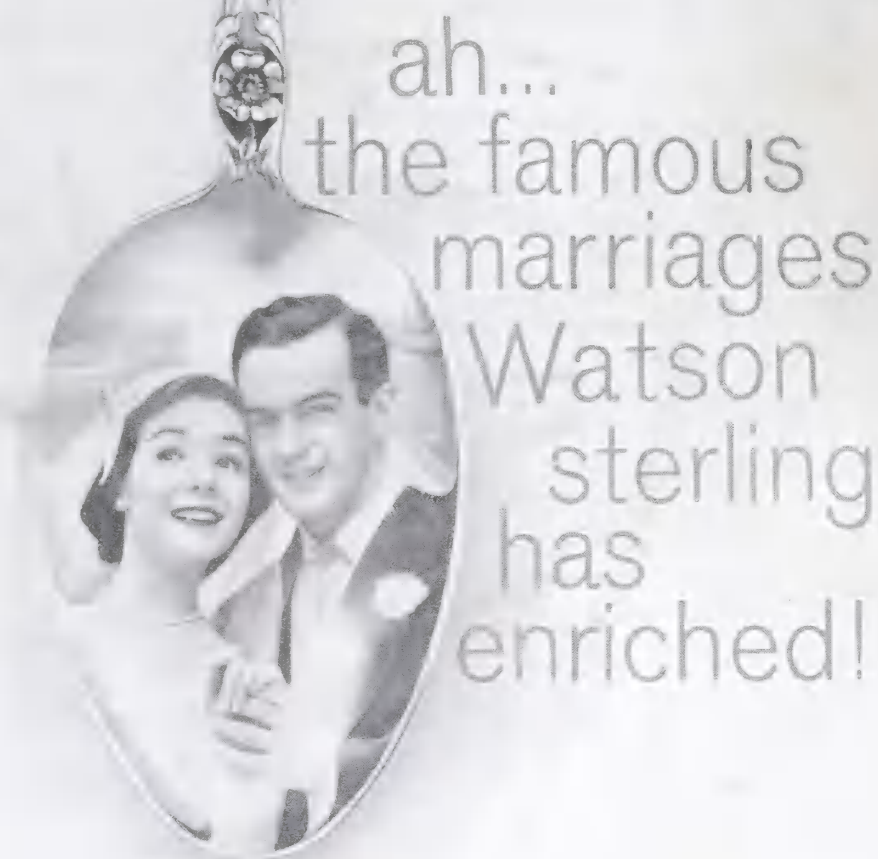
LOTUS \$35.00

For generations . . . Watson Sterling has been the pride of famous brides, a joy to gracious hostesses. And small wonder. No silver in all the world is more beautifully crafted . . . or more truly American in design. Each of the lovely patterns on this page is a direct descendant of a master silversmith's

masterpiece . . . each has the timeless elegance that only rare art can achieve. And precious as it looks, Watson Sterling needs no "museum piece" treatment. It's solid silver. It's extra heavy. Everyday use will make it more beautiful. Plan now to enjoy it every day of your life! At fine stores.

# Watson sterling

Division of Wallace Silversmiths



ah...  
the famous  
marriages  
Watson  
sterling  
has  
enriched!



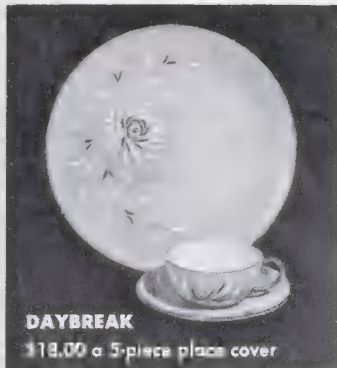


# *Crane's*—FOR GIFTS AROUND THE CALENDAR

CRANE'S FINE PAPERS • MADE IN DALTON, MASSACHUSETTS • SINCE 1801

100% RAG PAPERS FOR SOCIAL AND BUSINESS CORRESPONDENCE • CURRENCY • SECURITIES • CARBON • TRACING





**DAYBREAK**  
\$18.00 a 5-piece place cover



**WOODSTOCK**  
\$18.00 a 5-piece place cover



**HAMMAEK LEAF**  
\$17.00 a 5-piece place cover



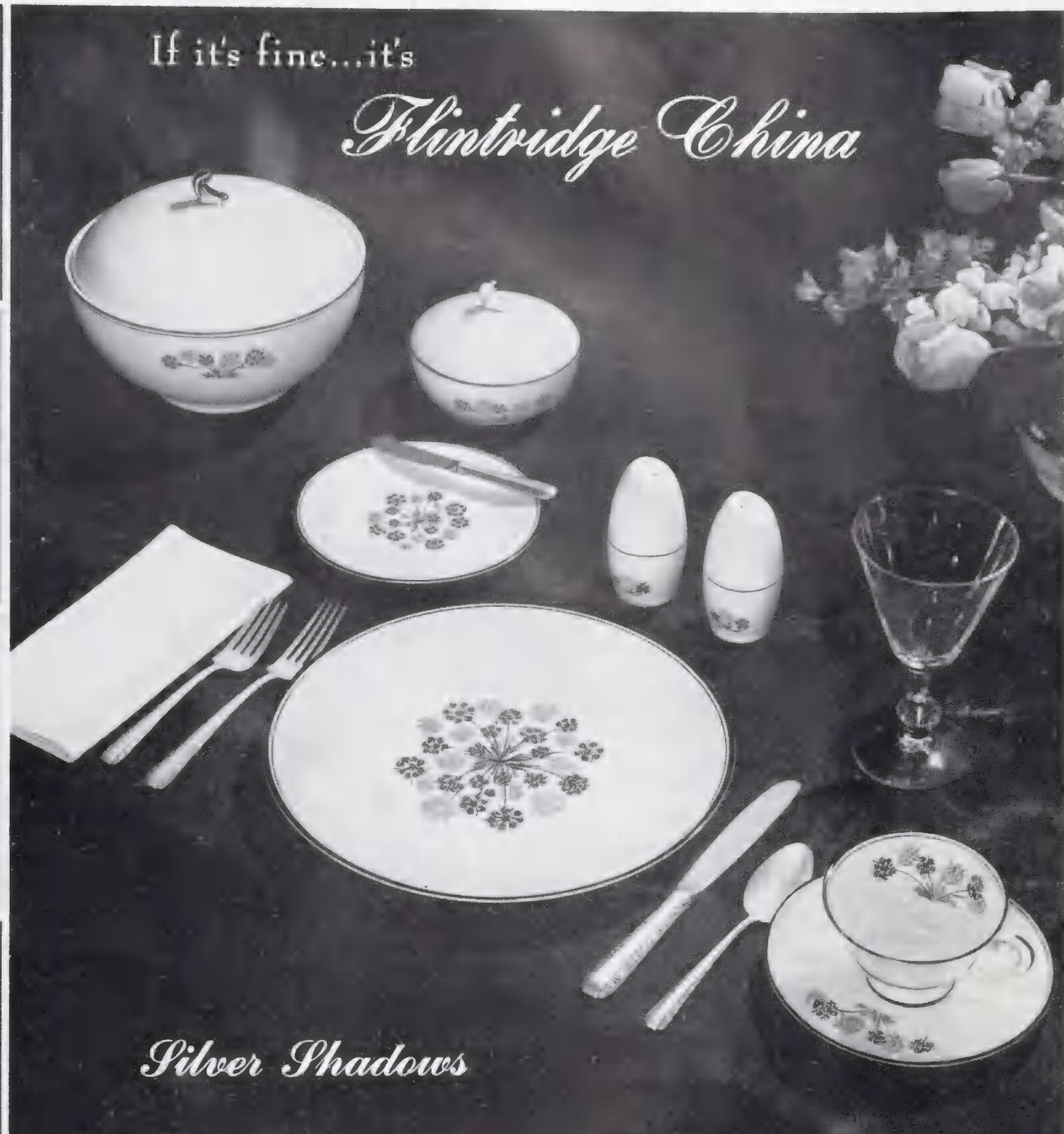
**SNOW TULIP**  
\$17.00 a 5-piece place cover



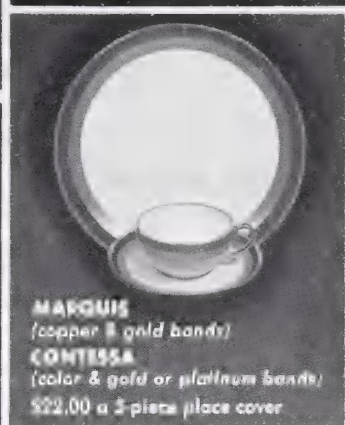
**BELNOR**  
\$16.50 a 5-piece place cover



**SEVILLE**  
\$17.00 a 5-piece place cover



## Silver Shadows



**MARQUIS**  
(copper & gold bands)  
**CONTESSA**  
(color & gold or platinum bands)  
\$22.00 a 5-piece place cover



**MIRAMAR**  
(Pink rose, gray rim)  
**COCOA ROSE**  
(Cocoa rose and rim band)  
\$17.00 a 5-piece place cover

A delicate tracery of lace flowers in misty blacks and silver greys on a translucent ivory background. SILVER SHADOWS is a gracious transitional pattern that blends with the elegance of your favorite heirlooms... yet is so right for your home today... and tomorrow. In the popular Flintridge coupe shape... richly finished in platinum.

The five-piece place cover, \$18.00.  
With black Matchmaker cup, \$19.00.

Choose Flintridge china for outstanding value. Wonderfully timeless patterns make it a wise investment for a lifetime of gracious living. Flintridge expert craftsmanship gives you the finest china that is also strong, durable and dishwasher safe.

Write for your free, illustrated folders



FC-120

*Flintridge China Company*

350-380 So. Raymond Avenue • Pasadena 1, California Dept. HB-9-6





MAYNARD PARKER

**Our Cover:** A perfect invitation for outdoor living, an occasional garden party or small luncheon is this penthouse terrace of Mr. and Mrs. Harrison Goodwin, Carmel, California. See page 108 for close-up picture of the table setting and corresponding story by our own Virginia Stanton.

# House Beautiful

Vol. 98, No. 9

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

SEPTEMBER 1956

**ELIZABETH GORDON**  
Editor

**JOSEPH A. BARRY**  
Editorial Director

**RICHARD E. DEEMS**  
Executive Vice-President

**RICHARD A. HOEFER**  
Publisher

**FRANCES TAYLOR HEARD**  
Home Furnishings Editor

**WALLACE F. HAINLINE**  
Art Director

**RALPH G. MARTIN**  
Executive Editor

**MARION GOUGH**  
Feature Editor

**DR. JOSEPH E. HOWLAND**  
Technical Editor

**MARION ROWLAND**  
Copy Editor

**PATRICIA GUINAN**  
Window Shopping

**ROY McMULLEN**  
Contributing Editor

**CAROLYN S. MURRAY**  
West Coast Editor

**MARVA SHEARER**  
Family Editor

**CECILE STARR**  
16mm Movies for Home Use

**RICHARD WILLIAMS**  
Music

## HOME FURNISHINGS AND DECORATING

**LAURA TANNER**  
Decoration

**SARA LITTLE**  
Decoration

**KENNETH YOUNG**  
Decoration

**HELEN LITTLE**  
Decoration

**ROBERT BURCHETTE**  
Decoration

**ELAINE NEAL**  
Decorating Adviser

## ARCHITECTURE AND BUILDING

**JOHN McKOVEN HILL**  
Architectural Editor

**ROBERT MOSHER**  
Building Editor

**MILES COLEMAN**  
Economic Consultant

**RAYMOND D. RITCHIE**  
Consultant on Construction and Specifications

**HENRY WRIGHT**  
Climate Control and Air Conditioning

## FOOD AND APPLIANCES

**POPPY CANNON**  
Food Editor

**NANCY CRAIG**  
Home Service Editor

**JULIE POLSHEK**  
Food Products

**PRISCILLA LANGWIESCHE**  
Researcher

**VIRGINIA STANTON**  
Party Editor

**MARY ELIZABETH WILEY**  
Researcher

**HAROLD KNAPIK**  
Researcher

## GARDENING

**JEAN LAWSON**  
Horticulture and Landscaping

## CULTURE BEGINS AT HOME

How To Live in Your Living Room **88-91**

A Family Reading in the Living Room **92-93**

Nature in Our Living Room **94-95**

Cooking Is Culture, Too **96-99**

The Ideal Music for Your Living Room **100-101**

Your Living Room Can Be a Work of Art **104-105**

Works of Art in the Living Room **106-107**

Play Ideas From Sweden That Inspire a Child's Imagination **134-135**

The New Musical Culture **136**

## BUILDING AND DECORATING

How To Live in Your Living Room **88-91**

The New Sophistication of Synthetics **102-103**

Your Living Room Can Be a Work of Art **104-105**

Works of Art in the Living Room **106-107**

Decorating Ideas from Bing Crosby's House **114-115**

Seven Secrets of Furnishing a Tract House **116-121**

What You Need to Know Before You Paint Your House **122-123**

Moisture—No. 1 Enemy of Paint **124-125**

Good Painting Adds Years of Life **126-127**

A New Servant Awaits You, Madame! **128-131**

Play Ideas from Sweden That Inspire a Child's Imagination **134-135**

A Photomural for That Blank Wall **80**

Sparkle a Stair-well with Wallpaper **183**

## FOOD AND THE ARTS OF GOOD LIVING

Cooking Is Culture, Too **96-99**

When the Ladies Come, Get up on a Pink Cloud **108-109**

A Reviving Art: Making Your Own Ice Cream **132-133**

Memo to a Modern Epicure **176**

Fruit for Dessert **181**

## GARDENING

How a Woman Over Seventy Manages Two Acres **110-113**

## OTHER FEATURES

Window Shopping **14-73**

How To Leave Home and Like It **84**

Decorator's Diary **74**

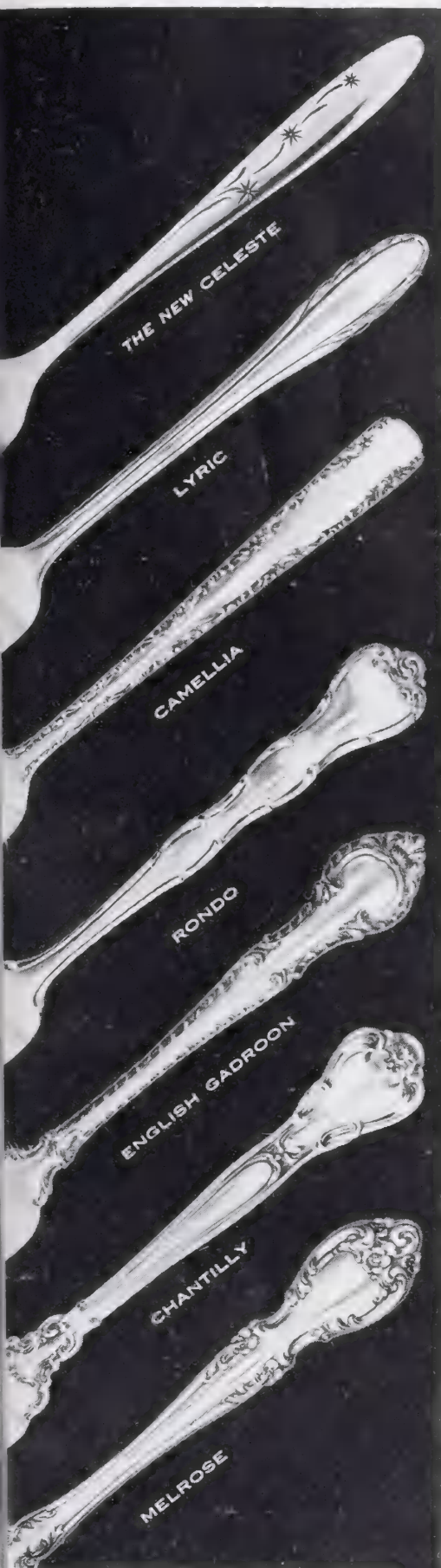
It's Worth Mentioning **191**

## ADVERTISING INDEX 195

House Beautiful is published monthly by the Hearst Corporation, 572 Madison Ave., New York 22, N. Y. Richard E. Berlin, President; John Randolph Hearst, Vice-Pres.; George Hearst, Vice-Pres.; Richard E. Deems, Exec. Vice-Pres. of Magazines; Fred Lewis, Vice-Pres. and Gen. Manager of Magazines; John R. Miller, Vice-Pres. for circulation; Richard A. Hoefler, Vice-Pres. for House Beautiful; G. O. Markuson, Vice-Pres. & Treasurer; R. F. McCauley, Secretary. © 1956 by the Hearst Corporation; all rights reserved. Advertising offices: 572 Madison Ave., New York 22; 1132 Park Square Bldg., Boston 16; 11 No. Wacker Dr., Chicago 6; 1712 Fisher Bldg., Detroit 2; 715 Keith Bldg., Cleveland 15; 1709 West 8th St., Los Angeles 17; 530 Hearst Bldg., San Francisco 3; 1447 Peachtree St. N. E., Atlanta 9; P.O. Box 3142, Tyler, Texas. Chamber of Commerce Bldg., Miami 32, Fla. Subscription prices: United States and possessions and Canada, \$5 for one year; \$7.50 for two years; \$10 for three years. All other countries, \$10 for one year. For change of address, give old address as well as the new, with postal zone number if any, and allow five weeks for change to become effective. Manuscript material submitted will be handled with care, but the magazine assumes no responsibility for it. No unsolicited manuscripts will be returned unless accompanied by full return postage and return envelope. The following trademarks registered in U. S. Patent Office: "House Beautiful's Building Manual," "House Beautiful's Buying Guide For the Bride," "House Beautiful's Practical Gardener," "The Bride's House," "Good Buys," "House Beautiful," "House Beautiful Combined With Home & Field," "Better Your Home—Better Your Living," "Climate Control," "Window Shopping," and "Pace Setter." Re-entered as second-class matter October 25, 1943, at the post office, New York, N. Y. under the Act of March 3, 1879. Authorized as second-class mail, Post Office Department, Ottawa. Printed in the U. S. A.

NOTICE TO POSTMASTER: Please send notifications regarding undeliverable magazines to House Beautiful, 250 West 55th Street, New York 19, N. Y.





## Some things an architect can't specify

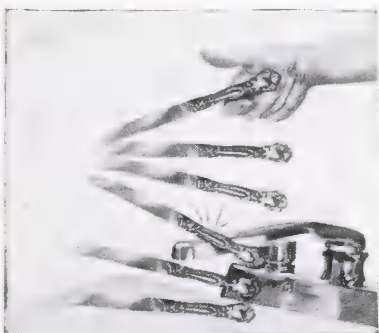
An architect can build many things into a house—but the real *home* is up to *you* to build.

The furnishings you select to complete your home, just like the materials that go into the very foundation of the house, should be chosen with the future in mind. In your selection of tableware, for instance, it is false economy to invest in anything *less* than fine solid silver. For sterling silver is one purchase you never have to make twice—a precious, yet practical, treasure that will beautify your table and enhance your way of life—forever!

When you do buy sterling, you will be wise

to select a pattern by Gorham—the name that has stood for the *finest* in solid silver for the past 125 years. Not only are there more designs to choose from in Gorham than any other make, but a *Gorham* pattern carries the assurance that it can be matched or added to even years and years later.

Complete Gorham place-settings (knife, fork, spoon, salad fork, soup spoon and spreader) from \$29.75.\* Settings for eight in a handsome wood chest, from \$238.\* And, most authorized Gorham jewelry and department stores have convenient budget plans that give you up to a year to pay.



**A Gorham Exclusive...** made from a seamless sterling tube, the Gorham knife handle will resist denting if accidentally dropped. It is completely watertight—there are no seams to open or discolor. Washing in the hottest water will not loosen the blade.

**Gorham** **STERLING**  
America's Leading Silversmiths Since 1831

125th Anniversary





## LARGE OR SMALL...

## YOU GET MORE FOR YOUR MONEY IN A CONCRETE HOUSE

Whatever size or style house you build or buy you'll get more for your money with concrete foundations and floors, concrete masonry walls and a firesafe roof. Such an investment gives you:

**MORE BEAUTY.** Concrete masonry is available in many textures. It can be laid up in an almost unlimited variety of distinctive patterns and finished, inside and out, in any of a wide choice of attractive colors with durable portland cement paint.

**MORE COMFORT.** A properly insulated concrete house is comfortable the year around even in severe climates. It is warm and cozy in winter, delightfully cool in summer, snug and dry in all seasons.

**MORE PROTECTION.** A concrete house gives your family and cherished possessions lifelong protection against the forces that destroy less durable materials. Concrete stands staunch against storms, decay, termites, vermin and fire. *Concrete can't burn!* With a properly designed basement and a concrete first floor you'll have a safe refuge from tornadoes, hurricanes and atomic blasts!

**MORE ECONOMY.** Yes, you get more for your money in a concrete house. Its first cost is moderate, it requires less upkeep and fewer repairs and lasts a lifetime. Result: *low-annual-cost* shelter. Write for a free illustrated booklet on attractive, long-lasting concrete houses. It is distributed only in the United States and Canada.

### PORTLAND CEMENT ASSOCIATION

Dept. 9-19, 33 West Grand Avenue, Chicago 10, Illinois

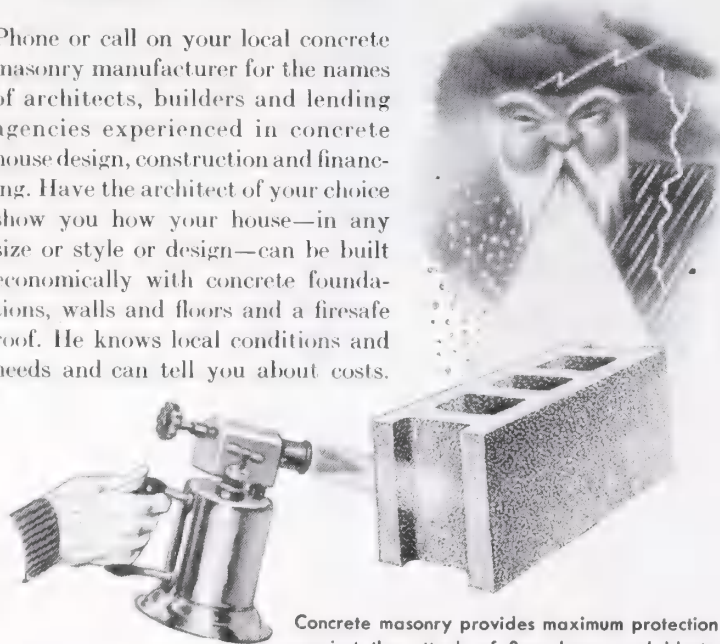
A national organization to improve and extend the uses of portland cement and concrete  
... through scientific research and engineering field work



### HOW TO GET A SAFE CONCRETE HOUSE

#### ...and what will it cost?

Phone or call on your local concrete masonry manufacturer for the names of architects, builders and lending agencies experienced in concrete house design, construction and financing. Have the architect of your choice show you how your house—in any size or style or design—can be built economically with concrete foundations, walls and floors and a firesafe roof. He knows local conditions and needs and can tell you about costs.



Concrete masonry provides maximum protection against the attack of fire, decay and blasts.



# RWAY

... designed with distinction for gracious living

MANUFACTURERS • SINCE 1881



MODERN  
PERIOD  
PROVINCIAL

Visit an RWAY showroom where you can leisurely browse through 50 individual rooms of beautiful bedroom, dining, and living-room furniture.

*Sold through dealers, decorators, and architects.*

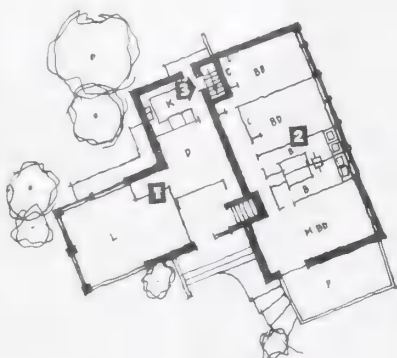
## RWAY SHOWROOMS

BALTIMORE • BOSTON • CHICAGO  
CINCINNATI • CLEVELAND  
DALLAS • DETROIT • KANSAS CITY  
LOS ANGELES • MILWAUKEE  
MINNEAPOLIS • NEW YORK • PHILADELPHIA  
PITTSBURGH • ST. LOUIS • SHEBOYGAN

For further information write Rway Furniture Co., Dept. (H-B), Sheboygan, Wisc.



# Why you need more than one thermostat in your house



## The way you use your rooms

With a separate thermostat controlling the living area, you can adjust the temperature according to your desire. When you're entertaining a large crowd the living room doesn't get too warm. You simply turn down the heat here in the winter or turn up the cooling in the summer.

The sleeping zone thermostat makes it possible to set the temperature there according to use. If the bedroom areas are empty, or if you want cool sleeping, you can adjust this thermostat—and get the lower temperature you want.



## The way the weather affects your house

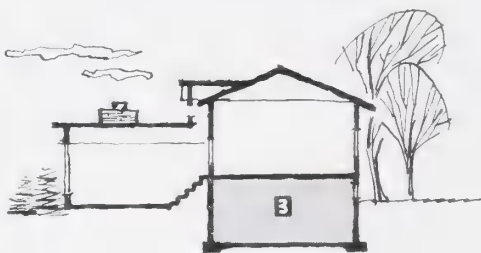
In winter the north wind and southern sun are far more important than most people



realize when it comes to making sure your whole house is comfortable.

On a blustery winter day you can turn up the thermostat on the north side of the house and compensate for the chilling effects of the wind.

And when solar heat from the winter sun comes through your windows, the thermostat on the south side will keep sun-drenched rooms from overheating.



## The way your house is built

Such features as fireplaces, glass walls, picture windows and the special characteristics of your floor plan present problems which make it impossible for a single thermostat to give you over-all comfort.

Fireplaces add heat you should compensate for. Glass walls and picture windows let in solar heat during the day, are a major source of heat loss at night.

A basement game room, below ground, needs a separate thermostat for real comfort.

## The comfort you want



*In living area.*

No matter whether you're spending a quiet evening at home—or have a house full of company—Honeywell Zone Control keeps the temperature just right.



*In sleeping area.*

Your children can sleep cool, even in the early evening hours when you want the rest of the house warm for adults.



*In recreation area.*

Part-time rooms can be kept at low, fuel-saving temperatures when not in use, and made comfortably warm by a finger-tip adjustment of the thermostat when you're entertaining.

Honeywell Zone Control lets you enjoy the heating or cooling you want, when and where you want it.

Your architect or contractor can tell you about zoning for the house you plan to build. To zone your present home, consult your heating dealer.



MINNEAPOLIS  
**Honeywell**

**Zone Control**



Everyone lives better in a Zone-Controlled house





If you would  
rather  
own an original...

Neiman-Marcus felt that one car alone should appear at their 1956 Fashion Exposition...the Continental *Mark II*.

Against this backdrop of the world's latest collections, the Continental's enduring design will stand out more than ever. Endowed with natural and graceful beauty, the Continental never palls. It is a motor car original.

Superbly crafted in a limited edition, the Continental attracts people who appreciate the uncommon...who would rather own one original than any number of copies.



**Continental**  
*Mark II*

Continental Division • Ford Motor Company



# St. Charles...

**Your dream kitchen built to order**



Imagine a kitchen that practically hands you the things you need and as easily puts them away! Imagine cooking so easily, so neatly where there's no clutter or muss. That's how it is in your St. Charles Kitchen. And see how the corner swing-shelf puts every utensil within easy reach, and makes convenient use of usually-wasted corner space.



Even your linens can be right at hand in this special storage unit. Nine shallow sliding trays, ample and wide, minimize folding of linens; keep them crisp, wrinkle-free, easy to remove.



This St. Charles Kitchen is in Autumn Gold. The extra sit-down sink simplifies preparation of vegetables and similar sit-down tasks.

● Specialists in kitchen design, St. Charles gives you mixing, cooking and clean-up areas of miraculous efficiency. Storage units can be equipped as you decide... with sliding trays, roto shelves, sliding or swing-out shelves... bringing everything easily to your fingertips... saving you extra steps and lost motion.

Let your St. Charles dealer design the kitchen that expresses your way of living, whether you plan to build a new home or to remodel your present kitchen. It will be custom built just for you by St. Charles... a kitchen uniquely yours with such livable beauty and efficiency it will be a lifetime joy to you and your family.



Custom built flexibility lets you have every convenience you want in your St. Charles Kitchen. This built-in beverage unit is just one of the many special purpose units that make your St. Charles Kitchen the ultimate in convenience. Other special purpose units offered include vegetable storage bins, electric mixer stand and towel dryers. Virtually every advantage you can imagine is yours for the asking with St. Charles.



Choose any of 15 decorator blend colors or choose fronts made of natural wood in two finishes for magnificent living beauty St. Charles is famous for.

Send for this helpful kitchen planning guide



Your ST. CHARLES DEALER is listed in the yellow pages of your phone book. Call him now. Ask about the EASY FINANCING plan for your ST. CHARLES KITCHEN.



Factory Showrooms:  
333 North Michigan Avenue, Chicago ■ 101 Park Avenue, New York City

St. Charles Steel Kitchens, 161 Tyler Road, St. Charles, Illinois  
Sirs: I enclose 25 cents in coin for my copy of "PLAN FOR KITCHEN LIVING," your 24-page guide to color, convenience and kitchen economy.

We plan to ☐ remodel ☐ build. (Please check one)  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Zone \_\_\_\_\_ State \_\_\_\_\_





Built-in storage seats and phonograph compartment are faced with Samara; table top, record cabinet lid, and shelves are surfaced with durable Micarta®.

**SAMARA PANELING** Swirling, rosy-blond hardwood cut in French Equatorial Africa. Spirited setting for a family room you can build yourself. A 12' x 8' wall—prefinished and waxed—costs only \$52.

ooks like random-sized planks. But this wall neled with grooved 4-by-8-foot Weldwood ank\*. The big panels cover a wall quickly and y. And the factory finish (like that on fine ture) means no bother of finishing at home. Plank paneling comes in oak, birch, Samara\*, y, Nakora\*, mahogany, walnut, or Korina®. V-Plank is guaranteed for the life of your e . . . one more reason leading builders are ring it in new homes. See Weldwood paneling

at your lumber dealer's, or at any of our 87 offices in major cities. In Canada: Weldwood Plywood, Ltd.

\*Trademark



**WELDWOOD**  
Real Wood Paneling

A product of

United States Plywood Corporation

—NEW DECORATING IDEA BOOK—

United States Plywood Corporation  
Box 61, New York 46, N. Y.



HB9-56

Please send me a copy of the full-color, 20-page decorating idea book, "Beautify Your Home with Weldwood Paneling." I enclose 10¢.

NAME.....

ADDRESS.....

CITY.....STATE.....





Upholstered furniture by Urban Furniture Co., New York, N. Y.

IT'S AS GOOD AS IT LOOKS—it has *Airfoam Inside!*



#### What's Inside Full-Value Furniture:

Plenty of AIRFOAM (cream-color above) in seats, backs and armrest. This assures you years of smart new appearance and luxurious comfort—for AIRFOAM isn't just stuffed in. It's molded all-one-piece and tailored to the furniture's measure—nothing to sag, snag, break down or come apart.

#### Just *why* is AIRFOAM a guide to furniture value?

Because AIRFOAM is the chosen cushioning of outstanding designers and manufacturers—those who style right, build right, without skimp—and *to last through the years!*

You'll notice the difference in your own home—for AIRFOAM brings smarter appearance, greater comfort, easier care and *lasting* good looks to furniture of every style and period.

So to choose most wisely, ask "WHAT'S INSIDE?"—and be sure the answer is "AIRFOAM!" Goodyear, Foam Products Division, Akron 16, Ohio.

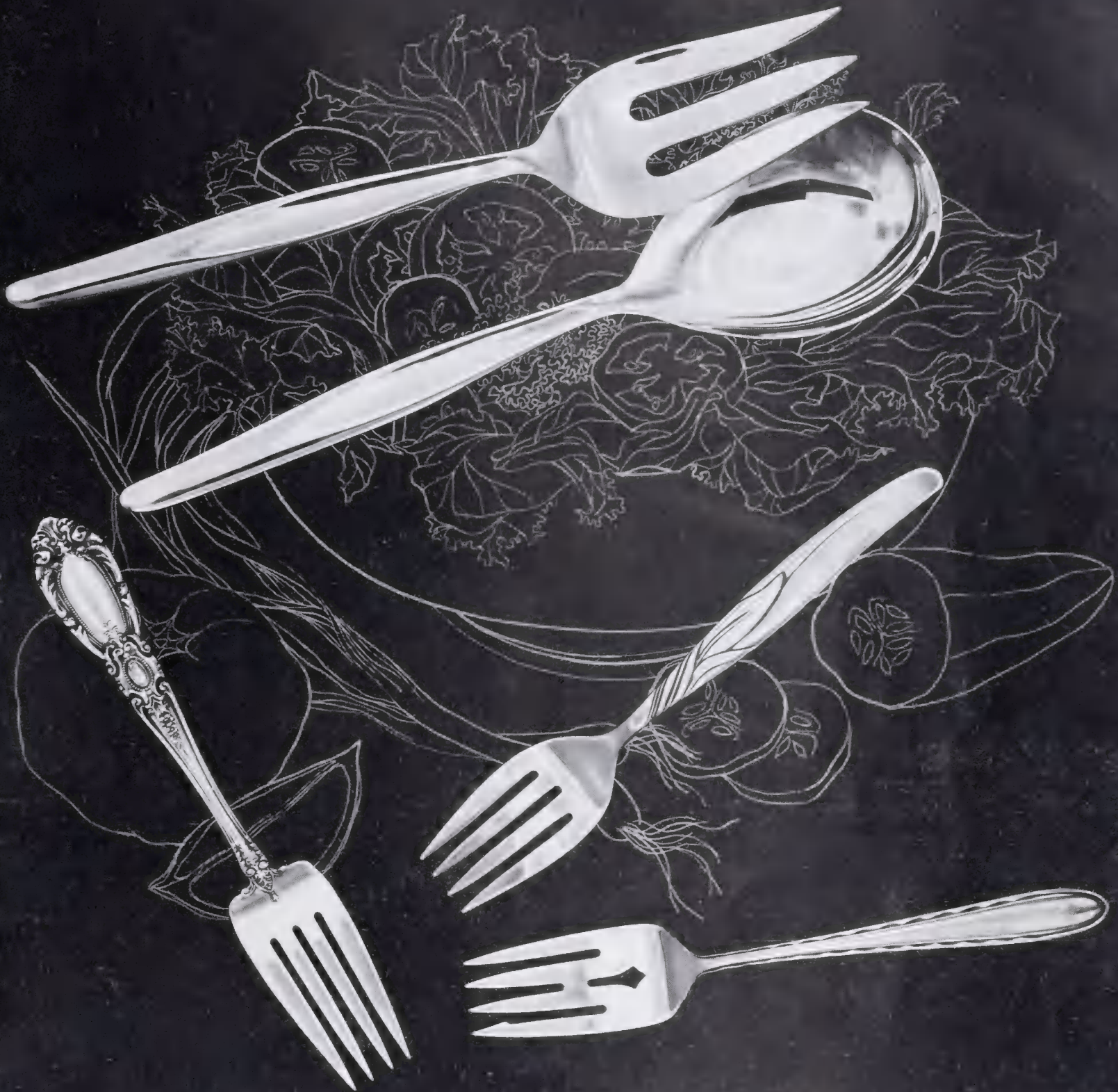
Don't take "foam rubber"  
for an answer—  
Insist on

*Airfoam* MADE ONLY BY **GOOD YEAR**  
THE WORLD'S FINEST, MOST MODERN CUSHIONING

AIRFOAM helps you ride better  walk better  relax better  sleep better  cushion better 

Airfoam—T.M.  
The Goodyear Tire & Rubber  
Company, Akron, Ohio





CHOOSE FROM 20 TOWLE PATTERNS, ILLUSTRATED HERE FROM TOP DOWN: CONTOUR (SALAD SERVING SET); KING RICHARD, SOUTHWIND, SILVER FLUTES (SHOWN IN SALAD FORKS).

## The Towle Touch...sterling craftsmanship in the grand manner

The Towle Touch is truly the *sterling* touch. Each Towle pattern is designed to reveal the endearing beauty of the solid silver itself...each piece executed with the authority and restraint, the painstaking perfection of detail that has been the mark of Towle Sterling for centuries.

In the hands of such master silversmiths as the Towle craftsmen, sterling brings to your table a warmth, richness and elegance that cannot be achieved in lesser materials.

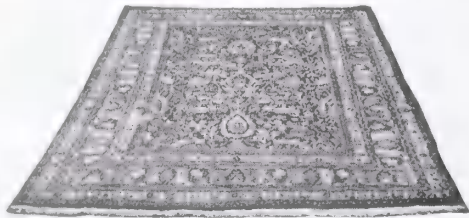
For today, as for centuries, there is no proper substitute for sterling...with its inimitable beauty...its natural "friendliness" in the hand...its ability to adjust instantly to changes in temperature. And, of course, only sterling is clean and tasteless as befits so intimate an implement as tableware.

Towle Sterling...sterling at its loveliest...is available at authorized jewelry and department stores everywhere. 6-pc. place settings from \$29.75. Serving pieces from \$4.25.

*The Towle Silversmiths, Newburyport, Massachusetts*



## The way to select ORIENTAL RUGS



**is to examine them in your own home**

Hundreds of rare antique, semi-antique, and new oriental rugs to choose from; in perfect condition . . . and moderately priced.

SEND FOR DESCRIPTIVE LISTS and Color Photographs . . . then make your choice. Your selection, with additional rugs for comparison, will be sent to you EXPRESS PREPAID.

200 Perfect Antique Rugs	\$90 to \$200
100 Perfect Antique Rugs	\$200 and up
500 Semi Antique Rugs in Old Designs	\$39 and up
100 Choice 9 x 12 Rugs from Iran	\$325 to \$850

**Many giant and unusual sizes**

For sale by America's foremost authority and expert on Oriental Rugs, and largest exclusive dealer in natural, untreated rugs.

We sincerely believe that our rugs are the best values on the market today. Many customers, from all parts of America, say that similar rugs are offered at double our prices. Good Oriental Rugs are sound investments. No deposit or expense to you in ordering our rugs shipped on approval.

**No obligation to buy.**

Postcards and inquiries from outside Continental U. S. not answered.

**CHAS. W. JACOBSEN • 401 S. SALINA ST., SYRACUSE, N. Y.**

made in the heart of NEW ENGLAND . . .

**dramatic SWITCH PLATES & DOOR KNOBS**



Dress up your doors and walls with these lovely hand decorated porcelain accessories. 22K gold trim on white backgrounds, in three permanent, colorfast designs—a single "Antique Rose", a smart "Moderne" pattern, or multicolor floral "Spring Bouquet." Standard brass fittings, easily installed.

Door Knobs \$2.50 pair, 3 pair for \$6.95  
Switch Plates \$1.15 each, 3 for \$3.00

All prices postpaid. Sorry, no C.O.D.'s.  
Write for FREE catalog.

**SETH and JED** Dept. B-9  
New Marlborough, Mass.



Fully Assembled.

24" or 30" high.  
Specify which.

Unfinished, smoothly sanded—**\$6.95**

Light natural finish—**\$7.95**

Maple, mahogany, walnut, cherry or pine finish—**\$8.95**

Write for FREE catalog.

Express charges collect. Satisfaction guaranteed. Quick delivery. Send check or money order.

**Jeff Elliot Craftsmen**  
Dept. B-96 STAFFSVILLE • NORTH CAROLINA



visit CANADA'S

**LEADING JEWELLERS**

A friendly welcome awaits you at Birks—from coast to coast in Canada. See our displays of fine English China and Leather, Jewellery and Silverware made in our own craftshops, Antique Silver, Crystal, and Objets d'Art from 'round the world.



**BIRKS**

MONTREAL • TORONTO  
and other principal Canadian Cities



## WINDOW

Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping.



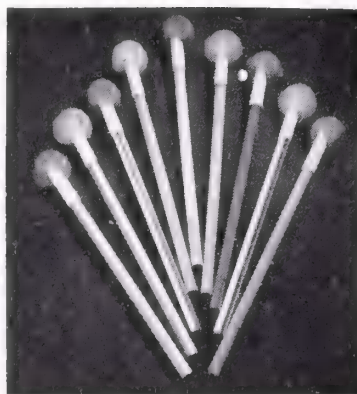
**THE SHOES FIT** into this excellent shoe bag—all twelve pairs of them! Hang it inside a closet door, on the back of a bedroom door. A prom-trotting college girl will love it for everything from her beat-up saddle shoes to her barest dancing slippers. Heavy-grained plastic in tan, 71" x 20", \$5.95 ppd. Downs & Co., Dept. 1179, Evanston, Ill.



**PLACE CARD CHAIRS** are Tom Thumb copies of the Victorian Ice Cream Parlor chair in white wire, and they're absolutely devastating. The little round seats are covered in assorted pastel velvets. The frames are decorated with tiny nosegays, and your place card fits in a slot at the top. 3 1/2" high, set of 8 is \$1 postpaid from Helen Gallagher, 413 Fulton St., Peoria, Illinois.

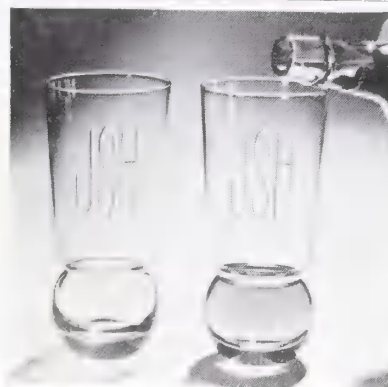


**THIS IS YOUR MOMENT, GIRL,** to shine like the star you are in a wool tweed jumper (15% nylon for wonderful washing). Rosewood, gray or cedar-brown with velvet-bowed Empire bodice and globe-circling skirt; sizes 7-15, \$8.95. Also in gray wool flannel, \$8.95; turquoise or red corduroy, \$7.95. Add 25¢ post. White or oxford cotton knit turtle neck shirt. S, M, L, \$2.95. Gilchrist's, Box 912, Boston 3.



**LOLLIPOP PENCILS, Wow!**

We don't know whether sucking on a raspberry or lemon lollipop will make the 7-x-table seem any easier, but we sure would be willing to give it a try! Good lead pencils, topped with real lollipops, are \$1 for an assortment of nine. Postpaid. Order them from Zenith Gifts, 9-C Post Office Building, Brighton 35, Mass.



**DON'T MEASURE—JUST POUR**

**Highball Glasses**

No filler needed when you own these hand-some, hand-blown glasses. Note the ball-shaped base, which holds exactly 2 ounces. Fill it with liquor, then add soda or water and you will have a first-class highball every time! Glasses come with any 3 letter hand-etched monogram.

Set of 8—**\$10.95** postpaid

Set of 12—**\$16.25** postpaid

FREE! Send no post and catalog.

**Here's How Co.** Dept. HB-9  
27 East 22nd St. New York 10



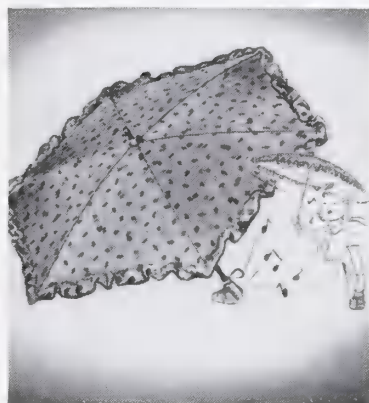
# SHOPPING

WITH

*Pat Guman*



**MUSICAL UMBRELLA.** Oh, my! Look who's coming down the street! She's a puddle-jumping hit parade all by herself, because her umbrella plays a tune. And as it plays, the top turns round. From now on the most fun days will be rainy days. Ruffled and decorated cloth top opens to 28" wide. Plastic handle has animal head. \$4.95 postpaid. Page & Biddle, Haverford, Pa.



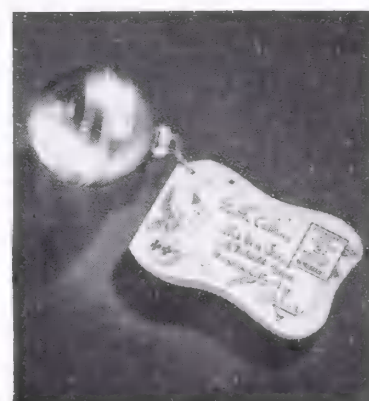
**THE MAN IN THE GRAY FLANNEL CAP.** He may not be as dreamy as Gregory Peck or have his clothes tailored on Madison Avenue, but he'll certainly look it when he sports this charcoal gray all-wool flannel cap. Violently becoming with graying temples! In standard head sizes, \$3.95 ppd. Order it from Edith Chapman, Nyack, N.Y.



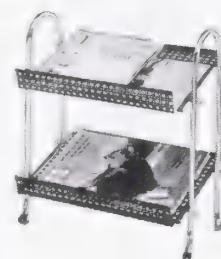
**LIFE-SIZE PAPER DOLLS.** A little girl will have to stand on tippy-toe to give the freckle-faced boy a kiss, and she'll look up with admiration at Miss Pig-tails' natty polo coat. Cardboard dolls are 3-ft. tall, come with several changes of clothes that their tiny Ma will have fun cutting out. With easel stand, \$2.95 each plus 35¢ postage. Order from House in the Garden, 19 Garden Place, Brooklyn, N.Y.



**TREE-MENDOUS IDEA!** This looks just like a hand-blown glass Christmas tree ornament, but it's unbreakable plastic. And you can drop it in the mailbox as is, to be delivered by the postman to all your friends as the "card" of the year. The attached mailing card takes a 3¢ stamp, and you can write a message inside. Box of 8, \$2 ppd. Carol Beatty, 7410B Santa Monica Blvd., Los Angeles 46, Calif.



**TV Cream and Sugar Set**  
Perfect for TV tables and tray service! A quaint little pitcher in appleblossom pink is nested on a chubby little sugar bowl in cinnamon brown to serve cream and sugar. Takes little space. Set is 2 1/2" high, 2" across and holds enough for several cups. Glazed and matte finish. Order **6275-6**, Creamer, Sugar Set, \$1.00 ppd.



**Two Tier Magazine Stand**  
Really new in design! The stunning stand has two shelves to let you arrange magazines so each is in full view! Stand is made of wrought iron in black. Legs are plated with 24-K gold! Shelves are perforated metal in a cane design and each is 16" wide and 11" deep. Stand is 20" high. Order **9370-6**, Magazine Stand, \$6.98 by mail, postpaid.

Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**  
New, Unusual Ideas in  
Gifts, Toys, Housewares!

*Miles Kimball* 134 Bond Street  
Oshkosh, Wis.



*For The*  
**GRACIOUS HOSTESS**

Pretty four piece place setting captures the beauty of the delicate Dresden china. Dainty, white glazed china salt & peppers are topped with beautiful yellow and pink roses. — is the charming little place card holder. Matching napkin ring has gold highlights. A new idea in table setting that will turn a simple meal into party fare. **\$1.00**  
One Setting, 4 pieces only...  
2 PLACE SETTINGS .....\$1.95  
6 PLACE SETTINGS .....\$5.00  
GIFT BOXED only .....\$5.00  
Please add 25¢ for shipping

**THE ADDED TOUCH**  
Wynnewood, Dept. HB9, Penna.



**WIGWAM WEDGE MOCCASINS \$5.95**

handcrafted of glove-soft, smooth, washable calfskin. they cuddle your feet and make walking a pleasure. Built-in wedge heel. 3 lovely shades: white, natural, turquoise, red, charcoal with intriguing pin-wheel-head design. Sizes 3 thru 10, narrow & medium. 1/2 sizes too. **\$5.95**

Matching clutch Bag, 8" x 4 1/2" **\$4.95**

Special Price for Moccasins & Bag **\$9.95**

Satisfaction Guar.

Send cash, check or m.o. For COD's send \$2 deposit.

**OLD PUEBLO TRADERS**

Box 4035, Dept. HBW, Tucson, Arizona



*Heavenly* **FRUIT CAKE**  
FROM CALIFORNIA

No other like it in all this world! Imagine, big tender cherries, huge pieces of moist pineapple, whole miniature pears, crunchy nuts — all in a cloud-like batter. No dried fruit in this magical concoction. Wonderful for gifts, great to have on hand for guests. Gift wrapped and shipped prepaid anywhere in the U. S. Just give us the address, we do the rest. Gift 11, 1 1/2 lbs. net, \$3.45. Gift 12, 2 lbs. net, \$4.35. Gift 14, 3 lbs. net, \$5.95. Satisfaction guaranteed. **THE MISSION FOLK**, 114 E. 33 ST., LOS ANGELES 11, CALIF.

**FREE Gift Book**—50 thrilling gift ideas in natural color. Write for a copy. 37 years experience making people happy at Xmas.

**LIGHT UP YOUR GARDEN OR DRIVEWAY**



**Hagerstrom Garden Light** sheds light where you need it most. Just stick it in the ground. Dome is spun steel, bluish-gray baked enamel outside, white inside, 17" diam. Stem is galvanized pipe, ground spike cast aluminum. Uses any watt bulb, 10-ft. rubber cord is weather-resistant. Outlet box at base enables you to use as many Garden Lights as you need. **\$10.95 postpaid.**

Write for Free Catalog

**Hagerstrom** METALCRAFT STUDIOS

Handcrafted Specialties since 1922—Lanterns, House Signs, Mail Boxes, Weather-vanes, etc. Dept. HB, Old Milwaukee Road, Wheeling, Ill.

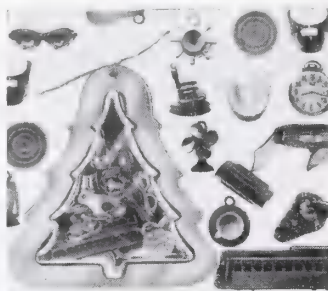




**Make Grandfather's Watch Useful**  
ORIGINAL "TREASURE DOME"® of crystal clear DuPont lucite with polished hardwood base (choice of mahogany, ebony, blonde.) Makes easy-to-wind timepiece and displays your treasured heirloom watch... Fit for a King! Treasure Dome \$3.95 ppd. Dept. O-109 • Name plate (3 words) add \$1.00

#### Tree Full of Toys . . . \$1

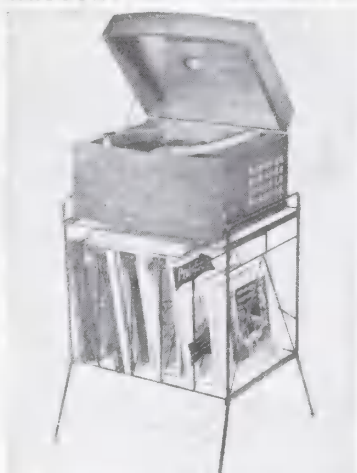
A child's delight—more than 20 miniature toys in an attractive transparent plastic tree. Each different—fan that turns, game that plays for boys, purse or doll for girls. Much play, trading, displaying, fascination from these tiny moving or unique toy miniatures. Specify boy or girl. 6 for \$5 or \$1 each ppd. Dept. O-409.



**Carol Beatty**

**Free!** Write for BIG NEW GIFT catalog.  
200 Beatty Building  
HOLLYWOOD 46, CALIFORNIA

#### WROUGHT IRON RECORD CENTER



A surprisingly compact, surprisingly ample black no. 3 table. Measures 21" x 14", 25" high, with plenty of stand up space for albums, flat space for records and table area for large record plays. With a fold table top, TV sets. Never before have we seen such value. Perfect for any record lover and a natural in the children's room too. Rubber tipped feet.

All brass pl. \$14.95  
at a very low **\$9.98** Shipping Chgs. Coll. No C.O.D.'s

**interior trends**

56-B Underhill Avenue, Brooklyn 38, N.Y.

#### Freshen up wardrobes and linens with LAVENDER MIST



**AT A TOUCH OF YOUR FINGER**, this aerosol sprays a fine, clear fragrance of lavender that freshens linen closets, lingerie drawers, pillow cases, sheets, hankies, shirts, etc. Doesn't stain, dampen or discolor.

**JUST RIGHT FOR THAT UNUSUAL, DELIGHTFUL GIFT** for Mother, Sister, Daughter or Friend! If you want us to send Lavender Mist direct, send us your list—we'll enclose a card with your name.

Large (6 oz. size) only \$1.50 POSTPAID  
Send check or Money Order (no C.O.D.) to  
**THE LAVENDER HOUSE**  
P.O. Box 83, Old Chelsea Station, New York 11, N.Y.



#### HOME HAIR CONDITIONER

Professional Electric Heat-Cap and Conditioner give new life and lustrous beauty to your hair! Eliminate "frizz" caused by sun and summer fun. Massage your own conditioning cream into scalp, or use the complimentary tube included with Heat-Cap. Slip on both inner and outer caps, plug in and relax. In about 20 minutes your hair will become soft, silky, easy to manage. Wonderfully effective; relieves tension, loosens scalp. Has 3-speed switch; double thermostat control. UL Approved. FACTORY GUARANTEED. A/C or D/C.

(Extra tube Conditioning Cream, \$1.10)  
Postpaid. No C.O.D. Guaranteed, of course.

**ELRON**

225 W. Erie St., Dept. F-129, Chicago 10, Ill.



#### GAY BUTTERFLIES

These charming Butterfly Earrings and Pin should flutter gaily to brighten any costume at any season. Pin measures 2 3/4" across the wing tips, the Earrings a full 1 1/4". A graceful design in solid Sterling Silver, beautifully wrought for your personal pleasure and adornment, and a pleasant gift. Gift boxed. Earrings \$3.00 pr. Pin \$5.00. The Set \$7.00.

Tax and postage paid  
Satisfaction guaranteed

**The Jamaica Silversmith**

Ten Years of Mail Order Service  
79-32 164th St., Dept. HB 9, Jamaica 2, N.Y.

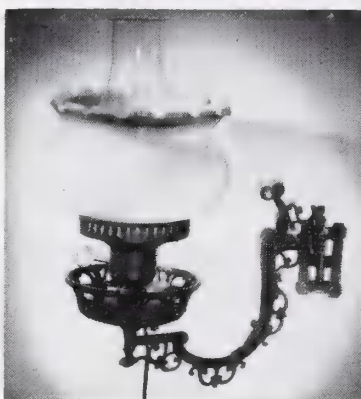


## WINDOW



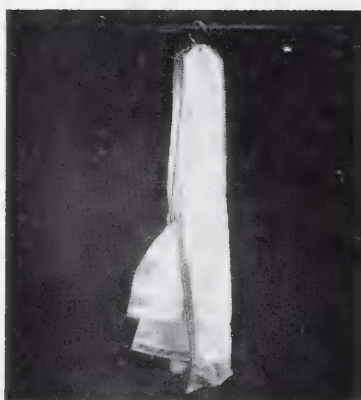
#### DON'T CHOOSE A CARD

until you've seen the new Miles Kimball selection. It's outstanding! Here's just one of the personalized designs you'll find in their free 36-page catalog of Christmas cards. Choir boy holds a miniature book of carols with your name on the cover. \$9.50 for 50 cards and envelopes. ppd. For catalog write Kimball Printers, 13-9 Bond St., Oshkosh, Wis.



#### THE GASLIGHT ERA

when hansom cabs and opera capes abounded, is nostalgically revived with the Jenny Lind Lamp. It's now electrified, has a 7" milk glass shade, and the swinging black iron bracket extends 12" from the wall. Wonderful for a Victorian sitting room or over a Gay '90's bar. With 3-way socket. \$11.95 plus 50¢ post. W. of Miss. Jenifer House, New Marlboro Stage, Great Barrington, Mass.



#### A CRINOLINE-CRAZY CLOSET

will come to order quickly if you have a Petticoat Valet. Zippered plastic bag holds the widest of crinolines, keeps them crush-free, takes up just a few inches of closet space. On party week ends, with grip-clip hanger removed, your crinoline is as easy to carry as an umbrella. Banded in quilted plastic. \$1.95 ppd. Cortley Gifts, 305 E. 83rd St., New York 28, N.Y.



**100 SEWING THREAD**  
WOOD SPOOLS **FREE** NEW NEEDLE THREADER!  
Genuine WOOD Spools

First time anywhere! World's BIGGEST and best Thread offer—on fine WOOD Spools! NOT to be compared with cheap cardboard so-called "Spools"! 90 different colors, plus black and white. Amazing bargain! 100 spools of thread in every color you can think of—attractively gift-boxed—only \$1.00 plus 25¢ postage and handling. Perfect for mending, darning, sewing, patching. All colors. (16 shades of blue alone!) Easy to match any color fabric. Fine quality. No. 50 mercerized thread. FREE needle threader. Satisfaction guaranteed or purchase price refunded in 15 days. Order NOW!

**MAGIC MATCH THREAD CO.,** Dept. S-3,  
305 Knowlton St., Bridgeport, Conn.

#### A BRACELET FOR GRANDMOTHER...

Modern grandmothers are proud of their grandchildren—the more the merrier! Just send us the complete list, first name and birth date, and we'll engrave each on a separate disc. One grandchild or twenty, she'll be pleased as punch to have her beloved family with her at all times. Prices include engraving, tax, and postage.

In sterling silver, bracelet.....\$3.00  
each disc.....\$1.50  
In 1/20 12K gold-filled, bracelet.....\$4.00  
each disc.....\$2.00

14K gold, too. Prices on request

Round discs, too, if desired.

Send for free catalog. No C.O.D.'s, please.

**Holiday House**

19 Bellevue Theatre Bldg. Upper Montclair, N.J.



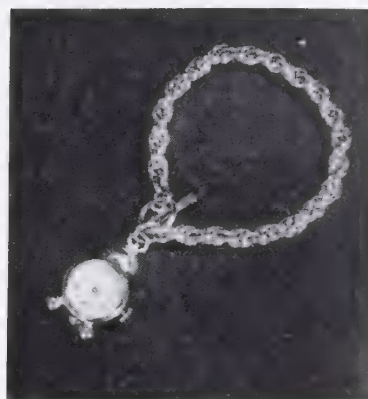
# SHOPPING



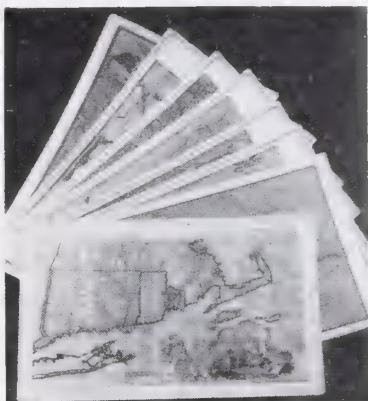
**HO! THE MIDDY BLOUSE,** beloved topper of childhood. We think there's nothing in all the world that gives a jauntier air to a pleated skirt or little-boy shorts. This one is nautically correct, comes in white broadcloth with button-in dickie, long sleeves with button cuffs, white braid on navy or red collar. Sizes for children 3-14. \$3.95 postpaid. The Talbots, Hingham, Mass.



**ALARM CLOCK BRACE-LET.** We've already announced in loud, ringing tones that this is what we'd like to find in our Christmas stocking. It's a terrific present for anyone who needs an audible reminder that *tempus fugit*. Gold-plated chain bracelet dangles a darling little alarm clock, 1½" x ¾". \$15.35 incl. tax and post. Ward Phillips Co., Carpentersville 1, Ill.

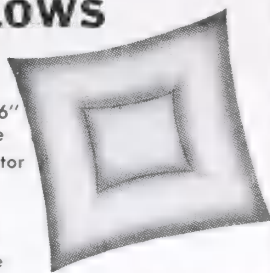


**PLACE MAPS** are plastic-coated place mats that will make more of a hit at your dinner table than a celebrity. No one can resist looking at a map, and these show all areas of the country as they appeared during Colonial days. They're the color of old parchment, wipe clean with a damp cloth. Set of 8 different Place Maps, \$2.95 ppd. Taylor Gifts, Wayne 1, Pennsylvania.



## Firestone Foamex FOAM RUBBER PILLOWS

- 16" x 16" large size
- 8 Decorator colors
- Smart Barkcloth
- Washable



**2 for 4<sup>95</sup>**  
\$2.95 each  
POSTPAID

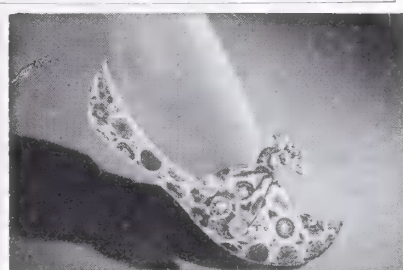
Add decorator color accents to your modern or traditional living room, bedroom, den, patio. Smartly-styled, soft, luxurious! Completely washable. Non-allergic virgin foam rubber. Guaranteed.

COLORS: Coral, Lipstick Red, Forest Green, Gold, Chartreuse, Turquoise, Black, White.



**3-WAY TV WEDGE  
FOAM RUBBER  
CUSHION**  
Smart barkcloth, zipper-covered, in colors above. Washable. Guaranteed. Postpaid. **\$9.95**

**FOAM-AZE CO.**  
Firestone Factory Distributor  
2366 Reading Road Cincinnati 2, Ohio



## HAREM SLIPPERS PUT AN EXOTIC LOOK UNDERFOOT!

These clever Harem Slippers are exotic to look at, fun to wear, and oh, so comfortable! Made of bright-patterned Persian print cotton, Harem Slippers have kitten-soft suede soles—foam rubber inner soles with double thickness in heels. Toes take an "oriental" tilt and six bright gilt coins tinkle from the bow ties. Harem Slippers look delightfully frivolous, but are so really practical—long-wearing and completely washable. And what a clever idea for a really different back-to-college gift!

Send shoe size for correct fitting

Per pair, only  
**\$3.95 postpaid**

Send for free gift catalog

**artisan galleries**  
2100-A9 N. HASKELL DALLAS 4, TEXAS

save to ½ by mail



It's easy to order by mail and save!

## Beautiful Custom Made Drapes Factory-to-you

approx. **\$1.50** a yd. including labor

• Easy credit terms to fit your budget •

Now is the time to redecorate with beautiful custom made draperies! Choose from a tremendous color selection in exquisite decorator fabrics. We will custom make draperies to your exact window measurements for less than ready-mades.

You'll be delighted with the fabric quality and the fine tailoring: tiny overlapped seams, full 3" weighted hems, plastic crinoline headings. Prices including labor, are approx. \$1.50 a yard. Discover how easy it is to order by mail.

*Send 25¢ for Swatches of all Colors  
of all our beautiful Fabrics*

We will include easy measuring directions, complete information

**Make your own drapes.** Fabrics by the yard \$1. Pleating tape, traverse rods, hooks available.

• **CLIP THIS COUPON AND MAIL TODAY!** •

Satisfaction Guaranteed

**CARABAO**  
SPECIAL PRODUCTS COMPANY

CARABAO SPECIAL PRODUCTS CO. • Dept. HS7  
2750 Hyde at Beach • Box 3689 • San Francisco, Calif.

☐ Enclosed is 25¢ for swatches, information, directions for measuring. (Please print)

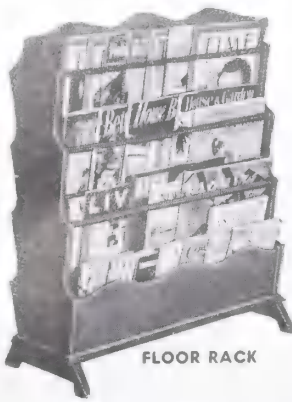
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

2750 Hyde at Beach • Box 3689  
Dept. HS7 San Francisco, Calif.  
Our Seventh year of selling direct by mail.





FLOOR RACK

### Make Them Now From Kits For Christmas

## MAGAZINE RACKS

All Sizes  
FINISHED  
or  
IN EASY, 1-HR.  
HOME KITS

These large, hand-  
some racks prevent  
"magazine mess."  
They're the most  
practical made.  
Magazines will not



WALL RACK

"slouch" or bend. Each is held straight and flat—each is visible for quick, easy selection. Beautiful in the home—perfect in the office and reception room. Floor rack has convenient carry handle. Holds 30 magazines on each side—a full year's supply.

#### BEAUTIFULLY FINISHED

Completely assembled and finely finished in satin smooth honey-tone knotty pine or lovely mahogany finish.

#### IN COMPLETE KITS

Easy, 1 hr. assembly, precision fitted, drilled, sanded, etc. with simple instructions.

Floor Rack 23"x30" high x 9 1/2" deep.....	holds 60 magazines \$29.95	In Kit \$17.95 Postpaid
Wall Rack 23"x27"x5" (illustrated).....	holds 30 magazines \$17.95	In Kit \$ 9.95 Postpaid
Wall Rack 23"x30" (taller than ill.).....	holds 15 magazines \$27.50	In Kit \$15.95 Postpaid
Wall Rack 17"x27" (double width of ill.).....	holds 60 magazines \$32.50	In Kit \$18.95 Postpaid
Wall Rack 23"x14" (shorter than ill.).....	holds 20 magazines \$12.95	In Kit \$ 7.95 Postpaid

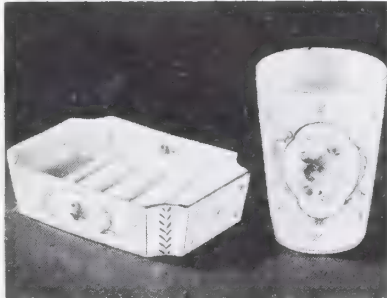
Finished Racks Shipped Express Charges Collect—No C.O.D.'s, Money Back Guarantee.

#### LARGE NEW CATALOG

of Finished and Kit Form Furniture and Wall Racks in friendly Pine. Send 10¢ in coin or stamps.



Dept. B9-6  
North Conway, N. H.



### FINE CHINA

Authentic Reproductions of the

### French Limoges PATTERN

How we wish we could show you this in color! It has the look of Limoges, with the grace and charm of a minuet. The tumbler and soap dish are fine translucent china, hand-decorated with spring flowers and gold baroque trim. Choose powder blue, pink or turquoise. Ppd., no COD's.

\$1.50 Each \$2.75 The Set

Please List 2nd Color Choice  
Pa. Residents Add 3¢ Sales Tax  
Send for Free Gift Catalog

**Page & Biddle**

21 Station Road, Haverford B9, Pa.

### THE KITCHEN PRAYER

Lord of all pots and pans and things, since  
I've not time to be  
A saint by doing lovely things or watching  
late with Thee  
Or dreaming in the dawn light or storming  
Heaven's gates  
Make me a saint by getting meals and  
washing up the plates.  
Although I must have Martha's hands, I  
have a Mary mind  
And when I black the boots and shoes,  
Thy sandals, Lord, I find.  
I think of how they trod the earth, what  
time I scrub the floor  
Accept this meditation Lord, I haven't time  
for more.  
Warm all the kitchen with Thy love, and  
light it with Thy peace  
Forgive me all my worrying and make my  
grumbling cease.

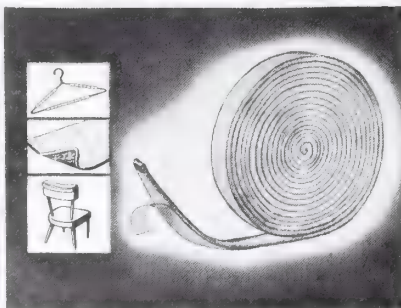
Thou who didst love  
to give men food, in  
room or by the sea  
Accept this service that  
I do, I do it unto  
Thee.

Inspirational Tile for  
a happy kitchen wall.  
6" square \$1.95 ppd.



House  
in the Garden

19 GARDEN PLACE • BROOKLYN 1, N. Y.



### Handiest Thing In The House—\$1

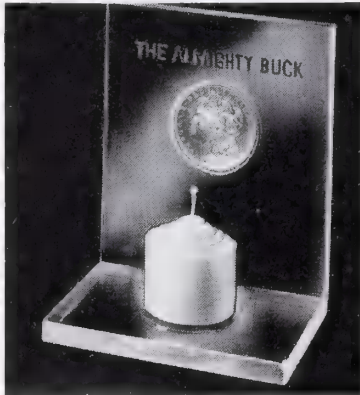
FOAM TAPE has adhesive backing that sticks to metal, glass, wood, fabric... cushions anything needing protection. A 1000 uses: prevents rugs from slipping, ashtrays or lampbases scratching, furniture from marking walls. Keeps pictures straight. Stops car doors and hood rattling, dresses from slipping off hangers. Keeps blouse inside skirt band. Peel-as-you-go roll. 108" long, 1/2" wide. Guaranteed to do the job or money back! Only \$1, postage paid. Order FOAM TAPE from Sunset House, 463 Sunset Building, Hollywood 46, California.



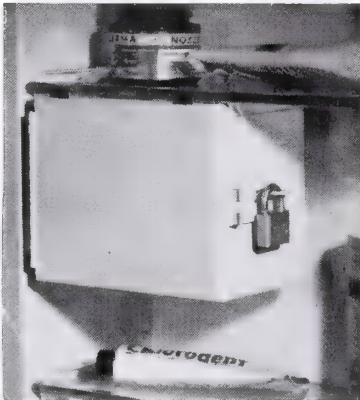
## WINDOW SHOPPING



**TEEN TAGS.** If she wears her hair in a pony tail and thinks Elvis Presley is dreamy, she'll love these golden discs. About the size of a 50¢ piece, they hang from an important golden rope necklace or link bracelet, and come engraved with her first name on one side, school or club on the other. Teen Tag with necklace or bracelet, \$1.95 each, tax incl. Ppd. Elron Products, 225 W. Erie St., Chicago 10, Ill.



**THE ALMIGHTY BUCK,** pursued by opportunists, chased by charlatans and revered by the rich, has been given a salaam spot for the convenience of its worshipful adherents. Send it to a tycoon who's forgotten how to relax and enjoy his hard-earned shekels. Clear lucite shrine, mounted with real silver dollar, comes with fat votive candle, \$4.95; 2 for \$9.75. Ppd. Red Oaks, Dept. 6, Prairie View 1, Illinois.



**POISON PRISON** to corral all the lethal doses in your medicine cabinet. Now you can alert grownups in the family and put the brake on Junior's maneuvers. White metal box, 4" x 5" x 3 1/4", with padlock and two keys, clamps onto glass shelf and hangs underneath. Box holds iodine, aspirin, sleeping pills, and any other cross-bones potions you might want to isolate. \$3.30 ppd. The Krebs, Westerly, Rhode Island.

(Please turn to page 20)

for that  
glamorous  
at-home look

nothing could be  
nicer than our  
man-tailored  
velveteen pants  
tapered narrow  
as possible and  
slit at ankle.  
Lush peacock  
or jet black—  
odd or even  
waist-sizes  
22 to 32  
\$10.95  
postpaid

\*  
Send for your  
FREE copy.

### RIDING & RANCHWEAR CATALOG

Over 100 pages  
of riding apparel  
and ranchwear  
for men, women  
and children—  
even babies in  
stroller.  
Luxurious at  
specialist's

**BECKWITH'S**

37 Essex Street (Dept. B)  
Boston 11, Mass.



### an old salt with a lot of pepper

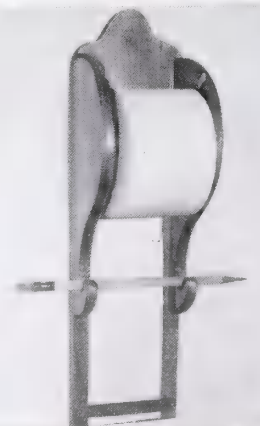
A new pattern for many, an old pattern for many more. Copy of the old onion pattern large size salt and peppers. 5" high. Fine china with the same old blue design. \$2.75 a pair postpaid.

No C.O.D.'s please.

**EDITH CHAPMAN**

260 Main Street, Nyack, N. Y.

### KNOTTY PINE MEMO PAD



This attractive hand rubbed Pine Memo Pad is truly a decorative and useful addition to your kitchen. Comes with 225 ft. roll of standard adding machine tape that tears off neatly at the brass "tear-off" strip.

\$2.95

PPD.  
(add 25¢ West of Miss.)

Sorry, No C.O.D. Money Back Guarantee

**Garand Home Products**

317 Willis Ave. Mineola, L.I., N. Y.



# COLTEN'S

Est. 1921  
1351 Beacon St., Brookline 46, Mass.

Send 15c for our new  
**CATALOG**

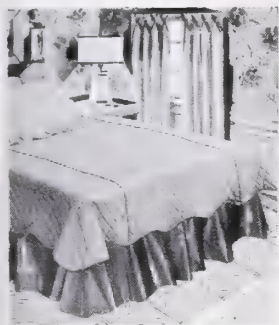
Twenty pages of attractive home fashions at moderate prices . . . including full details on all items shown here.

**Millions of dollars** worth of Colten's moderately priced home fashions . . . decorate thousands of beautiful homes from coast-to-coast.



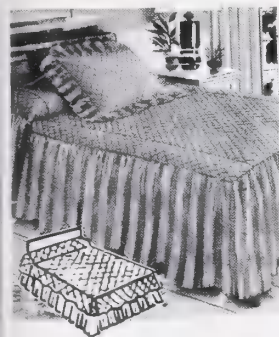
## SUN-RESISTANT 100 count TAFFETA

with double diamond quilting on the coverlet and extra-fully gathered bedspread. Rich colors of cherry-rose, dusty copper, mint, blue, brown, chartreuse, aqua, pink, grey, yellow, charcoal, hunter or white. Twin bedspread 11.95, full 12.95, king 25.00. Twin coverlet 11.95, full 12.95, king 25.00. Dust ruffle . . . fully gathered . . . twin 6.95, full 7.95. Drapes . . . 63" 5.95, 81" 6.95, 90" lined 11.95. Sham 3.95, vanity 7.95.



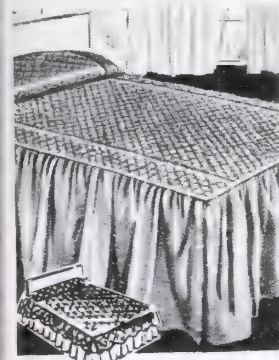
## EVERGLAZE CHINTZ

scalloped, quilted coverlets . . . twin 11.95, full 12.95, king 25.00. Fully gathered dust ruffles . . . twin 6.95, full 7.95. Drapes . . . 63" 5.95, 90" 7.50. Sham 3.95. Vanity skirt 7.95. In hunter, yellow, rosedust, brown, mint, blue, pink, aqua, red, charcoal, orchid, or white.



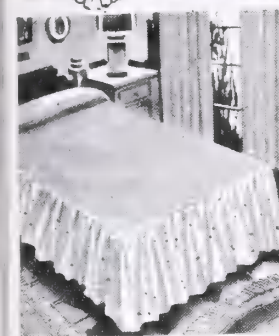
## CHROME-FAILLE

in sun-resistant acetate colors of rose, antique gold, pink, aqua, mocha, almond green or white. Quilted bedspread with two-tone gathered flounce . . . twin 16.95, full 17.95, king 37.95. Coverlet . . . twin 13.95, full 14.95, king 29.95. Dust ruffle (two-tone) . . . twin 9.95, full 10.95. Drapes . . . 63" 6.95, 81" 8.95, 90" lined 12.95. Sham 4.95. Vanity 7.95.



## ANTIQUE SATIN

luxury-quilted bedspreads . . . with bouffant flounce . . . twin 17.95, full 19.95, king 39.95. Kick-pleat coverlet . . . twin 15.95, full 16.95, king 33.95. Extra-gathered dust ruffle . . . twin 9.95, full 10.95, 63" drapes 7.95, 81" 9.95, 90" lined 14.95. Vanity 8.95. Sun-resistant viscose colors . . . of dusty rose, antique gold, aqua, pink, nutmeg, green, white.



## NUBBY "CAPRI"

cotton textured bedspreads with cord trim and generously gathered flounce. Luscious solid colors of pink, nutmeg, antique gold, aqua or white. Twin bedspread . . . 15.95, full 16.95, king 33.95. Drapes . . . 63" 8.95, 81" 10.95.



## Ready-Made Draperies

### CHROME-FAILLE DRAPERIES

in sun-resistant acetate colors of rose, antique gold, pink, aqua, mocha, almond green and white. Pinch-pleated width is 44" to the pair. 63" long 6.95, 81" 8.95, 90" lined 12.95.

### ANTIQUE SATIN DRAPERIES

Made of a sun-resistant acetate viscose . . . in dusty rose, antique gold, aqua, pink, nutmeg, shadow green and white. Pinch-pleated width is 44" to the pair. 63" long 7.95, 81" 9.95, 90" lined 14.95.

### NUBBY "CAPRI" DRAPERIES

Attractive nubby cotton . . . in pink mist, nutmeg, antique gold, aqua and white. Pinch-pleated width is 46" to the pair. 63" long 8.95, 81" 10.95.

### TEXTURED "Stardust" DRAPERIES

A magnificent rayon and cotton . . . in sparkling colors of champagne, grey, rose, willow green, pink, maize, nutmeg, aqua and white. Pinch-pleated width is 44" to the pair. 63" long 6.95, 81" 7.95.

### PINWALE CORDUROY DRAPERIES

Handsome washable colors of eggshell, aquamist, red, nutmeg, antique gold, charcoal, rosedust, walnut brown, blue, coral, lime, pink, hunter. SPECIAL ORDERED. Pinch-pleated width is 44" to the pair. 63" long 9.95, 81" 11.95.



## Custom-Made

### DRAPERIES and BEDSPREADS

Any drapery, bedspread or coverlet illustrated in this ad . . . can be custom-made to your exact measurements . . . ANY WIDTH . . . ANY LENGTH. Send for color swatches at 10c EACH fabric . . . and for measuring chart. Allow up to 3 weeks for shipment.

**KING SIZE** coverlets and bedspreads to cover 2 twin beds . . . each 39" wide, 76" long, 21" high . . . are available at these modest prices. Color samples are 10c for each fabric.

#### BEDSPREADS

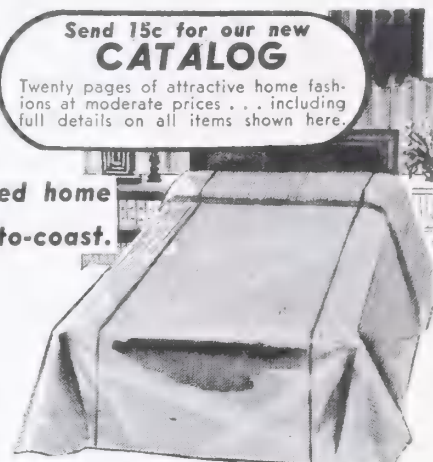
Corduroy . . . 29.95  
Taffeta . . . 25.00  
Antique satin . . . 39.95  
Nubby "Capri" . . . 33.95  
Chrome-Faille . . . 37.95

#### COVERLETS

Taffeta (shown) 25.00  
Chintz . . . 25.00  
Antique Satin 33.95  
Chrome Faille 29.95  
Dust Ruffles Extra

### KING SIZE BEDDING

CANNON PERCALE SHEETS . . . 6.95  
STRIPED PERCALE SHEETS . . . 9.95  
WAMSUTTA MATTRESS PADS . . . 9.95  
KENWOOD ALL-WOOL BLANKETS . . . 27.50  
KENWOOD 7/8 LB. WOOL BLANKETS . . . 35.00



## WASHABLE PINWALE CORDUROY

throw-style bedspread in gem-toned colors of egg-shell, aquamist, lipstick red, charcoal, rosedust, walnut brown, blue, nutmeg, coral, lime green, pink, hunter green or antique gold. Rounded corners . . . fine tailoring. Twin spread 12.95, full 13.95, king 29.95. Drapes (SPECIAL ORDERED) . . . 63" long 9.95, 81" 11.95.

### CORDUROY COVERS

with box top and kick-pleat flounce . . . in hunter green, brown, charcoal, gold, or raspberry. WASHABLE. Studio covers (32" x 76", 18" drop) . . . with 2 zippered pillow covers (18" x 36") or 3 pillow covers (18" x 24") . . . complete 19.95. Studio cover only (no pillows) . . . 12.95. Hollywood 4-way fitted cover (39" x 76", 20" drop—no pillows) . . . 19.95.

### TWEED COVERS

of a washable, gold-lurex accented fabric . . . in grass green, pink mist, claret red, and mocha-grey. Kick-pleat studio covers (32" x 76", 18" drop) . . . with two zippered 18" x 36" or three 18" x 24" pillow covers . . . 19.95 complete. Studio cover only (no pillows) 12.95. Hollywood 4-way fitted cover (39" x 76", 20" drop—no pillows) . . . 18.95. Bedspreads and drapes available.

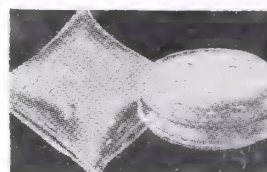
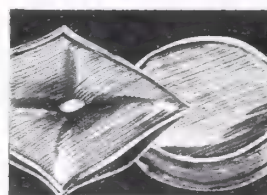
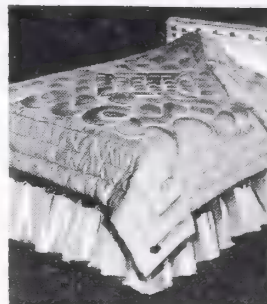
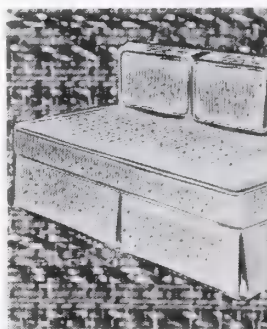
### CORDUROY PUFF

Completely washable. Fine pinwale CORDUROY on BOTH sides. Generously filled with Dupont's magical acrylic Dacron . . . for warmth and comfort. Quilted in diamond center design. Decorator colors of walnut brown, hunter, charcoal, aqua and antique gold. Cut size is 72" x 84". Regularly 29.95 . . . now 19.95.

### TOSS PILLOWS

CORDUROY in pink, shrimp, turquoise, red, emerald, lime, toast, black, grey, brown, or gold. Washable orlon filling. CHOICE 14" round or 18" square . . . each 2.95. 4 for 10.95.

ANTIQUE SATIN in brown, beige, gold, hunter, rose, shrimp, pink, aqua or white. Down and feather filled. Zippered sun-resistant antique satin covers. CHOICE 13" round or square . . . each 4.95. 3 for 13.95.



**ADD 90¢ for POSTAGE and HANDLING. Any size . . . any zone.**

We pay all additional charges on total order.

## FABRIC COLOR SWATCHES

If exact color is important, please send for swatches before placing order. All colors in one fabric are 10c. Order 2 fabrics for 20c . . . 3 for 30c . . . and so on.



## ORGANIZE AND GLAMORIZE WITH THE FILE-DRAWER TABLE

Why buy an ordinary end table... when you can get this handsome piece of furniture that doubles as a file chest, too! Now you can keep your important papers as orderly as a corporation's... in a drawer deep enough for standard alphabetical guide and long enough to store the accumulation of years. Hand-made with brass hardware. Drawers are dovetailed and set in hardwood rails. The inspired touch for your Early American OR contemporary home... the gift your efficient friend (or husband) will adore you for.

LETTER OR LEGAL SIZE

### WHEN ORDERING, SPECIFY

**SIZE:** Letter (16 1/2" x 22 1/2" x 28" high) or Legal—add \$3.00—(18 1/2" x 22 1/2" x 28" high)

**STYLE:** Modern or Colonial  
**DRAWERS:** 1 small drawers  
1 file drawer (#FDT-1) or  
2 file drawers only (#FDT-2)

**FINISH:** Unfinished Knotty Pine, smoothly sanded ..... **\$27.95**

Hand-rubbed Antique Pine finish—\$29.95

Unfinished Tupelo, smoothly sanded—\$32.95

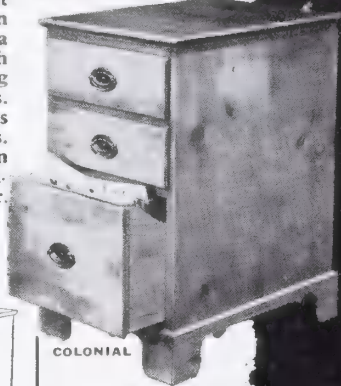
Maple, Mahogany, or Walnut finish—\$34.95 (add \$3.00 for Legal Size)

See matching End Tables on pages 50 and 54

MODERN



COLONIAL



Fast shipment direct from our workshop to you.

Send check or money order. Satisfaction guaranteed.

Express charges collect.

WRITE FOR FREE CATALOG

**Jeff Elliot Craftsmen**  
Dept. B-96 STATESVILLE • NORTH CAROLINA



## Present PERFECT

Be sure to save your next wedding invitation because it plays a star role in your gift to the bride or hostess. Send it to us and we mount it on either an antiqued white and gold metal waste basket or on a 12" x 16" tray. Each piece is lacquered for permanence. Basket, \$8.95; tray, \$9.95. For reception or at home card, 7" x 9" tray, \$4.95; 5" metal letter basket, \$5.50. All items postpaid.

Penna. Residents Add 3% Sales Tax

Sorry No C.O.D.'s Or Stamps

Send For Free Gift Catalog

**Page & Biddle**

21 STATION ROAD, HAVERFORD B9, PA.



## THE MELODY THAT ELUDED

the Songwriter will never be written now. Because two melodious Eighth Notes decided to become bookends. And here they are, made of solid polished brass, standing 6 1/2" high on a 4"x4" base. \$9.95. In a black satin finish, they're \$4.95. Postpaid.

TENNESSEE CHROMIUM PLATING CO.

206 Louise Avenue N. Nashville 5, Tenn.

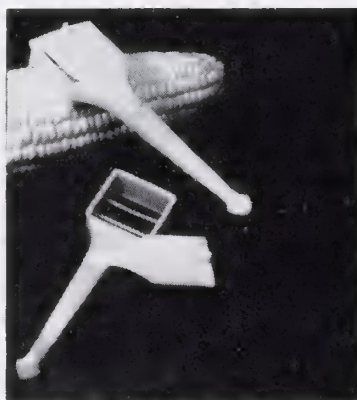


## WINDOW SHOPPING

CONTINUED FROM PAGE 18



**IN THE ROOM WHERE YOU LIVE**, why not announce ownership with a Name Door Plate. A 7" x 2 1/2" steel plate comes in silver gray, French blue or cardinal red with any name (up to 7 letters) embossed in white, jade green or sun gold. Terrific for dormitories, lockers, children's bedrooms. \$1 each ppd. Berger Products Co., Dept. HBX, 628 Race St., Philadelphia 6, Pa.



## BUTTER UP THE CORN

with as tricky a spreader as ever slithered up and down the cob. A yellow polyethylene Butterer holds a pat of butter, and feeds it out through the openings on the underside. Set of 4, \$1; 2 sets, \$1.90; 3 sets, \$2.75. Ppd. Alan Sales Co., 75-10 Rockaway Blvd., Woodhaven, New York.



**FIRST-CLASS SERVICE** is yours with this ingenious desk post office scale. It's calibrated in quarter ounces, weighs up to 8 ounces and indicates on easy-to-read dial exact postage required for airmail, first-class, merchandise and circulars. Base dispenses stamps, stores paper clips, etc. With 24 mailing labels and official Post Office Guide, \$4.95 plus 25¢ post. Laurie & Co., Dept. HB, 507 Fifth Ave., N.Y.C.

(Please turn to page 25)

## Chrome or Copper "BINISTER"

tilt—and scoop without spilling!

The newest, easiest way to store and scoop your staples! Perk up kitchen wall or counter with this bright 'n' shiny black-knobbed "binister." Each of the two 5-lb. and 2-lb. tilt-out bins is lined with tin to keep coffee, tea, sugar, flour, etc. kitchen-fresh. So easy to clean, too. Permanently lacquered, just whisk dust away with a lick and a promise! Do away with the muss and fuss of old-fashioned lidded canisters with this trim 20 1/4"x9"x6" accessory!

Chrome ..... \$10.98 plus 50¢ postage

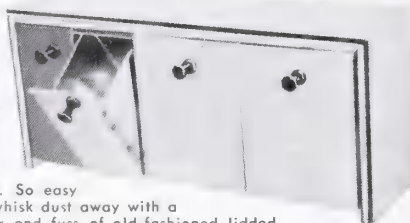
Copper ..... \$11.98 plus 50¢ postage

Matching vegetable bin with 2 sections available at same prices

Sorry, no C.O.D.'s. Write for FREE catalog.

Dept. H-9, 102 Warren St., New York 7, N.Y.

**Merrill Ann Creations**



## FASHION CLOSE-UPS

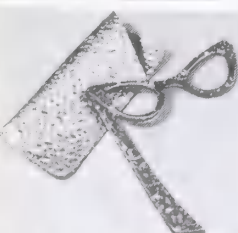
These magnifying glasses take on the newest optical shape—they're lorgnettes. (You hold them close to your eyes—not the paper). Perfect for programs, menus, etc. Opalescent lucite frames are black, pale blue, grey, white or brown. Folds neatly into its smart case. **\$6.95**

So pretty, so original, you'll want to carry this bejeweled magnifier everywhere! A profusion of rhinestones and seed pearls add glamorous glitter to the antique goldplated handle and rim. Precision ground glass permits ladylike perusal of saunter print. 3" long, comes in a trim faillie case. **\$4.95**

Sorry, no C.O.D.'s

Write for catalog

Dept. B-9, 545 Fifth Avenue, New York 17, N. Y.



Beautifully boxed and wrapped.

Your order shipped promptly.

Prices include tax and postage.

**Annie Lee**



## Sterling Silver and Crystal SACCHARINE BOWL

Crystal and sterling Saccharine bowl has its own tiny sterling spoon, and it's beautiful enough to take its place right along with Grandmother's silver service. 2 1/2" wide, 2 1/4" high, tax incl. Also nice to hold vitamins. Ppd. **\$5.00**

PA. RESIDENTS ADD 3% SALES TAX

SORRY NO C.O.D.'s

**THE Lillian SHOPPE**

(Dept. B-9)  
20 Armat St. (Germantown) Phila. 44, Pa.

## SHOWER CURTAINS FROM A TO Z



Beautiful vinyl plastic with the look and feel of taffeta! 6' x 6' shower show-offs have a decorative monogram that adds distinction to any bathroom. Green, yellow, pink, white, aqua, light blue or gray with black monogram. In black or brown with white **\$4.50** ppd. monogram.

Matching window drapes in Priscilla or cafe style with valance. **\$2.98** ppd.

Sorry, no C.O.D.'s

**ROBIN HOUSE** 330 East 72 St., New York 21, N.Y.



*One touch tells*  
of deep pile elegance



# Noreenna *by* HOLMES

WILTON BROADLOOM

Touch Noreenna. You'll feel deep, firm, all-wool carpet pile that assures you years of luxurious wilton comfort. See Noreenna. You'll envision hundreds of exciting new decorating ideas with its textured richness. Noreenna broadloom comes in 8 lovely shades. At leading stores.

*Diamonds by Harry Winston, Inc.*



Ask your dealer or send 25 cents for new color booklet: "HOLMES GUIDE For Better Decorating."

ARCHIBALD HOLMES & SON  
815 MARKET AVENUE AND K STREET  
PHILADELPHIA 24, PENNSYLVANIA



## *King of Card Tables...* **KING-SIZE SAMSONITE**

*Made to take more use, made to stay beautiful! \$13<sup>95</sup>*

This is the table with elbow room. King-size Samsonite with a bountiful 1156 square inches of handsome upholstered top. A party, game, dining table that doesn't crowd ash trays, score pads, glasses. Yet it folds so compactly...to a mere 1½" slim...the table and 4 matching Metallic Tan "Futura" chairs store in closet corner. *Samsonite Exclusive!* Made to take more use; extra strong tubular steel legs, frame. Made to stay beautiful: upholstered top defies spills and stains, wipes clean with a damp cloth! Bonderized finish, won't rust, chip or peel! *Exciting Colors:* Metallic Tan (illustrated), Metallic Chartreuse, Metallic Grey, Metallic Flame or Antique White, Green, Coral.

# Samsonite

*World's strongest card tables and chairs*

*by the makers of Samsonite Luggage*



*Matching "Futura" chair \$8.95*





Quality is always in good taste  
 . . . good taste is always in  
 Miller High Life!

THE CHAMPAGNE OF BOTTLE BEER



Photography by Leslie Gill  
 Dress by Claire McCardell

© Miller Brewing Co.  
 Milwaukee, Wis.

Brewed and Bottled By The Miller Brewing Company ONLY . . . and ONLY in Milwaukee, Wisconsin





The Holiday Sofa, \$249.50. The Newport Lounge Chair, \$115. Prices include 100% foam rubber cushions. Prices vary according to fabric selected. Budget terms offered by most dealers.

motif  
for  
moderns

In this truly distinctive sofa and its complementing lounge chair you see a perfect expression of the mood of today's living. Suave, slim curving lines... a look that is crisply modern yet never stark. Above all, here is comfort almost beyond compare. Colors and fabrics, too, offer a selection sure to stir the imagination. See this notable new furniture soon.

Valentine Seaver

PRODUCT OF KROEHLER

Originals

DESIGNS  
OF  
DISTINCTION





## WINDOW SHOPPING

CONTINUED FROM PAGE 20

### QUEEN ANNE LOVE SEAT

is a beauty. Imagine a pair flanking your fireside! With rubberized hair and springs in back, coil springs in seat base, foam rubber reversible cushions, it's 49½" wide. Matching wing chair also available. Send for swatches and free brochure 5A. In your fabric, \$124.50; in solids, florals or glosheens, \$134.50; in velvet, \$149.50. Exp. chgs. coll. Bayfort Society, Box 1808, Charlotte, N.C.



### GAME IDEA. Here's a new

folding bridge set that's decorative enough to keep permanently set up. The black wrought-iron finish of the steel frames is smartly contemporary. Removable table top and chair seats are upholstered in washable plastic in gray, emerald, coral or aqua. Legs are all tipped with brass ferrules. Monte Carlo Set is just \$41.75 exp. chgs. coll. Abraham & Straus, Brooklyn, N.Y.



### GUITAR MUSIC BOX. A

twist of the key and the fine Swiss mechanism plays a romantic tune. Handmade of tortoise shell inlaid with mother-of-pearl, it's a sweet grace note to hang on your wall with ribbon or to spot on your coffee table. Imported from Italy, 8½" long, \$8.95 ppd. Island Import Co., Dept. H-9, 30 Gates Ave., Plainview, L.I., New York.



## DECORATED PICTURE FRAMES

complete with artificial flowers and foliage!

Each of these beautiful arrangements is a true-to-life masterpiece. Deep, sculptured frames are virtually indestructible, come in snow white only.

11" x 14" **FOLIAGE ARRANGEMENT**  
A magnificent arrangement of Begonia, Philodendron, Fern and other harmonious cloth foliage. In 11" x 14" frame, complete. \$5.50 Postpaid

11" x 14" **FLORAL ARRANGEMENT—8" x 10"**  
Pink roses, blue lilacs, green cloth ivy and fern combine to give freshness and color to your walls. In 8" x 10" frame, complete. \$4.50 Postpaid

**SAVE 10% ON 2 OR MORE!** Ideal for wall groupings! Order floral and/or foliage arrangements. Deduct 10%!

(Satis. Guar.! Send check or M. O. No COD's.)

**FREE LANCE DISPLAY**

DEPT. HBA, 47 N. 7TH ST., PHILA. 6, PA.



### D-E-L-A-Y-E-D A-C-T-I-O-N

SAFETY CONTROL

### LIGHT SWITCH

The light that goes out AFTER you do. Shuts off light AUTOMATICALLY one full minute later. Turning off the light will not leave you in darkness. Provides full light AFTER switch has been turned off. With DELAYED ACTION SWITCH you can leave house, go down porch steps, or out to the garage with plenty of light to guide you safely. Many additional uses inside AND outside the home. Each switch has the Underwriters Laboratory Seal of Approval. Quickly installed by YOU into any standard wall switch opening—all you need is a screw driver. Price just \$3.50 each, three for \$10.00.

### ASSOCIATED SERVICES

1210 PENNSYLVANIA AVE., S.E.

WASHINGTON 3, D.C.

# SAVE \$2 to \$13

on these lovely

# Fiberglas

NO-IRON

**CURTAINS,  
PRINTED  
and SOLID  
DRAPERIES  
and YARD  
GOODS!**

Yes, you save up to \$13, per pair on miracle-fabric, no-iron Fiberglas curtains, drapes and yard goods by ordering direct from Ronnie. These amazing curtains and drapes never need ironing, starching or stretching. In fact, you can actually WASH AND HANG THEM IN ONLY 7 MINUTES!

And they keep their beauty longer than old-fashioned curtains and drapes because modern Fiberglas fabrics can't shrink, fade, sag—are rot and mildew proof and sun-resistant! You get your choice of 46 sizes to fit any window and in colors to fit any decorating plan. Ronnie—the largest distributor of Fiberglas curtains and drapes in the world—sell at prices that save you up to 37% per pair. And every pair is backed by our 5 YEAR GUARANTEE!

### Ronnie Fiberglas Printed Draperies in Stunning Designs—Vivid Colors!

New! Different! Exquisitely smart! For the first time, beautiful printed drapes in gay designs, breathtaking colors PLUS all the no-iron, no-work, money-saving advantages of fiberglas. The money you save on cleaning bills alone repays the low, low Ronnie price! They never need dry cleaning... colors are locked in for the life of the fabric—can't wash out or lose their brilliance even in the sunniest windows. Send for free colorful brochure today!

### Miracle Fabrics By The Yard At Low Cost!

Mix or match your colorful curtains and drapes with lovely accessories made from Ronnie Miracle Fabric Yard Goods. Valances, cornices, baskets, vanity skirts, even lampshades—give your rooms that planned decorator look... at lowest possible cost! Free Booklet shows you how easy it is!

**RONNIE** Dept. 199JJ-22

Ronnie Bldg., 145 Broad Ave., Fairview, N.J.

**RONNIE, Dept. 199JJ-22, Ronnie Bldg., 145 Broad Ave., Fairview, N. J.**

Please rush me, ABSOLUTELY FREE, the new Ronnie Catalog and 24 Color Samples of miracle, money-saving Fiberglas curtains and drapes. Also include information on Ronnie's stunning Yard Goods. I am not obligated in any way whatsoever.

Name .....

Address .....

City ..... Zone ..... State .....

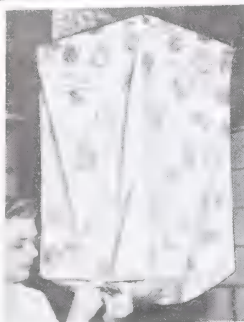


Use Ronnie Yard Goods to make attractive accessories that give new life to any room in your home. Choose from sparkling colors, lustrous white, solids or prints. You can turn your home into a showplace of beauty and color—thanks to Ronnie's low direct-to-you prices—save money, too! Send for free price list today!

### Send No Money!

Write at once for free samples, low direct-to-you price list, and Free How to Sew Booklet. Mail the coupon below and we'll rush you 24 Fiberglas curtain and drapery color samples and the Ronnie Catalogs on Fiberglas Curtains, Printed and Solid Draperies and Yard Goods ABSOLUTELY FREE. Examine our wide selection in the comfort of your own home. No obligation whatsoever. Mail the coupon now!



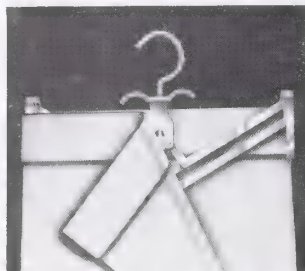


### Basement Chute Clothes Catcher

Own a clothes chute? You'll not be content until you own this! Clothes Catcher installs on basement ceiling and catches clothes, keeps them from scattering and further soil—and hold **four** bushels. When wash day comes, unzip bottom—clothes go directly into basket. The heavy cotton Catcher is gaily screened in color and is 28" x 17½". With screws. Order **5920-6**, Clothes Catcher, **\$2.98** by mail, postpaid.

### Trouser Hangers and Creaser

This hanger practically presses trousers for you! It's made of non-rusting aluminum with strong steel spring. Press the top—the arms raise, the hanger contracts. Slip cuffs of trousers over the arms and release the spring. Hanger straightens—cuffs are held tautly, creases reappear! Order No. **9008-6**, Hangers, **3** for **\$2.70** ppd.



Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

**Miles Kimball** 134 Bond Street  
Oshkosh, Wis.

### ARTIST FRAMES

Finest Art  
Creations!  
at  
Genuine  
Savings



Unexcelled  
**LIME OAK  
FRAMES**

#### DEEP SHADOW BOX MODEL

A natural lined finish. HAND RUBBED DOWN.  
¾" molding, creating a fine modern frame.

Made in all sizes.

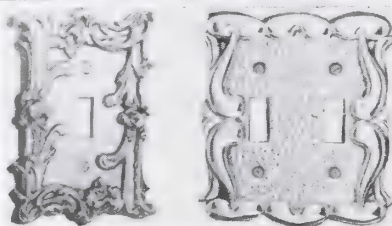
SIZE	PRICE	SIZE	PRICE
8" x 10"	\$2.63	18" x 24"	\$4.56
9" x 12"	2.86	20" x 24"	4.79
10" x 11"	3.08	22" x 28"	5.08
11" x 14"	3.20	24" x 30"	5.42
12" x 16"	3.29	26" x 30"	5.50
14" x 18"	3.51	28" x 36"	6.43
16" x 20"	4.19	30" x 40"	6.87

The above are subject sizes.

Verona is foremost for frames... in models  
for every taste... every requirement and  
decorative setting. Shipped chgs coll.

**VERONA ART CO.**

511 N. Charles St., Baltimore 1, Md.



### GOLDEN BRASS SWITCH

**PLATES** add an elegant decorative accent to all your walls. Gleaming, brass-plated metal, lacquered to eliminate polishing. For 1, 2 or 3 switches, and a choice of two styles: *Directoire* (at left) antique finish swirl motif for traditional rooms or *Rondo*, brightly burnished finish, opulent scroll effect for contemporary decor.

Single (3x5") \$1.50 ea., 3 for \$3.95  
Double (4½x5") \$1.95 ea., 3 for \$5.00  
Triple (6x5") \$3.50 each.

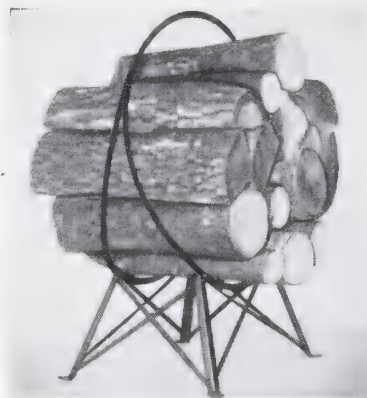
Prices include postage and matching screws

**ELIZABETH McCAFFREY**

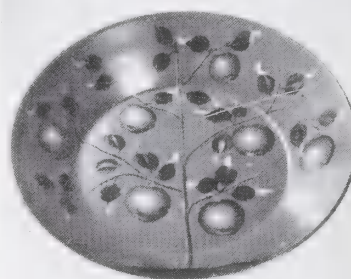
Dept. B-9, Orange, New Jersey



## WINDOW

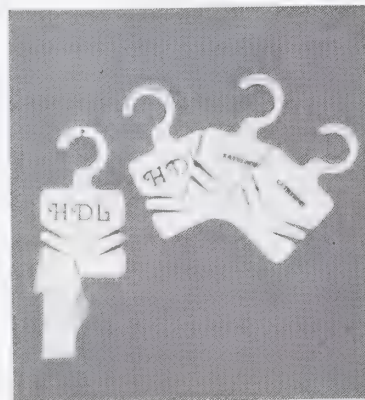


**FIRESIDE LOG CRIB** is a wonderful thing. It not only stores wood off the floor, but it makes a decorative focal point of the handsome simplicity of firewood. Made of steel in a black finish, it holds 15 to 20 logs, 21" in diameter, 28" high, complete with simple assembling instructions. \$9.95 ppd. Jeff Elliot, Dept. HB9, Statesville, N. C.



### TÔLE FRUIT BOWL.

Please order this! It's the only way you can truly find out how utterly beautiful it is. It's very big: 16" in diameter, 2¾" deep; and it comes in olive green tôle, hand painted with a terrific apple tree. In the hall or on the patio, on dining table or sideboard, it would be superb. \$8.95 plus 50¢ post. Chalmar, Split Rock Rd., Syosset, Long Island, N. Y.



### WHOSE HOSE IS WHOSE?

When hung on a community wash line, even Solomon couldn't settle the problem. But with personalized stocking driers, dormitory dwellers and apartment-sharing career girls can avoid arguments. Marked with first name or initials in gold, each drier holds 2 prs. \$1 for 5 with same marking; \$5 for 6 different sets of 5 each. Postpaid, Handy Gifts, P.O. Box 509-HB, Culver City 2, Calif.

**Dinnerware  
Booklet  
FREE!**

*Herbert S. Mills*

**11 EAST KING ST.,**

**Hamilton, Canada**

**Authentic Reproductions  
in Cast Iron and Aluminum**

Old Fashioned  
"Round the Tree Bench, White.  
For trees up to 18" diameter  
\$50, C. I. \$65, C. A.  
For trees up to 32" diameter  
\$60, C. I. \$72.50, C. A.

Catalogue on request.

Original GRAPE & LEAF Pattern	C.I.	C.A.	<b>\$54.50</b> (3 pc group \$59.50 aluminum)
Settee #3 and 2" long	\$25	\$30	
Chair #2 and 21½" wide	\$18	\$22	

**J. F. Day & CO.**

Dept. B9-56  
1901 4th Ave. S.  
Birmingham, Ala.



**Now! PRE-ASSEMBLED, READY  
TO FINISH AND HANG INTERIOR  
ADJUSTABLE** *Shutters*

All you need is a screw driver (and some stain or paint) to finish and hang these **SHUTTERCRAFT INTERIOR ADJUSTABLE SHUTTERS** to fit your doors or windows. Send inside measurements of doors, windows, bars for low price of these beautiful, **custom-made shutters**, which we will now also trim and rabbet to size for you. No nailing or glueing required. Instructions with each order. We ship all over the world.



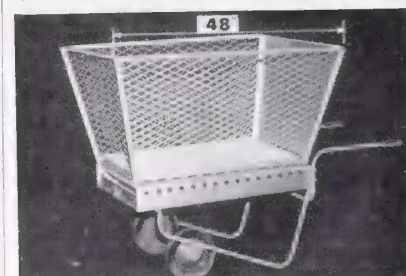
Dept. B-40

101 NO. SANTA ANITA AVE.

Send only 25¢ for new illustrated brochure

ARCADIA, CALIF.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
★ for homes... estates... institutions ★  
★ **USP LEAF BURNER** ★  
★ Burns leaves, trash safely ★  
★ Easy to move... burn-as-you-go ★  
★ Quickly converts to flatbed cart ★



★ **\$49.95** freight prepaid guaranteed ★  
★ Here's the ideal Leaf-Trash Burner; ★  
★ eliminates messy waste piles. Can be ★  
★ quickly dismantled for compact winter ★  
★ storage. With sides removed, it's a ★  
★ handy cart for potted plants, soil, ★  
★ etc. Ash pan makes removal easy. It's ★  
★ quality built throughout for years of ★  
★ use. Order now! ★

★ **U. S. PRODUCTS, Inc.** ★  
★ **USP** **Columbus, Indiana** ★

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



# SHOPPING



## CHILDREN'S OXFORDS.

designed by a famous foot doctor, are handmade of the best oil-tanned leather by skilled, painstaking Down East craftsmen. This is the shoe that has received fan mail from all over the country. With tough composition soles and comfortable arch supports, children's whole sizes 6-13, \$5.95; youth's whole sizes, 1-5, \$6.95. Ppd. Johnny Appleseed's, Inc., Box 710, Beverly, Massachusetts.



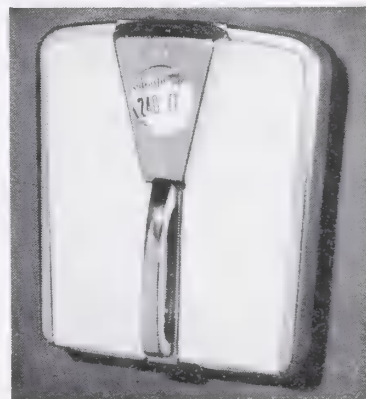
## POST-SUMMER DIETERS.

well aware of the weight-watcher's dictum "Fill up the empty spaces with cottage cheese," will like this china bucket that holds a half pound of cottage cheese. The moss rose design makes it pretty enough to bring to the dinner table. \$1 ppd. Order it from Mrs. Damar, 742 Damar Bldg., Elizabeth, New Jersey.



## PIN-UP SCALE

is a wonderful new idea for bathroom weighers-in. It comes with a stow-away bracket that attaches to any tile or plaster wall, and on it you hang the accurate Hanson scale with easy-lift handle. Chrome trimmed, with black mat and magnifying lens, it comes in pink, mint, maize, turquoise or white enamel. Super for small bathrooms. \$8.95 ppd. Glasscraft, 920B Chicago Ave., Evanston, Ill.



**Keep Blades EXTRA Safe!**  
**Keep Cutlery EXTRA Handy!**

**Sturdy Steel Hide-Away**  
**KNIFE SAFE**  
**\$7.95**  
p.p.

MAIL CHECK  
or  
MONEY ORDER  
Specify white  
or copper  
tone trim

**OUT WHEN YOU WANT IT,**  
**HIDDEN WHEN YOU DON'T!**

Now! Store sharp blades away from "little" hands and add storage space. **KNIFE SAFE** attaches easily to any kitchen cabinet — opens tilted down to work level. Prevents marring and stores 13 knives. Silent cork drawer bottoms keep blades sharp. Size 17 1/4" x 10 1/2" x 2 1/2" Complete with mounting kit.

**SATISFACTION GUARANTEED!**  
**BARMARK**  
198 Central Ave., East Orange, N. J.

**Cherry**  
planter-  
spoon  
rack

JUST  
**\$3.95**  
plus 35¢ postage

of **Craftwall.**

**GENUINE WOOD PANELING**  
professionally finished with that hand-rubbed look

The manufacturer of Craftwall plywood paneling offers you this eye-catching conversation piece at a remarkably low price — just to acquaint you with the natural wood beauty and "hand-rubbed" look of Craftwall paneling. 12 by 18 inches... this genuine Cherry rack adds a charming decorator touch to any room. Planting box liner included. Order extras for gifts! Send check or money order... no C.O.D.'s please.

(Note! Spoons and plant not included)

**RODDIS PLYWOOD CORP.**  
DEPT. HB-956 MARSHFIELD, WIS.

**So Easy**  
**A CHILD CAN**  
**MAKE THEM!**

**Shillcraft**  
**Readicut**  
**RUGS**

★  
**"DO-IT-YOURSELF"**

**No Experience Needed!**

It's so fascinating and rewarding to make luxurious, deep-pile Shillcraft Readicut Rugs. As easy as tying a shoe lace. Shillcraft Readicut Rug Outfits contain **EVERYTHING** you need... sturdy English canvas stencilled with easy-to-follow rug pattern; 100% wool yarn **PRE-CUT** in correct length ready-to-use; and patented Latchet Hook which ties yarn securely to the canvas. Will **NOT** ravel or pull out; can be cleaned or vacuumed with complete safety. Mail coupon today.

**EXCLUSIVE**  
**Shillcraft Feature:**



The **ONLY** rug yarn **PRE-CUT** to size in correct length, ready to use. Eliminates cutting of yarn.

**Start your**  
**rug now for \$5**  
**as little as . . .**

Cannot be purchased in stores. Available by Mail Order Only, Direct from the Importer at Great Savings.

Pictured here in black and white; truly exquisite in their rich, full colors as shown in our Rug Book.



No Bulky Frames Needed!

Full information and prices sent with **NEW Rug Book.**

**Attention**  
**Canadians:**

Shillcraft Readicut Rug Outfits are shipped direct from England to Montreal for immediate delivery. Mail coupon for Rug Book and complete information.

**MAIL COUPON**

**SHILLCRAFT** Dept. T-37, 106 Hopkins Place  
Baltimore 1, Maryland.

Please send me your 24-Page Shillcraft Readicut Rug Book showing many distinctive rugs in full color, with rug yarn Color Card and complete information. I enclose 25¢ (in coin).

NAME \_\_\_\_\_  
(PLEASE PRINT)  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_







# SHOPPING



**CLOWN SHARPENER.** We've never seen anything quite like this before. And certainly we've never seen anything that so fills the bill for *lots* of early Christmas presents. The fat little Funny Man screws onto the wall or desk; the pencil fits into a hole in his tummy; and a turn of the crank sharpens it. \$1 ppd. Bryn Mawr Gifts, Bryn Mawr, Pa.



**PETTICOAT FEVER.** As pretty as a fourteen-year-old, flushed and fragrant from her bedtime bath, this lamp belongs on her dressing table. A wash basin and pitcher lamp of white crackle ceramic has a white flounced petticoat shade that is banded with red embroidered hearts. Basin and pitcher are one unit. 15" high. \$9.95 plus \$1 shipping charge. Lillian Shoppe, 20 Armat St., Philadelphia 44, Pa.



**TRY A LITTLE TENDERNESS** next time your husband broils a choice sirloin outdoors, and taste the savory difference when you prepare it with Herb Meat Tenderizer. Until now you may have thought good cuts didn't require tenderizers, but try this spectacular blend of 9 different herbs and see how wrong you've been! 5-oz. jar. \$1 ppd. Anderson Farm, Tinicum, Pa.



## MADE \$172.90 IN SEVEN MONTHS

"I have made \$172.90 in the last seven months writing for our paper. They hired me to do the news and since then they have begun paying me for publicity that I do." —Mrs. Beverly Knott, 1004 Eastwood St., Vallejo, Cal.



**To People who want to write but can't get started**

Do you have that constant urge to write but fear that a beginner hasn't a chance? Here is what a famous editor said:—"There is more room for newcomers in writing than ever before. Some of the greatest of writing men and women have passed from the scene. Who will take their places?"

**Chance to Test Yourself—FREE**  
The Newspaper Institute of America offers a FREE Writing Aptitude Test. Its object is to discover if men and women who can add to their income by fiction and article writing. The Writing Aptitude Test is a simple but expert analysis of your latent ability, your powers of imagination, logic, etc. Those who pass this test are qualified to take the famous N.I.A. course based on the practical New York Copy Desk Method which teaches you to write by sitting. You work at home, in leisure time, constantly guided by experienced writers. Soon you are ready to market your stories, articles and news items.

### Write for Your Test

Send TODAY for your copy of the famous N.I.A. FREE Writing Aptitude Test. This may be your first step towards the most enjoyable and profitable occupation—writing for publication! Newspaper Institute of America, Suite 5746-P, One Park Ave., N.Y. 16, N.Y. (Founded 1925). (Licensed by State of New York.)

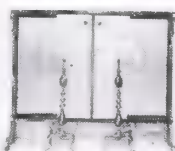
## SAVINGS IN QUALITY

# FIREPLACE FURNISHINGS

EVERYTHING for the Fireplace



DOOR fireplace screens for ABSOLUTE PROTECTION



MADE TO FIT ANY SIZE OR SHAPE

Andirons • 50 Styles  
Bellows • Baskets  
Fenders • Lighters  
Matching Firesets



MONEY BACK GUARANTEE: SHOP BY MAIL ORDER  
Send 10c For 16 Page Catalog

**THE DIAMOND MFG. CO.**  
1100 ALTAMONT AVE. SCHENECTADY 7, N. Y.

# distinctive draperies

at 1/2 the cost by mail



You save real money by ordering custom-made draperies direct from Toni Moran Studio. You can choose from a distinguished collection of decorator fabrics—and a wide selection of exquisite colors. Toni Moran draperies are custom-made to your window specifications, yet cost far less than you'd expect to pay for ready-mades. If you prefer to make your own draperies, you can purchase any fabric listed below for just \$1 a yard. Either way you save money—and get that distinctive custom-decorated look.

## 7 exquisite fabrics—\$1 a yard!

**Silk-Nub:** a sturdy, sophisticated fabric with 100% silk noil texture.

**Fiesta:** an unusual two-toned material with a gay contemporary air.

**Antique Satin:** a richly textured fabric with a hand-loomed look.

**Faille:** a soft, dignified material for traditional or modern homes.

**Mandarin:** a luxurious cross-dyed fabric with strong textural effect.

**Airspun:** a shimmering Fortisan ninon voile with gold Luxex stripes.

**Sunshen Bouclé:** an airy Chromespun fabric with gold Luxex stripes.

SEND FOR COMPLETE SET OF 68 COLOR SWATCHES

Selecting the right drapery fabric and color is easy the Toni Moran way. Just enclose 25 cents in coin with coupon below. We send you a complete set of 68 fabric swatches, together with easy-to-understand directions for ordering both yardage and custom-made draperies.

**Toni Moran Studio,** Dept. D-69  
Box 230, South Pasadena, California

I enclose 25c in coin. Please send a full set of color swatches and complete information on Toni Moran custom-made draperies and fabrics.



Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_



Another MASTERPIECE  
by Greenbaum Brothers  
EARLY AMERICAN

NOW YOU CAN ORDER OUR  
FAMOUS FURNITURE BY MAIL!



**STATTON**  
*Trutype Americana*  
**Solid Cherry**  
**Serving Cabinet**

Order America's finest Colonial furniture, including STATTON, STICKLEY, PINE SHOP and other brands of equal fame, delivered prepaid to your home! Beautiful reproductions modified with modern conveniences for today's living!

Magnificent STATTON Solid Cherry Server is typical. Finished in Antique Brown or Clear Brown Cherry. Top has black Formica serving area when open. Use this piece in dining room, living room, or as a bar. 38" W, 21" D, 36 1/2" H.

SEND CHECK OR  
MONEY ORDER **\$198**  
NO C.O.D.'S PLEASE WE PAY  
SHIPPING  
SATISFACTION GUARANTEED

SEND 25c FOR LAVISHLY ILLUSTRATED 28-PAGE CATALOG SHOWING AMERICA'S FINEST EARLY AMERICAN FURNITURE. WE'LL REFUND WITH YOUR FIRST ORDER.

**Greenbaum Brothers**

DEPT. HB-956

101-105 WASHINGTON ST.  
PATERSON 1, NEW JERSEY

**EMBROIDERED TABLECLOTH**



All **NYLON** Elegance...  
to grace Milady's table

So decidedly different... So deliciously frothy! The delicate scalloped border is a dream of beauty. Best of all, it's completely washable, dries quickly, like magic... requires no ironing. Comes in white only in two sizes.

**72" ROUND** ..... \$12.95 P.P.  
**70"x88" OBLONG** \$17.95 P.P.

**COMFORTS — PILLOWS RECOVERED**  
• Guaranteed by our Seal of Satisfaction •  
Write for Free Samples & Booklet

**H.G. ORIGINALS**  
104 W. 29th St., N. Y. 1, N. Y.



**MADONNA,**  
*Original Hummel*

With indented signature "M.I. Hummel". Thinking of your Christmas presents, there is this beautiful Madonna just waiting to be given to some one you care for. 11" high, ceramic.

white \$3.00 hand tinted \$5.00  
Hummel Fig. Catalog available.

**GRACEFUL ANGELS**

white 6 asstd. \$7.50 3 asstd. \$3.75  
hand tinted 6 asstd. \$12.00 3 asstd. \$6.00

Hardly to pass by for giving or possessing.

order from

**Hildegard Studios**

Dept. HB  
597 Farmington Ave. Hartford 5, Conn.

**CUCKOO CLOCK**



CUCKOOS from  
every  
quarter  
hour...  
GERMAN  
BLACK  
FOREST

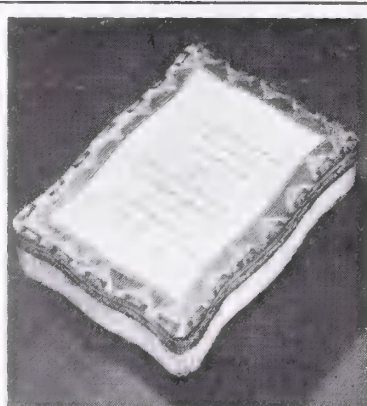
Now **\$3.95**  
only

postpaid... duty-free

Shipped Direct  
To You from  
EUROPE

This low price possible only through our unique direct import plan. Genuine German CUCKOO CLOCK with weight and pendulum movement. Excellent timekeeper. Cuckoos cheerily every quarter hour in clear pleasing voice. HAND CARVED in traditional design by the famous Black Forest wood carvers. Antique walnut finish. Perfect for den, bedroom, alcove, child's room or kitchen. Shipped direct from Free Europe in export packing with strange foreign stamps. Order as gifts, too, each shipped direct. (Not more than one addressed to the same person.) Send only \$3.95 for each. No C.O.D.'s. Postman collects 15¢ foreign packet charge which can't be prepaid. Satisfaction-or-money-back guarantee.

SEVEN SEAS IMPORTS, Dept. F799  
1717 Westwood Blvd., Los Angeles 24, Calif.



**Treasured Memories**

of the most important events in your life—Wedding, Anniversary, Graduation—invitations mounted and preserved on the cover of this hand-tooled wood box from Italy—in lovely antique design of soft blue and gold. 7 x 5 1/2, for cigarettes, candy, jewelry, cards, etc. A gift to be cherished through the years. \$8.95 ppd. (no C.O.D. please). Reception cards mounted on inside of cover \$2.00 extra. 5 day delivery.

Send for free catalog

**TOWNSEND HOUSE** Dept. B-9  
645 Bergen Ave., Jersey City 4, N.J.



**WINDOW**



**YOU'RE A SEPTEMBER SONG** in a tie silk dress whose small all-over pattern will probably match your best beau's necktie. Rich cobalt blue or deep garnet, the classic style is vastly becoming to career girls and their mothers. Rayon foulard, with round collar, push-up sleeves, straight skirt, back pleat: sizes 10-18: \$25 ppd. Robin Hood's Barn, 680 High Street, Westwood, Massachusetts.



**A CLOTHESHORSE** will applaud the business-like efficiency of this handsome Hitchcock-type valet, richly finished in ebony-black with gold stencil design. With shaped coat hanger, trouser bar, shoe rack and tie bar, it provides maximum service in minimum space. 43" high x 16" wide. Also in undecorated mahogany. \$5.98 plus 50¢ postage. Merrill Ann Creations, 102 Warren St., New York 7, N.Y.



**FISHIN' HAT.** When he wears this topper, we bet he'll catch a whopper! The crown is nylon ventilated mesh. Five magnetic fly holders are sewn into the band, and it has a built-in compass. It's water-repellent, won't shrink, has a foam rubber-cushioned sweatband. Sandy beige in 4 adjustable sizes to fit 6 5/8 to 7 5/8. Give hat size. \$3.50 ppd. New England General Store, Plain St., Millis, Massachusetts.

**ONE TOUCH OF VENICE!**

Imported from Italy, this handmade music box is an intricately detailed replica of a romantic Venetian Gondola! Of tortoise shell inlaid with mother of pearl, you just lift the lid and it starts tinkling a romantic tune while the ballerina pirouettes. 14" long, it's perfect for living room, bedroom, atop a TV set. Choice of a classical song, Italian folk tune or a Viennese waltz. **\$14.95**

All prices postpaid. Sorry, no C.O.D.'s. Allow 2 weeks for delivery. Write for free catalog. Money back guarantee. Beautifully gift boxed.

Exclusive With:

**ISLAND IMPORT CO.** Dept. H-9, 30 Gates Ave., Plainview, N. Y.



8 1/2" Mandolin or Guitar also  
available ..... **\$8.95** each  
All three ..... **\$29.95**



**ADD COLOR TO YOUR BATHROOMS!**

A gay, decorative touch of color in powder room or bathroom... **DECOR-AIDS** give a luxury look at budget prices! Washable everglaze chintz, charmingly ruffled and quilted in your choice of 13 colors! Concealed drawstring assures perfect fit on any tank or stool; tank cover is about 22 1/2" long. Pink, White, Yellow, Light or Dark Blue, Wine, Cherry Red, Brown, Aqua, Chartreuse, Dark or Light Green, Light Gray. Each 2 piece set is gift boxed! **\$4.95 postpaid.** Order for gifts, too! Ask for free Gift 'n Gadget Catalog. Order from **MEREDITH'S**, Evanston 24, Illinois.



# SHOPPING



**THE MINK IN MINK** is the girl who looks like Autumn in New York; the mink choker putting a finishing chic to her first fall suit. Made of natural mink tails in dark, medium brown or gray, it has an ingenious "ring" closing. is *very* stylish. Just \$14.95 incl. tax and post. Harold Rubin, 52 East 56th Street, N.Y.C.



**SHOE SHOE BABIES.** Give Grandma a bracelet hung with 4" baby shoes, each engraved with the first name and birth date of a grandchild. Sterling silver or gold-filled shoes are \$1.10 each, engraving incl. Matching bracelet, \$1.10. For Grandfather, a sterling or gold-filled key chain (\$1.25), hung with the same shoes (\$1.10 each). Tax and post incl. Nancy Norman, 422-C Washington St., Brighton 35, Mass.



**A GOOD GRIP** doubles in brass to clip together your club notes, menus, shopping lists; the heavy brass is weighty enough to hold down a mountain of correspondence or monthly bills. It's a miniature copy of an Italian Renaissance hand (probably cast for a Borgia), and it hangs on the wall or rests on a desk. \$1 ppd. Salt & Pepper Shop, 90 Park Ave., Park Ridge, New Jersey.



**TOSSING TINES** are the best salad tossers you've ever used. The elimination of unwieldy handles lets you get down to the job at hand without spilling the greens. The Tines rest on the edge of the bowl, no messy spilling on the table. Made of Grained Hardwood with a heat resistant glossy finish, they may be used for many kitchen tasks. They come with a Wall Rack, too! Make wonderful gifts for the "Salad Expert." \$3.95 Ppd. El RICO Patio Products, Dept. HI, 1000 Williams Mill Rd., NE, Atlanta 6, Ga. Send for Free GIFT Catalog.



## Greetings . . . New, Distinctive, Made-To-Order Cards!

For those who wish to send more than the usual greeting card at Christmas. Each color of the original designs are hand printed by silk screen on high quality paper—actually they look hand painted. Prices begin at \$2.50 for 15 cards postpaid.



Send today—No obligation for Free sample card and folder.  
**SCREEN ARTS STUDIO**  
Box 174 • Dolton, Illinois



**New French REPRODUCTIONS**  
For a lovely gift is this new anniversary group. The urn and tray inserts are fine white porcelain with pink peonies and raised silver or gold outlines to match the wedding band base. Engaging cupids support the base adding sentimental charm. In silver or gold. Use them for cigarettes and ashes.  
Postpaid **\$3.50** ea.  
THE SET (URN & TRAY) P.P. . . . \$6.75  
MATCHING CIGARETTE LIGHTER, P.P. . \$5.50  
*Penna. Residents Add 3% Sales Tax*  
Send for Free Gift Catalog  
Sorry No COD's Please  
**Lee Wynne**  
(Dept. B9) 5446 Diamond St., Phila. 31, Pa.



**SWIVEL CAPTAIN'S STOOL**  
With Sturdy, Concealed Ball Bearing Swivel  
Now . . . a swivel stool styled for the home. For the drink bar, food bar, kitchen counter, work or drafting table, office, etc. Ideal child's dining chair (turnings on legs allow easy slicing off as child grows). Large, contoured seat and wide curved back give maximum comfort. Rungs are just the right leg height for young or old. Thick knotty pine seat and back—hardwood legs and rungs. In finest hand crafted quality. Beautifully finished in mellow honey-tone knotty pine or maple.  
Seat ht. 30 in. x 24 in. (Specify). Only **\$16.95**  
**COMPLETE KIT**—for easy home assembly. Prefitted, drilled, sanded, etc. with simple instructions. **\$11.95**  
Shipping Charges Collect  
**NOW**—Large new catalog of Finished and Kit Form Furniture and Wall Racks in Friendly Pine. Send 10¢ in coin or stamps.  
No C.O.D.'s  
Money Back Guarantee  
**Yield House**  
Dept. B9-6  
North Conway, N.H.

## "OLD VINEYARD"



**HANGING LAMP**  
Early Americana at its most charming . . . in hobnail milk-glass and iron. The swinging wall bracket displays the grape-and-leaf motif . . . so important to Colonial and Provincial decoration . . . amazingly adaptable to many other decors, too! Wired for electricity, the hobnail shade contains an authentic hurricane chimney of clear crystal. White, Pink, Turquoise or Black. 16" high overall.  
No C.O.D.'s please • Write for new price catalog  
**Complete \$5.95 Ppd.**

**Cortley Willy Gifts**  
305 EAST 83rd STREET NEW YORK 28, N.Y.

**OVER 500 ACTIVE, INACTIVE and OBSOLETE PATTERNS**  
FOR IMMEDIATE DELIVERY



Most of the illustrated and 500 other inactive patterns are available immediately. One of the world's largest silver dealers, we will also take your old silver in exchange on a purchase of any one of 100 new, current patterns.

Correspondence Solicited  
**JULIUS GOODMAN and SON**  
Jewelers in Memphis Since 1862  
113 Madison Ave., Memphis, Tenn.





### Power Mower Cover

Protect your expensive power mower—keep it free of dust and dampness with this! Heavy gauge durable vinyl cover slips on easily, protects all parts and stays in place with sturdy ties. Your mower wears it now between mowings and in winter as a protective storage coat. Order 1910-6, Cover, \$2.95 ppd.

### Protect Shrubbery With Re-Pells

Do neighborhood dogs pay your shrubbery unwelcome attention? Hang a Re-Pell on a branch—and they'll find the whole area decidedly unpleasant! Re-Pells are harmless chemical pellets containing an odor that is positively repulsive to dogs. Each has a wire for hanging. Not affected by rain. Order Number 1742-6, Re-Pells, 24 for \$2.



Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

**Miles Kimball** 134 Bond Street  
Oshkosh, Wis.



Height  
42"  
Seat 17 1/2" w.,  
14" d., 17 1/2" h.

**EARLY AMERICAN  
LADDER BACK CHAIR**

direct from workshop to you

An incredible price for a ladder back chair which features such hand workmanship, such built-in value, such a beautiful hand-woven fibre rush seat. Hand-made of solid native hardwood for generations of use. Here is the lowest-priced chair with this desirable seat. Fully assembled and ready to use, \$7.75 unpainted, \$8.75 in natural finish, \$10.50 in mahogany, maple, walnut, cherry or pine finish. Minimum order is two. Express charges collect. Write for FREE catalog. Satisfaction unconditionally guaranteed. Quick delivery. Send check or money order.

**Jeff Elliot Craftsmen**  
Dept. B-96, STATESVILLE, NORTH CAROLINA

### PAN with his PIPES

for your  
**POOL  
or  
GARDEN**



Cast lead—32 in. high; piped for fountain—\$145.00 f.o.b. New York. Write for our illustrated catalog of Garden Ornaments in Pompeian Stone, Bronze and Lead. 10¢ please for mailing.

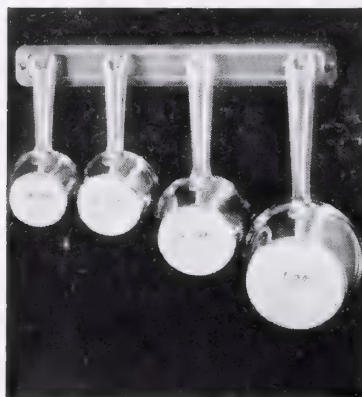
**ERKINS STUDIOS**  
42 West 40th St. New York 18, N. Y.



## WINDOW SHOPPING



**DOWN, GIRLS!** We don't blame you for kicking up your heels about Mam'selle Fifi, because for a teenager's room she's the "It Girl." Firmly stuffed, 14" long x 12" high, Fifi flashes a jewel-studded plastic collar and lead. In gray poodle-cloth with gray Spanish lamb trim or black velvet with shocking pink Spanish lamb trim. \$4.95 ppd. Hobi, Dept. HB9, Flushing 52, N.Y.

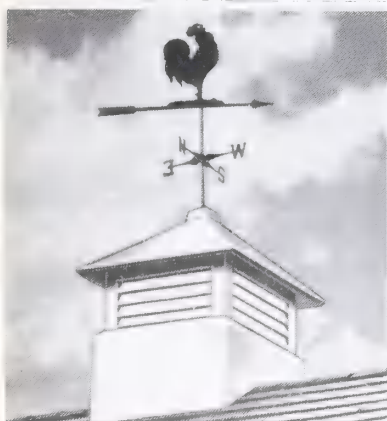


**FOR GOOD MEASURE** and for super-colossal value, you can't beat this set of Measuring Cups. Shaped like miniature saucepans, they accurately measure out 1 cup, 1/2 cup, 1/3 cup and 1/4 cup. Polished aluminum, with handles and 9" hanging rack finished in gleaming copper, set is \$1.95 plus 25¢ post. The Added Touch, Wynnewood HB9, Pa.



**HERBARY GARDENS MIST** is the new Sachet Spray made by the same company that gave us Lavender Mist (bless 'em!)—and it's delicious. The fragrance is compounded of such lovely things as a sunlit garden and a thrush singing in a larch tree. Spray it on linens, lingerie, pillow cases. Decorative 6-oz. spray can, \$1.50 ppd. Lavender House, Box 83, Old Chelsea Sta., New York 11, N.Y.

(Please turn to page 37)



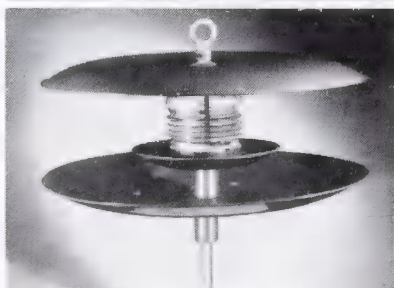
**LARGE CUPOLA** \$24.95  
Exp. Col.

Copper roofed cupola, 30" high, roof 23" square. See a Fine Everything pre-cut, anodized copper, ready to assemble. Fits any roof. Money back guarantee. A wise investment in beauty and value for your home.

**WEATHER VANE** only \$8.75 postpaid.  
This famous Weathercock Vane is fully Parkerized to resist rust. Height 21" across length 21 1/2". Shipped complete. Ready to install on any roof.

**ASSEMBLED CUPOLAS**  
14" C. 30" high, roof 23" sq. \$34.95 Post. Col.  
12" C. 24" high, roof 23" sq. \$42.95 Post. Col.  
New Catalogs in 8-cent box. 12¢. Also Weather Vane, Signs, Bells, etc. Write for them. Don't miss them and the low low prices on them.

**WILLIAMSBURG BLACKSMITHS**  
255 Buttonshop Road Williamsburg, Mass.



### KEPE-NETE BIRD FEEDER

Your feathered friends will flock to their new, improved feeding station that keeps food dry. Large 15 1/2" aluminum trays finished in palm green, baked enamel are rust proof, attractive and easy to clean. Feeder tray and glass hold 1 1/2 lbs. Aluminum handle is drilled to mount on iron water pipe 3/8" inside diameter, or can be used for hanging. Simple to take apart. An original gift. \$9.95 postpaid.



### KEPE-NETE SUET FEEDER

Now an ornamental suet feeder that screws into tree, or post to attract many unusual birds to your yard. Holds suet or half orange firmly. 7" aluminum tray finished in palm green, baked enamel is attractive, easy to clean. Pat. Pending. \$2.95 postpaid

We guarantee all Kepe-Nete products  
Dept. HB-96  
2423 Ridgeway Ave.  
Evanston, Illinois

## FOAM RUBBER 3-WAY PILLOW

17 INCHES  
14 INCHES  
11 INCHES  
18 INCHES  
ZIPPER COVER

**Foam Rubber Through and Through  
TV Pillow • Head Rest • Back Rest**

A comfortable, super-soft, molded Foam Rubber 3-Way Pillow—for use anywhere in the house. Non-allergic, keeps its shape, never mats down. Use on motor trips, fishing boats, in rumour room. Wedge foam construction prevents slipping. Just the thing for bed readers or invalids. Covered in durable decorator's fabric with corded edge. Gray, green, chartreuse, gold or maroon. Immediate delivery. Shipped anywhere.

POSTPAID \$9.95

**The Foam Rubber Store**

1829 E. 13th Street Dept. 77 Cleveland 14, Ohio

# 100

## COWBOYS & INDIANS

Yes, All 100 Toys for Only \$1.

Make the kids happy with this set of 100 fine quality MOLDED PLASTIC TOYS. Each brightly colored, authentic toy stands on its own base and is a full 2" high. Packed in a colorful gift box, this complete Rodeo contains BUCKING BRONCOS, RODEO RIDERS, SHERIFFS, COWGIRLS, COVERED WAGONS, WARRIORS, SQUAWS, etc. A gaily decorated Teepee and a Fenced Corral are included FREE with each set. These 100 toys are the biggest value ever. Order several sets now at this very low introductory price. Money back guarantee. Send \$1 plus 25¢ for postage and handling.

GARVIN REID

1

Dept. HB-96, 5880 Hollywood Blvd., Hollywood 25, Calif.



# SANDSTONE

## OF A DESERT CANYON

Imagine your bathroom with the soft, warm tones of a desert canyon, ranging from light cream to deep, stone-brown. Add walls of subdued yellow, accessories of blue-green, and you have a bathroom your family will enjoy and your friends will admire for years to come.

Like Nature's subtle shades, Beautyware fixture colors readily lend themselves to many delightfully different decorative treatments.

And Beautyware fixtures include such practical features as safety bathtub, stain-proof finishes, and trouble-free fittings.

In every way, your choice of Briggs Beautyware will reflect your good taste in bathroom fixtures—and will provide you with an unusual opportunity for fresh, new bathroom color styling.

Briggs Manufacturing Company, 300 Buhl Building, Detroit 26, Michigan

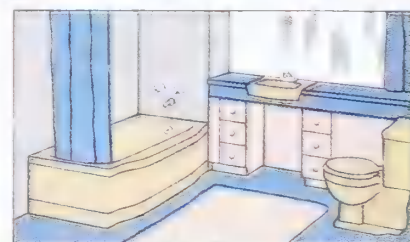
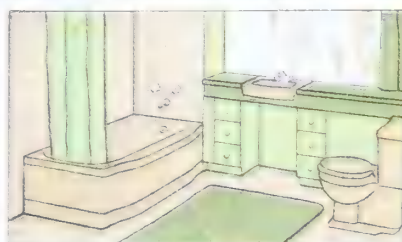
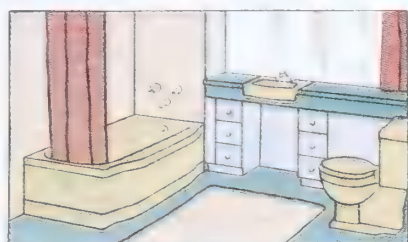


*La Salle Bathtub, Lindsay Lavatory, Prince Closet—in Beautyware Sandstone*



*Color Styling By Howard Ketcham, World Famous Color Engineer*

These sketches show three other decorative color treatments for Beautyware Sandstone fixtures.



# BRIGGS BEAUTYWARE





*Design for a modern kitchen by Huson Jackson, A.I.A.*

## "CERAMIC TILE MAKES THE DIFFERENCE... EASY TO WORK WITH...RELAXING TO LIVE WITH..."

*Huson Jackson*

To help create a warm, functional kitchen, Architect Huson Jackson used ceramic tile . . . and captured this rare combination for work-free convenience and relaxed living.

The semi-separation of the breakfast area—to the right of the ceramic tiled cooking island—affords a pleasant place for eating and relaxation. In the kitchen section an aqua tone ceramic tile wall from floor to ceiling keynotes an easily cleaned, colorful work center. The tiled counter tops and drainboards guarantee lifelong service and economy. Why? Ceramic tile won't burn, scratch or stain!

A ceramic tile floor is used throughout—linking kitchen and outdoor patio into a single expansive living space when

the sliding window wall is open. No waxing here! Still another work-saving, wife-saving feature of tile. But why not see your local tile contractor soon—he'll tell you about ceramic tile applications for *your* home.

**IMPORTANT:** *When building or remodeling, ask your ceramic tile contractor about the new adhesive method for installing ceramic tile. It can save you money. And be sure to see the wide range of colors, too!*

Get ceramic tile remodeling and new construction ideas from the colorful new brochure "Ideas Unlimited" . . . plus a folder on ideas used in Huson Jackson's design. Both for 10¢. Write to Tile Council of America, Dept. HB-9, Room 3401, 10 East 40th Street, New York; or Dept. HB-9, Room 933, 727 West Seventh Street, Los Angeles, California.

*The Modern Style is*

**CERAMIC**  
**tile**

**TILE COUNCIL OF AMERICA** American Encaustic Tiling Co. • Architectural Tiling Co., Inc. • Atlantic Tile Mfg. Co. • Ceramic Tile Mfg. Co. • Carlyle Tile Co. • Dover Ceramic Co. • General Tile Co. • Gladding, McBean & Co. • Jordan Tile Mfg. Co. • Monroe Tile Company • Monray Tile Co., Inc. • National Tile Mfg. Co. • Olean Tile Co. • Pomona Tile Mfg. Co. • Ridgeway Tile Co. • Roberton Mfg. Co. • Royal Tile Manufacturing Co. • Sparta Ceramic Co. • Stylon Corp. • Stylon Southern Corp. • Summitville Tiles, Inc. • United States Ceramic Tile Co. • Winburn Tile Mfg. Co.



Made by Pittsburgh Plate Glass Company...

# the world's finest insulating glass

# "TWINDOW"

- Keeps your rooms better insulated winter and summer
  - Saves you money on heating and cooling
  - Helps prevent fogged-up windows
- Works like storm sash—with less trouble    ▪ Muffles outside noises
  - Comes in 2 types—and in a wide range of sizes

The remarkable insulating properties of Twindow — the *twin-glass* windowpane with insulation built in—enable you to enjoy the outdoors from indoors in greater comfort. For Twindow keeps your rooms warmer in winter . . . and cooler in summer.

With Twindow, therefore, your heating and cooling bills are lower. You have more usable space in your rooms, because cold air downdrafts are minimized and you can sit closer to windows without discomfort. Fogging on the room-side glass surface is reduced. Outside noises are muffled. And since Twindow is a *permanent* installation,

you no longer have to bother with storm windows, with the labor of putting them up in the fall and taking them down in the spring.

Whether you are building, buying or remodeling a home, give Twindow first consideration. You will be rewarded by greater "at home" comfort and pleasure. Surprisingly enough, in most areas, the cost of Twindow all-year insulation will be no more than that of single-pane windows plus storm sash.

Our free book on this amazing twin-glass insulating unit will unfold to you a new conception in gracious, comfortable living. Send for your copy now!



**WARMER ROOMS.** Twindow's extraordinary insulation properties seal out cold air in the winter, keep your rooms comfortable and healthful.



**COOLER ROOMS.** Similarly, Twindow's amazing insulation value cuts down on the amount of outdoor heat entering your rooms in hot weather.

## TWO TYPES OF TWINDOW®



**METAL EDGE.** Recommended for large windows and where maximum insulation is needed most. Constructed of two panes of  $\frac{1}{4}$ " clear-vision Plate Glass, with a  $\frac{1}{2}$ " air-space between. Exclusive stainless steel frame means no bare edges to chip or mar. These units are sturdy and beautiful.



**ALL-GLASS SEALED EDGE.** Precision fabrication, smooth, all-glass edge, high insulating value make this the favorite for smaller window openings in every room. Constructed of two panes of  $\frac{1}{4}$ " Pennvernon — "the quality window glass"—with a  $\frac{3}{16}$ " air-space between. Moderately priced.

**FREE BOOK.** Consult your architect or builder. They have full information about Twindow and about the various types of sash in which it can be used. Right now, though, we suggest you fill in and return this coupon for the very revealing story on Twindow and what it can do for you.

### PLEASE PRINT

Pittsburgh Plate Glass Company  
Room 6299, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

Without obligation on my part, please send me your free book on Twindow . . . the world's finest insulating glass.

Name.....

Street.....

City.....Zone.....State.....

If you live in California, Oregon or Washington, send to W. P. Fuller & Co., Room 825, 301 Mission St., San Francisco 19, Calif.



Photo courtesy Place Homes, South Bend, Indiana.



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



*Elegant and sophisticated?*



*Modern and outdoorsy?*



*Feminine and sentimental?*



*Which Royal Doulton pattern expresses you?*

LEFT TO RIGHT AT TOP—  
Tiara, Adrian, Kingsmere, Rondo.  
CENTER—Spring Zephyr (same pattern in brown,  
Autumn Breezes), Sweetheart Rose, Golden Maize.  
BELOW—Alexandria (in gray, Valleyfield), Chelsea  
Rose, Pink Radiance (in gray, Debut), Chateau Rose.  
Send 10¢ for china leaflets in color; Figurine or Toby Jug  
booklet in color, 25¢ each. Copyrights TM Reg.

With so many exquisite Royal Doulton patterns to pick from, you're sure to find just the bone china that fits your home and your personality. So choose royally. Choose the matchless craftsmanship and perfect whiteness of fine Royal Doulton. Shown above, a few of the delightful designs awaiting you at \$19.25 to \$24.75 a five-piece place setting. Write us for name of your nearest Royal Doulton dealer.

DOULTON & CO. (N.Y.) INC., DEPT. P-24, 11 EAST 26TH STREET, NEW YORK 10, NEW YORK





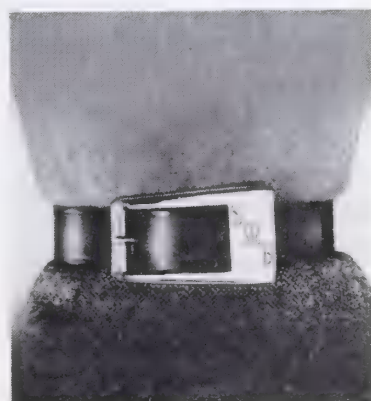
# WINDOW SHOPPING

CONTINUED FROM PAGE 32

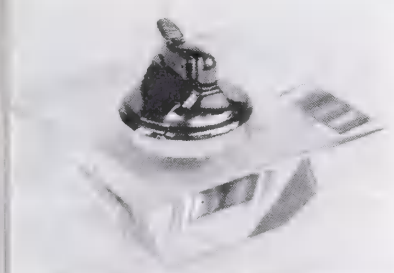
**A CHILD'S TREASURY OF SONG** has everything from Mother Goose and camp songs to "Home on the Range" and "I've Been Workin' on the Railroad." A child (from four to ten) will learn 50 familiar songs sung by radio and TV stars. Three long-playing records and a book of lyrics. \$3.50 ppd. Specify 78 or 45 rpm. Gayles, 440 W. 24th St., New York, N.Y.



**SWITCH BUCKLE** is the neatest trick of the season. A 1 1/2" polished leather belt comes with a big golden or silvery metal buckle engraved with 3 initials. \$1.95. For an extra \$1.15, you get any other color belt. To switch: Unsnap one belt from buckle and snap on the other. Black, navy, cherry, avocado, gold or tawny tan; sizes 22-32. Add 20¢ post. Ruth Brawer, Box 4035, Dept. H, Tucson, Arizona.



**THIS BOTTLE WON'T BREAK**, so Butch can take it on the bus to school filled with homemade vegetable soup. It's a vacuum bottle, so hot things stay hot. Wonderful for coffee on automobile trips. The wide mouth makes it easy to fill, easy to clean. Red or blue with white top; pint-size, \$3.95; half-pint, \$2.95. Ppd. Delta Corp., Box 505, Dallas, Tex.



## crystal brilliant LILITE LIGHTERS

Whether you've pressed the finger-tio Evans mechanism to light your cigarette or not, these unbreakable plastic lighters light up the room in crystal-brilliant reflections. In pairs, the effect is startling. A perfect gift, since this classic design fits into any period of decoration. 3 3/8" x 2 5/8" overall. **15.50** ppd.

Please state on your order: dept. H.B. 2  
□ quantity □ brass or □ chrome unit  
send check **MR M.O.** sorry no C.O.D.'s

designs by **LIA**  
167 e. ontario st. chicago 11.

**Leather Log Toter** first and only at H-S. Natural russet, top grain cowhide with saddle stitched edges. Straps all around for added strength. 21" wide, 37" long, plus handles. Easy to clean with saddle soap. ppd. **11.50**

Send for Fall Booklet **HB**

**Hammacher Schlemmer**

145 East 57th Street, New York 22, N. Y.



**MAILBOX MARKER** Style M **\$1.95**  
fits any mailbox—install in a minute **POSTPAID**

present your  
name attractively  
GUIDE YOUR FRIENDS—BEAUTIFY YOUR HOME  
with **DAY-n-NIGHT**  
MARKERS

PERFECT FOR GIFTS—ANY WORDING YOU WANT\*

Your name gleams in permanent reflector letters on your **DAY-n-NIGHT** Marker—shines brightly in headlights, softly in moonlight! It helps your friends find their way—helps the doctor, mailman and delivery men. Its graceful proportions and quiet good taste make your home more attractive.

The letters are treated with the same material that makes highway signs shine in your headlights, and they are permanent because they are embossed in the background plate.

THE PERFECT GIFT FOR

*Birthdays*

or any occasion because  
it's personal!

On request we send a smart vellum gift card, inscribed with your name or nickname, to announce your gift.

Letters shine bright at night

Easy to read **DAY-n-NIGHT**

2-sided; raised letters on both sides

Rustproof—lifetime aluminum throughout

Permanent embossed lettering—raised in solid plates

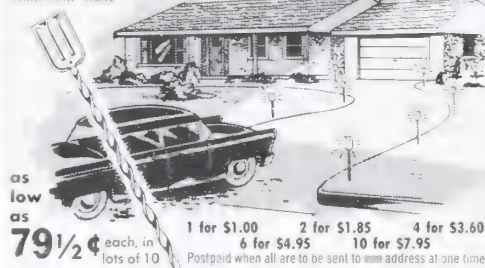
Baked enamel finish—black background—white reflector letters

Attractive size—nameplates 2 1/2" x 18", number plates 2 1/2" x 7"

Any wording you want, up to 17 letters and numbers on nameplates, up to 6 on number plates. Same on both sides.

**DAY-n-NIGHT Driveway Guides**  
Makes it easy to find and follow your driveway!

Both sides of **DAY-n-NIGHT** Driveway Guides are treated with thousands of tiny, round mirrors that shine brilliant yellow in car headlights or street lights. They are easy to see in the dark or back-up light. You'll bless the Guide in backing out as well as driving in! Yellow color shows clearly against snow, shrubbery, lawns. Rustproof—made of aluminum. 24 inches high, with wrought aluminum stake.



as low as **79 1/2¢** each, in lots of 10  
1 for \$1.00 2 for \$1.85 4 for \$3.60  
6 for \$4.95 10 for \$7.95  
Postpaid when all are to be sent to same address at one time

**SATISFACTION GUARANTEED OR YOUR MONEY BACK!**  
**WE SHIP WITHIN 48 HOURS**

**Spear ENGINEERING COMPANY**  
431 Spear Bldg., Colorado Springs, Colo.

**ORDER FORM**  
**Spear ENGINEERING COMPANY**  
431 Spear Bldg., Colorado Springs, Colo.

★ ANY WORDING YOU WANT ON ANY STYLE MARKER	STYLE	WORDING—Any wording you want, up to 17 letters and numbers on large plate, 11 on small. Show punctuation but don't count it.	PRICE
	TOP		
	BOTTOM		

SHIP TO: \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ROUTE OR ZONE \_\_\_\_\_ STATE \_\_\_\_\_

TOTAL \_\_\_\_\_

☐ Remittance enclosed: ship postpaid = U. S.  
☐ Ship C.O.D. I will pay C.O.D. fees and postage.

**FRAMED MAILBOX MARKER** attractive wrought aluminum frame style MF **\$2.95** POST PAID

**DELUXE MAILBOX MARKER** graceful wrought aluminum frame and scrolls style EM **\$3.45** POST PAID

**TWO-LINE MAILBOX MARKER** up to 17 letters and numbers each line style OM **\$4.95** POST PAID

**NAME & NUMBER MAILBOX MARKER** up to 6 letters and numbers top line, 17 on lower style NM **\$3.95** POST PAID

**LAWN MARKER** wrought aluminum stand; up to 17 letters and numbers style L **\$2.95** POST PAID

**NAME & NUMBER LAWN MARKER** up to 6 letters and numbers top line, 17 on lower style NL **\$4.95** POST PAID

**BRACKET MARKER** attractive wrought aluminum bracket for wall, post, etc style B **\$3.95** POST PAID

**DELUXE BRACKET MARKER** graceful wrought aluminum scrolls add beauty style EB **\$4.45** POST PAID

**NAME & NUMBER BRACKET MARKER** up to 17 letters and numbers top line, 6 on lower style NB **\$4.95** POST PAID

**TWO-LINE BRACKET MARKER** up to 17 letters and numbers each line style OB **\$5.95** POST PAID



Now You Can Read—Eat—  
Watch TV in Bed  
in Perfect Comfort

## ADJUSTA- HEADBOARD

Adjusts Instantly  
to Any Angle




**TWIN OR DOUBLE SIZE  
for Hollywood or Cut-Down Bed**

Biggest thing since the invention of the mattress! Hinged cushions slide forward, adjust to support you in perfect comfort at any angle, float with movement of mattress. Held upright when not in use. No more eyestrain, backache, stiff neck. You're sitting pretty, getting needed rest and relaxation. A boon to shut-ins, asthma sufferers. ADJUSTA-HEADBOARD goes on wall behind Hollywood or cut-down bed with clips supplied. Makes bed-making easy! Or attach over old headboard with special hangers furnished. Ideal for hotels, motels, cabins, etc.

In honeytone knotty pine, maple, or lovely mahogany or blond finishes.

Twin Bed—1 cushion 23" x 41" **\$16.95**  
Double Bed—2 cushions 23" x 56" **\$19.95**

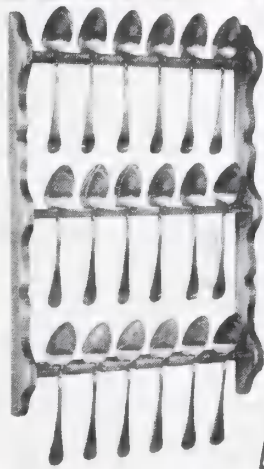
### MATCH TO FLOUNCE OR DRAPERIES!

Luxuriously padded back rests come in white muslin. Cover them in minutes with your own matching material. No skill needed... even a child can do it. Easy to remove for cleaning. Simple directions included.

Now—large New Catalog of Finished and Kit Form Furniture and Wall Racks in Friendly Pine. Send 10¢ coin or stamps. Express Collect. No C.O.D.'s. Money-Back Guarantee.

**Yield House**  
Dept. B9-6  
North Conway, N.H.

## MY NEW ENGLAND SPOON RACK



Showplace for 18 regular or demi tasse spoons. 15 1/2" high x 10 3/4" wide with 1 1/2" deep shelves. Beautiful Windham design. Hand-rubbed and waxed honey color pine finish.

**\$1.95**

Postpaid

Write for  
MY FREE  
GENERAL  
CATALOG

**WILL HAMMOND'S**  
**New England General Store**  
4 Plain Street, Millis, Mass.

### STACKING STOOLS from SWEDEN



Stack... Seal... Serve

**\$5.95**

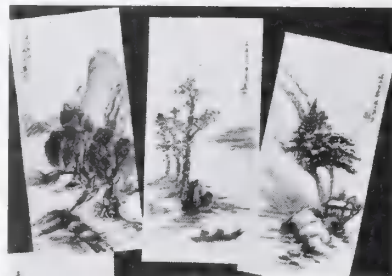
per stool

add \$1.00 per stool for teakwood

Made by Swedish craftsmen and finished to that fine furniture look worthy of the best spot in your living room. Beautiful, individual serving tables, or the heaviest of persons, 12" height, 14" diameter tops... alcohol and hot beverage proof. All genuine natural woods—your choice of white oak, light mahogany, blonde birch, golden teakwood. These handsome Swedish imports available only from Scandicrafts. Satisfaction guaranteed. Shipped Express Charges Collect. No C.O.D.'s please. Send check or money order.

Catalog available... 10¢

**Scandicrafts**  
Dept. B-23, Ardsley, N.Y.



### FOUR SEASONS

By Ling-Fu Yang, the celebrated Chinese artist who combines the delicacy of a dragon fly's wing with the earthy realism of a gnarled tree in these famous water color paintings. Depicting Spring, Summer, Autumn, and Winter in soft lovely hues, each is matted in white, measures 13 3/4" x 7 1/4". These delightful rare prints are charming in living or dining room, halls or bedrooms—anywhere their modest price, impressive gifts, too!

(No cod's please)  
(Calif. resid.  
add 3% tax)

**SET OF 4 \$2.95**  
plus 35¢ postage

**FREE CATALOG!** Exclusive imports, new gifts, home ideas. Send for it!



**BOWMAN'S**  
2477 Lombard St., H9,  
San Francisco 23, Calif



**STOVE HOOD  
FOR OVEN,  
FIREPLACE  
OR BARBECUE**

Newest in decorator fashion to glamorize kitchen, fireplace or barbecue. Has styling and quality of expensive custom made hoods, but at a fraction of the cost! Practical too, for it traps smoke, grease and fumes; keeps wall clean. Includes built-in hanging rack to display your skillets, fireplace equipment or barbecue utensils. Oven Hoods come in 3 different lengths, all with generous 14" roof pitch, 8 1/2" deep. Choose from cheery Copper, golden Brass or gleaming Chrome. PLEASE SPECIFY. Baked-on lacquer finish eliminates polishing.

30" long, **\$12.95**—36" long, **\$15.95**  
42" long, **\$18.95** (Add 75¢ for delivery)

No C.O.D. Guaranteed, of course.

**ELRON**

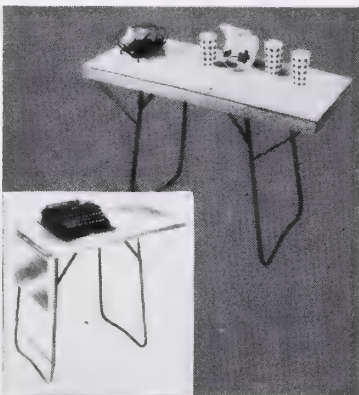
225 W. Erie St., Dept. G-121, Chicago 10, Ill.



## WINDOW



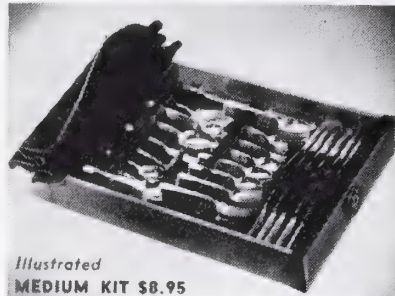
**VANITY FAIR.** Pretty on an organdy-flounced dressing table in a pink and white bedroom or on a hanging shelf in a bathroom, this hobnail milk glass trio is nice to have in the house. Covered powder dish is 5" wide (you might fill it with rainbow powder puffs), and matching lotion bottles are 5 3/4" high. \$6.95 the set ppd. Gilbert & Leonard, Miracle Mile, Manhasset, N.Y.



**TURN THIS TABLE** from an astonishingly efficient typewriter utility table into a sophisticated buffet setting with the simple addition of a fitted quilted plastic cover! Gray metal top opens to 41" x 16 1/4" x 27" high. Leaves down, top is 20" x 16 1/4". With black legs and your choice of a green or red cover, it's a fine buy for \$8.75, ppd. Anders Co., 66 Beaver St., New York 4, N.Y.



**CORDIALLY YOURS.** Set one of these at each guest's place next time you celebrate a grown-up birthday in your house, and they'll flicker on until the last drops of coffee and brandy have been sipped. Each is filled with a colored long-burning candle. When candles go, fill with more spirited things. 3 1/2" high; \$1.95 for set of 6 glasses, postpaid. Artisan Galleries, 2100 N. Haskell Ave., Dallas 4, Texas.



Illustrated  
**MEDIUM KIT \$8.95**

### TOP DRAWER SECRET

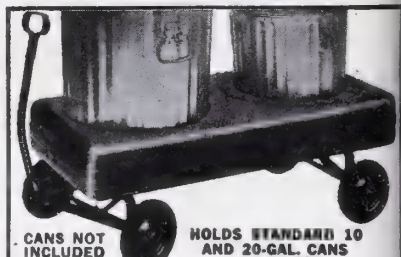
are these Pacific Silver Cloth, make-it-yourself, flatware storage drawer kits. Quickly convert any drawer into a model of tarnish-proof, fitted efficiency. Ten minute installation. Satisfaction guaranteed. A lifetime convenience.

drawer front	depth	holds	size	price
13" to 16"	2 1/4"	108 pcs	Small	\$5.95
17" to 24"	2 1/2"	204 pcs	Med.	\$8.95
25" to 30"	2 3/4"	292 pcs	Large	\$12.95
31" to 40"	2 3/4"	420 pcs	X-Lg	\$14.95

Dozenware blocks (as shown) also sold separately. Write us about your storage problem. Free catalog.

**CALIFORNIA WAYS**

Dept. HB-23 San Mateo, California



CANS NOT INCLUDED

HOLDS STANDARD 10 AND 20-GAL. CANS... or two 30's

**Kan Kart**  
Pat. Pending

NOW A CHILD CAN TAKE OUT THE CANS

HANDY WHEN COOKING OUTDOORS

HANDY WHEN WEEDING THE FLOWER BEDS

Don't rupture yourself! You never have to lift a garbage can again! KAN KART is clean, attractive-looking, holds 2 standard-size garbage cans in fitted sockets. Tip-proof, rat-proof, dog-proof. Heavy, rust-treated, painted steel construction with wide tread rubber-tired wheels.

SATISFACTION GUARANTEED 5% Chgs. Coll.—No COD **19.95**

**LYNEBILT CORPORATION**  
3040 Virginia Beach Blvd., Norfolk, Va.



# SHOPPING



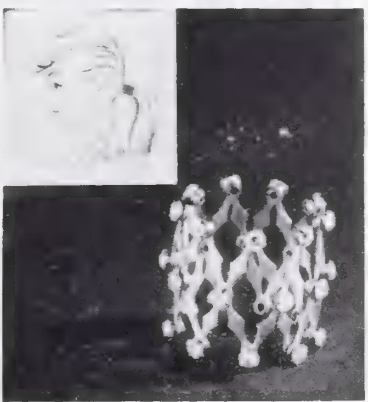
**THE MOST BEAUTIFUL BELT IN THE WORLD** is a 2" contour belt of superb English leather, breath-takingly bejeweled with clusters of grapes. Navy belt with lime green beads and amethyst leaves; brown with amber and topaz; black with crystals and rhinestones. Send waist size. \$45. Matching eyeglass case, \$8.50 ppd. No c.o.d.'s. Bejeweled by Mary Ellen, 566 E. Jackson Blvd., Elkhart, Indiana.



**BUTTERFLY BALLET** is the cotton lace tablecloth that gives the simplest meal a romantic setting. Completely washable, it comes in white, pistachio, aqua or pink, all fringed in white. 70" round cloth is \$14.95; 72" x 90" oval is \$16.95. Postpaid from Frances-Morris, 1016 Carroll St., Brooklyn 25, New York.



**HAIR-RAISING TAIL.** This pony tail clip, which comes in a rhinestone-studded circle, opens and closes like a gate to gather up her hair into a bounding pony tail. It really grips and will keep her neat through a strenuous Mambo or driving like the wind with the top down. In gold or silver finish, \$1 ppd. Miles Kimball Co., 33 Algoma Blvd., Oshkosh, Wisconsin.



## Do You Make these Mistakes in ENGLISH?

ANY persons say "between you and I" instead of "between and me"—or use "who" for "whom"—or don't know whether pell certain words with one or "e's" or "in's" or "r's" or "ie" or "ei", etc. Mistakes English reveal lack of education, ineptness—prevent you from presenting your thoughts in strongest. Real command of English will help you reach goal.



Sherwin Cody

**Wonderful Invention**  
15 minutes a day with Sherwin Cody's new invention—and you can actually SEE your English improve. It teaches by HABIT—makes it easier to do RIGHT way. Wonderful self-correcting lessons.  
**FREE BOOK ON ENGLISH.** Lack of language may be costing you thousands of dollars every year. See what Mr. Cody can do for you. It costs nothing to find out. Write for free book. "How Can Master Good English in 15 Minutes a Day?" It will prove a revelation. **WRITE NOW** Sherwin Cody Course in English, 2229 Central Drive, Washington, N. Y.

### OLD-FASHIONED CALICO

Printed from original plates, the very patterns our great-grandmothers loved; enchanting for dresses, skirts, blouses, draperies, quilts. Blue, green, yellow, red, brown, black or lilac grounds. Yard, 67c, plus 25c handling. Set of samples, 15c. Our catalog, ready soon, shows our own fashions in calico, deerskin gloves, gift ideas for the discriminating.

**THE VERMONT CROSSROADS STORE.**  
WATERBURY 12, VERMONT.



### GET ENTIRE SET WITH DOWN PAYMENT

Buy your Towle and Heirloom Sterling the easy way  
pay just \$5 down,\* \$5 monthly on Macy's Silver Club Plan

- You can enjoy your entire set while you pay for it
- FREE with order, silver spoon pin, anti-tarnish chest.
- Choose from over 200 patterns by Gorham, Towle, Wallace, International, Reed & Barton, Heirloom, Lunt, Steiff, etc.
- Take up to 2 years to pay. Monthly payments on some of the silver patterns are slightly higher.
- You never pay more than the nationally advertised price, including carrying charges where they apply.
- 6-pc. place setting (1 ea.): luncheon knife, fork, tea-spoon, salad fork, cream soup spoon, butter spreader.
- \$5 down, \$5 monthly
- 7.50 down, 7.50 monthly
- \$10 down, \$10 monthly
- \$15 down, \$15 monthly
- 4 place settings (24 pieces)
- 6 place settings (36 pieces)
- 8 place settings (48 pieces)
- 12 place settings (72 pieces)

MACY'S, Box 70, N.Y.C. (1) HB 9-56

Enclosed, \$\_\_\_\_\_ down payment

Pattern\_\_\_\_\_

No. of settings\_\_\_\_\_

Name\_\_\_\_\_

Address\_\_\_\_\_ Apt. #\_\_\_\_\_

City\_\_\_\_\_ Zone\_\_\_\_\_ State\_\_\_\_\_

## ANTIQUES

takes you to historic DEERFIELD

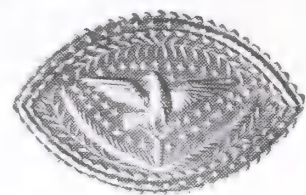
THIS COLLECTOR'S ITEM  
**FREE with 8 months**  
subscription for only \$4

**YOUR** free September issue is a collector's item. Its theme—the magnificent antiques brought together by Mr. and Mrs. HENRY N. FLYNT for the restored 18th-century houses of old Deerfield, Massachusetts. Here, to see and read about, is one of America's finest collections of decorative arts. From it Alice Winchester, editor of ANTIQUES, and her staff have selected a rich variety of rare and important items, many of them now published for the first time.

**FURNITURE**—Deerfield's is the outstanding collection of Connecticut Valley pieces. Here, too, are masterpieces from Massachusetts and Newport. . . **CERAMICS**—including China Trade porcelain, English pottery and porcelain from the 17th to early 19th century. . . **TEXTILES**—rare early American needlework, English stumpwork, a copperplate print, "blue resist," Indian chintz. . . **LIGHTING DEVICES**—in ceramics, glass, metals, from rushlight holders to chandeliers. . . **PAINTINGS**—a notable group of American historical portraits by Copley, Greenwood, Pelham, Stuart, and documented work by William Jennys. . . **SILVER AND PEWTER**—18th-century church silver by Paul Revere, John Dixwell, William Pollard, Jacob Hurd, Samuel Edwards, Joseph Loring. Famous pewterers including Samuel Pierce, his tools, molds and punch.



**You'll find all this in just one issue of ANTIQUES!**  
Explore the living past of great craftsmanship for yourself—antique furniture—silver—porcelain—paintings—glass—old houses.  
**START YOUR SUBSCRIPTION TODAY**—with this magnificent FREE September issue. Whatever your interests may be, we urge you to take advantage of this unusual offer. You get 9 magazines—each one a gem—worth \$6.75 on the newsstand—for only \$4.



You save \$2.75 when you fill out this coupon today!

**ANTIQUES, Dept. HB-3**  
601 Fifth Avenue, New York 17, N. Y.

Please enter my special subscription to ANTIQUES.  
☐ I enclose \$1.00 ☐ I will pay within 30 days.

Name\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_ Zone\_\_\_\_\_ State\_\_\_\_\_



# Silverware

REPAIRED AND REPLATED

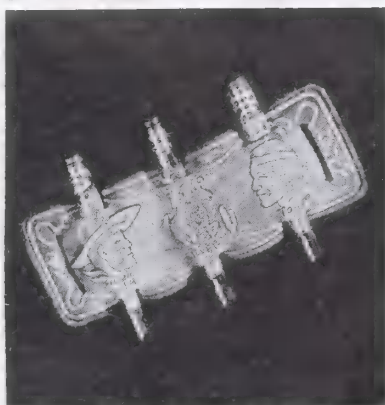


Gold, Silver, Chromium, Brass and Special Plating. Antique restoration. Stainless steel knife blades installed. Band instruments repaired and refinished. Write for price list or clip to us for price list. Our Main plant address is 221 Poplar Street, S.W., Atlanta, Georgia. If estimate is satisfactory, we will insure against fire, reasonable. We do a large mail order business.

## SIMMONS PLATING WORKS

All Work Guaranteed By Over 60 Years Experience

ATLANTA, GEORGIA



### BACK TO SCHOOL with These LONE RANGER PENS

Youngsters will fire away happily at schoolwork with these ball point "bullets" that write blue, red & green. The Lone Ranger, Silver & Tonto are embossed on the authentic leather cartridge holder that slips over a belt. A sure-fire hit with every boy & girl.

In Colorful Box too. All for only **\$1** post paid. Special Price at 6 sets for \$5.

OLD PUEBLO TRADERS BOX 4035 DEPT. HBL TUCSON, ARIZONA



Personalized

MY OWN CRAYONS

Hand made bucket of native pine. Natural lacquer finish. Colorfully hand painted with child's name. Holds full set of crayons or fidgets, buttons, etc. Hand lettered to your specifications. 5" X 5"

\$2.95, plus 30c handling charge. No CODs. Send for FREE Catalog

GOYHAM GIFTS

67-85 Exeter St., Dept. H-1, Forest Hills 75, N.Y.

### CENTURY OLD BEAUTY

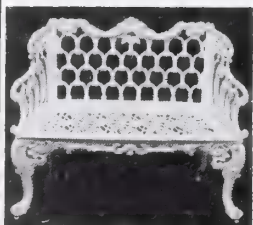
Rose & Lyre PATTERN



Settee #150 44" long \$65.00 Iron \$80.00 Alum.  
Chair #152 18" deep. 32.50 " 39.00 "  
Table #2527 42" diam. 35.50 " 42.50 "  
Add \$7 for table with lower shelf.

#### ROMAN LAR

Protector God of home and garden 45" high. Iron in White or Antique Green. \$79.50.



The Baroness: Antique pattern back and seat. 43" long, 35" high. \$54.50 Iron \$65 Aluminum.

Catalogue on request. Send check or money order. Crated free. Shipping charges collect. Specify freight or express.

ANTIQUE IRON CRAFTSMEN Dep't B9-6, 2500 27th Ave. N. Birmingham, Ala.



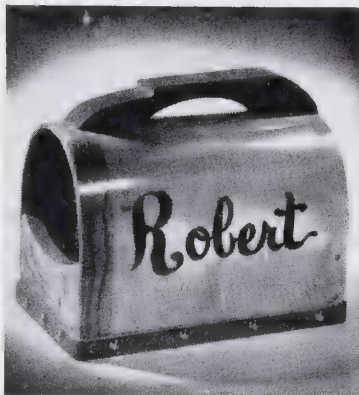
### KIDS LOVE KATY KANGAROO!

She's an adorable mother kangaroo with three tiny babies who jump out of her pouch every time you press her feet against floor or table. Kiddies will spend hours hopping Katy around and watching the little babies spring out, wobble as they land, and then flip upright. Katy is 4 1/2" tall, of bright plastic; babies are unbreakable plastic. All orders shipped within 24 hours. Money back if you're not satisfied. Price, complete, is 69 cents postpaid.

Walter Drake and Sons, 199 Drake Bldg. Colorado Springs 9, Colorado



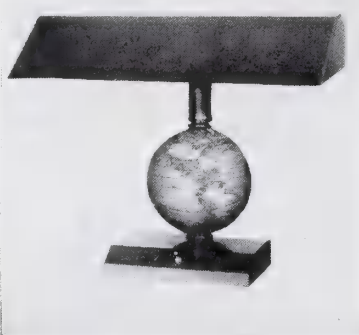
## WINDOW



**SHOESHINE BOY.** Encourage a Little Leaguer in the ways of thrift and good habits with his very own Shoeshine Box. Hand painted with any name in red, it's made of plywood with a rubber pine finish. Comes fitted with each: polish, brushes, shine cloth and a dauber. Pop and Big Sister will like it too. \$4.95 plus 50¢ handling. Gotham Gifts, 67-85 Exeter St., Forest Hills 75, N.Y.



**WHEN HE GOLFS THROUGH A STORM,** he'll see ahead to the next green through this umbrella's see-through window. English twill gaily striped in awning colors it's built so it can't blow inside out. \$12.50. Men's black nylon umbrella with see-through window. \$7.95. Ppd. John Jarrell, 84 Broad St., Atlanta 3, Georgia



**A SMALL WORLD** revolves on the base of an excellent student's lamp for the desk of a diligent boy or girl. It has a professional 15" wide reflector hood to throw the proper light on their subjects, takes 2 bulbs. Nice for a man's study, too. Gray or bronze hammertone finish. 13" high. \$5.98 ppd. Interior Trends, 56 Underhill Ave., Brooklyn 38, N.Y.



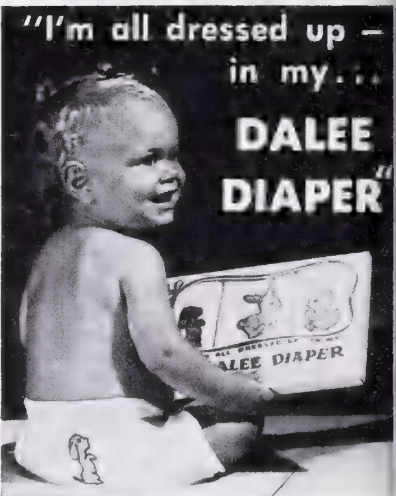
### Bubble Gum NECKLACE

Here's the jewelry that pre-teen queens are chewing up! Bubble Gum Beads in delicious colors can be plucked from necklace and popped into mouth whenever the urge to blow bubbles becomes irresistible! Gay party favors, tool 7 cellophane strands, each with 10 beads... **\$1.00** ppd.

TWO NECKLACES, 14 STRANDS, ppd. \$1.95  
FOUR NECKLACES, 28 STRANDS, ppd. \$3.75  
Penna. residents add 3% sales tax. Sorry, no stamps or c.o.d.'s, please. Send for Free Gift Catalog

Bryn Mawr Gifts

Bryn Mawr 89, Penna.



"I'm all dressed up - in my... DALEE DIAPER"

### THE PERFECT GIFT!

No folding, fitted diapers applied with colorful animals, either checked or plain. Top quality Birdseye cloth with triple thickness in-built pad. Boilable and bleachable. Dressy yet tailored. "GIFT WRAPPED" BOX of 3, \$2.50 ppd. (specify checked or plain appliques). Check or money order.

DALEE PRODUCTS, INC. Dept. 72 2652 Flamingo Lane, Fort Lauderdale, Fla.



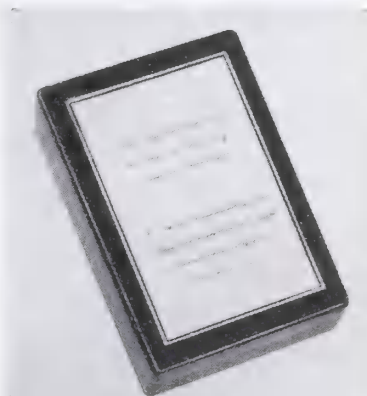
# SHOPPING



**THE MOST WONDERFUL BELL** in the world for a country house is made of real horseshoes, and its tone is clear, compelling, and very pleasant. Ring it to bring the children in for supper, to summon your husband to the telephone, your guests for a cocktail. The bracket has your initial wrought from a pony shoe. Black weatherproof finish, 9" high, \$7.50 ppd. Horseshoe Forge, Lexington, Massachusetts.



**ACCEPT WITH PLEASURE** the next wedding invitation you receive, and send it to this shop. It will be precisely reproduced on an applied golden medallion which becomes the cover for a black lacquer cigarette box. It really is terrific looking! 6½" x 4½", \$12.50 ppd. Holiday House, 19 Bellevue Theatre Bldg., Upper Montclair, N.J.



**HE GOBBLES UP MONEY**, does this funny old bird, and socks it away in his red-roofed bird house. It's one of those wonderful mechanical banks from Germany. Put a coin in the trough outside the metal house, turn the crank and Goonybird leans out the window, picks it up, and drops it inside. With key, 3" x 4" x 5" high, \$1.95 ppd. Daniel Low & Co., Salem, Massachusetts.



## Kills Fleas and "B.O."

"It's wonderful—kills pesky fleas and doggy odor while I snooze. I love its cedar aroma, its clean comfort." Protects children. Ends all struggles with messy powders, sprays. Stops scratching. Keeps pets off chairs, sofas—no more "B.O." in the house! Pleasant in any room. Economical, lasts for many months. Flea-Scat-Pad, 15x28 in., \$3.49. Super size, 28x36 in., \$4.98.

**Kitty Cootie-Chaser**—the pad for cats. Kills fleas and lice. Stops biting and scratching. 14x18 in., \$2.49. (Extra inner pad, \$1.50).

Send check or M.O. and we pay postage. **Money-Back Guarantee.** Sudbury Laboratory, Box 41D, South Sudbury, Mass.



## ELEPHANT AND DONKEY PILLOWS

**ABSOLUTELY** nothing political about these two. They're just fun to have around. Both brightly colored. Elephant is pink with a funny hat, curled up trunk and floppy ears—12" across. Jack is blue (in color) stripe with stand up ears—16" high. The kids will love to flop down on them while watching TV or just to have as their own in their bedroom. They'll make a big "hit" at parties or with the college crowd. Ideal in your den, living room, recreation room, bedroom, etc. Guaranteed to bring compliments galore. Stuffed with finest Kapok—have applique Felt Faces.

### An Exciting and Unusual Gift

Only \$2.00 each—\$3.95 pair—postpaid. Set of 6 including Jack-the-Donkey, Pink Elephant, Pink Poodle, Pussy Cat, Clown and Piggy specially priced at \$10.95 ppd. (No. C.O.D.'s please). Order NOW!

**CRAFT SHOP, INC.**

**NOW!**

For the First Time!



Lasting beauty for your home

**TFC**

## Ornamental Iron

**Economically priced, easy to install**—The decorative beauty of TFC Ornamental Iron adds charm to the exterior or interior of any home, traditional or modern. From our hundreds of patterns you can choose distinctive columns to frame and support an entrance, graceful rail-

ings for porch or patio, attractive gates, door grilles, mail box stands and similar items. TFC Ornamental Cast and Wrought Iron is expertly made and designed for easy installation. Cost is comparable to standard millwork. Mail coupon now for free illustrated idea book.



Mail for free planning helps

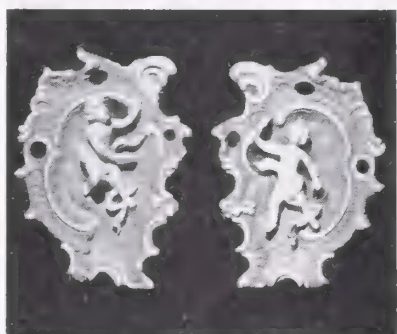
**Tennessee Fabricating Company**

1528 Grimes St., Memphis 6, Tenn.

Send booklet showing how to beautify my home with TFC Ornamental Iron.

Name.....

Address.....



Baroque Cupid

## WALL PLAQUES

are truly a decorator's delight and will add a touch of beauty to any room. Of course they're fine bisque in the Baroque shape with two raised design cupids frolicking against a background of soft pink, blue or green and are 6½" x 4". The detail and craftsmanship is really exquisite. Please state 2nd color choice.

**\$2.95**

Pair, Postpaid.....

2 PAIRS, Ppd. ....\$5.50

Penna. Residents Add 3% Sales Tax

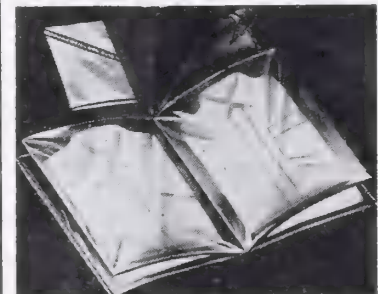
Sorry No C.O.D.'s Please

Send For Free Gift Catalog

**Lee Wynne**

Dept. B9, 5446 Diamond St., Phila. 31, Pa.

## SHIRT AND BLOUSE BOOKLET



Will hold 4 individual Shirts or Blouses as well as Sweaters neat and clean. Made of heavy scuff-resistant Polyethylene, tapebound with heavy binding. 18" x 12" with full angle zipper across the cover for air-tight storage. At this special low price you had better order a good supply. Make excellent gifts that will be appreciated. Order by No. G 260.

Only \$1.00 postpaid

Three for \$2.85 ppd.

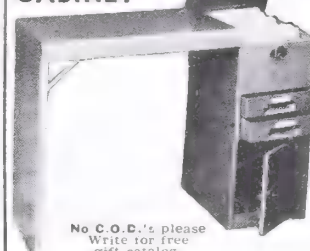
Satisfaction guaranteed or money back.

Send for New Free Catalog of Unusual Items

**BARD'S PRODUCTS INC.**

DEPT. 1179A, EVANSTON, ILL.

## ALL-IN-ONE DESK or CABINET



No C.O.D.'s please Write for free gift catalog.

For home or business, you'll want this convenient, compact folding desk and cabinet. Desk disappears when not in use. Cabinet top has sturdy lock and key for private papers. Heavy gauge cold rolled steel in hammertone gray, green or walnut. Personal Size Cabinet—12½" wide x 15" deep x 30" high. Legal Size Cabinet—15" wide x 15" deep x 30" high. Desk Section—27½" wide x 15" deep x 27½" high.

**\$22.95** personal size (shipping weight 36 lbs.)

**\$24.50** legal size (shipping weight 40 lbs.) shipping charges collect.

**Elf Hollow**

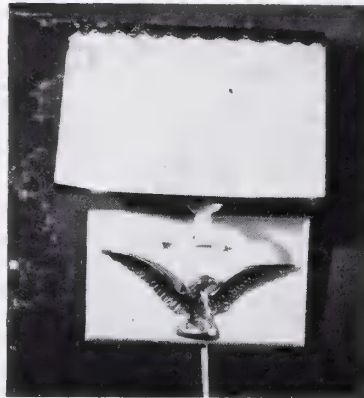
P.O. Box 65 Dept. H-9, Watertown, Conn.







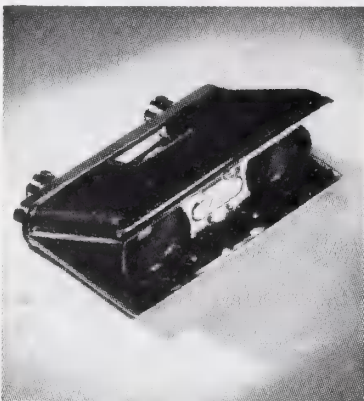
# WINDOW



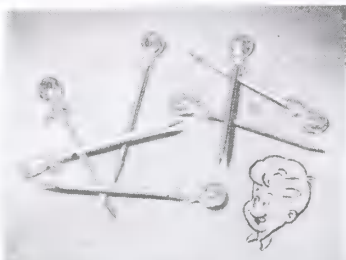
**HIS EYE IS ON THE EAGLE.** Any boy, from six to sixty, will think that this pin-up lamp is just the greatest. A white wood plaque, 8½" x 5½", is mounted with a cast metal eagle and stars finished in gold-bronze. The 10" white fabric oval shade is trimmed with black and gold. \$6.95, plus 50¢ post. west of the Mississippi. Seth and Jed, New Marlborough, Massachusetts.



**TOWN & COUNTRY DRESS.** Corduroy is comfortable to slip into for lunch at the country club or a session with Suzie's home-room teacher. And when you dress it up with gold jewelry, white gloves and polished pumps, you're off to town. Classic shirt-waist style in sand, turquoise, red, avocado or light rust, sizes 10-20 and 12½-18½. \$14.95 ppd. Western Classics, Box 4035, HBC, Tucson, Arizona.

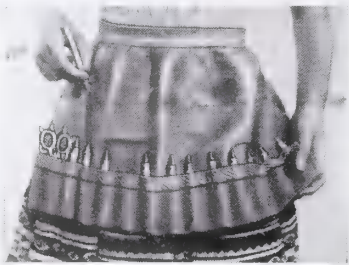


**FARSIGHTED GIFT.** Whether you're cheering the home team or attending the First Night of the Opera, you'll see who's off-sides. Who's Who in the Horse-shoe Circle, if you have these fine folding Sport and Opera Glasses. The 2.5X lens gives you a 450' field of view at 1,000 yds. Snap open-and-close case comes in green, maroon or blue leather. \$7.50 ppd. Elf Hollow, Dept. HB, Box 65, Watertown, Conn.



## Pencil Pops

Back to school isn't so bad when you have a complete set of colorful pencils—each with a yummy lollipop on top! Pops are on white cardboard caps that fit over the end of regulation 7" pencils. Assorted flavors, lemon, cherry, grape, orange. 1½" across. Order No. 4418-6, Pencil Pops, 7 for \$1.00 by mail postpaid.



## Artist's Apron With Crayons

Designing little ladies carry the tools of their profession right along with them and keep themselves neat, too! Top quality denim apron is in assorted colors with contrasting band. Thirteen pockets hold 12 crayons and a blunt-edge shears. Apron is washable. Order No. 3029-6, Apron, \$1.00, by mail postpaid.

Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

**Miles Kimball** 134 Bond Street  
Oshkosh, Wis.

A FASCINATING COLLECTION OF  
**OVER 2000  
EARLY AMERICAN  
REPRODUCTIONS**

DIRECT-BY-MAIL at prices even  
Ben Franklin would have approved

- Colonial Pine Furniture
- Braided Rugs
- Early Colored Glass
- Hand Blown Bottles
- Pewter
- Copper Pots and Kettles
- Dinnerware
- China
- Early Thumb Latches
- HL and Strap Hinges
- Outdoor Colonial Lanterns
- Seconces
- Hanging Lamps
- Chandeliers
- Weather-vanes
- Cupolas
- Boat Scrapers
- Bells
- Pine Spoon Racks
- Shelves
- Trivets
- Candle Holders
- Snufflers
- Plant Brackets
- Hooks
- Switch Plates
- Andirons
- Fire Tools
- And everything else you ever heard of!

**TOWELRING:** Distinctive early eagle design in gleaming brass makes a wonderfully decorative bathroom accessory. Ring 4½" diameter. \$2.50 ppd.

Foremost in Early American Reproductions

**Old Guilford Forge** 96 Broad Street  
Guilford, Conn.



## Proven Home Plans for BETTER LIVING

Save Any  
Three Books... only **\$2**

### New Ideas—Builder Approved Plans

Find your dream home here! Plans with beauty, "extras", economy from the drawing board of experts. Working blueprints for plans at low cost.

- New! **HILLSIDE HOMES**, over 60 plans . . . \$1
- FAMILY ROOM HOMES**, 118 living plans . . \$1
- SELECTED HOMES**, 115 dramatic styles . . \$1
- NEW TRENDS**, 154 plans, new ideas . . . \$1
- BLOCK MASONRY**, 225 thrifty beauties . . \$1

Send today...\$1 per book ordered separately

### HOME BUILDING PLAN SERVICE

Studio D, 2454 N. E. Sandy Boulevard  
Portland 12, Oregon

## SCULPTURE AND POETRY



Probably the best description of these two new horse models is that they are "pure poetry"—sculptured in wood. Alone or together, each has its own special "personality" almost alive in the feeling it creates. Like my other sculptures they are cut from selected walnut, modeled with great care and given a high wax polish.

Left: "Lush Grazing" 4" long \$12.50 ppd  
Right: "Arab Pride" 4½" long 15.00 ppd

Catalog of other sculptures 25 cents

**M. E. BRASHER**

studio

**KENT 2, CONN.**



## Save on Victorian Furniture

This beautiful hand rubbed solid Honduras Mahogany side chair, hand carved with tufted foam rubber seat in your choice of 20 colors, covered with Antique Velvet, Plain Velvet, Tapestry or Brocade.

\$49.00

Solid Honduras Mahogany ladies side table with genuine imported Italian Arabescato Marble

\$14.50

MAIL CHECK OR MONEY ORDER

**Jones Bros.**

VICTORIAN REPRODUCTIONS  
P. O. BOX 246 PINE LEVEL, N. C.

FOR CATALOG AND SWATCHES ON OTHER  
VICTORIAN PIECES, PLEASE SEND 50¢

All Victorian pieces are shipped 1 to 1 1/2 weeks. Allow ample time for delivery.

## MAD at MOTHS?



### CEDARIZED MOTHROX

is a new scientific moth-killer with a pleasing cedar aroma! Comes in 4½"-long bags . . . just hang in the closet or place in a drawer, and woolens are safe for months. Mothrox is certain death to all moths, roaches and silverfish . . . prevents mildew, too! One bag of Mothrox is enough to protect contents of an average-size closet.

79¢ each, or 4 for \$300 postpaid  
Send check or money order (no C.O.D.) to

**DRYROX, INC.**

P. O. BOX 8751, HOUSTON 9, TEXAS

## Amazing New Easy Discovery! NO MORE WASHING WINDOWS And Still Have Them Crystal Clear!



One Quick Swish and You Clean Windows the Easy Way! Optometrists Clean and Polish Eyeglasses. No Mess. No Fuss! Windows? Clean 'em! Even See the Glass! Cleans windows in seconds without one drop of water, without one speck of soap or detergent! New chemically treated KEITHONE WINDOW CLOTH makes windows sparkle instantly . . . not only removes dirt and grime but gives invisible smear-proof coating to prevent rain streaks, to prevent dirt and grime forming again. Fog proofs glass and windshields against clouding, steaming. Amazing specially treated window cloth contains safe, harmless dirt dissolving discovery. Used by optometrists for eyeglasses, used by home builders on model homes where picture windows must be bright and clear for months in all weather. Ideal for mirrors, crystal, car windows, kitchen appliances. Removes rust, polishes chrome. Cleans clean without removing activator so lasts months.

Only \$1 or 3 for \$2

Only by mail can you get one large KEITHONE WINDOW CLOTH for \$1 or 3 for \$2. Cash orders postpaid. If C.O.D. postage extra. Complete satisfaction or return in 10 days for money back. Also try KEITHONE FOG PROOF CLOTH for windshields, only \$1. KEITHONE LEATHER and LUG GAGE CLOTH only \$1. KEITHONE FURNITURE POLISHING CLOTH only \$1. Any 3 for \$2. Same money back guarantee. KEITHONE cloths make easy days for busy housewives. Mail order today.

**WALLING KEITH CHEMICALS, INC.**  
Dept. 163-L, 910 N. Second Ave.,  
Birmingham 7, Alabama



# SHOPPING



**COCKTAIL COLLAR** is made in India and mailed to you from India at a price that simply wouldn't be possible in the good old U.S.A. It comes in beige, red, black or white satin, lavishly jeweled with turquoise-like stones, tiny red "rubies" and gold and silver Zari embroidery. Air mailed from India for \$3.50. Pay postman 15¢ foreign pkg. fee. Shopping International Inc., Dept. 58, 65 Court St., White Plains, N.Y.



**TIERS OF JOY** hold your prettiest plants and keep a summer garden indoors all winter. In pink or white wrought iron, the three shelves provide a decorative show-off spot for trailing philodendron, begonias, African violets. 22" long, 18" deep, 25" high, the remarkable price is \$7.95 ppd. Townsend House, 645 Bergen Ave., Jersey City 4, N.J.



**STRICTLY FOR THE BIRDS** who would rather never leave home than expose their precious feathered friends to any bugs, lice or insects that might invade their cage. Bird Guardian hangs outside the cage and an invisible, odorless vapor kills oncoming parasites before they strike Mr. Parakeet or Miss Canary. Lasts four full months. \$1.50 ppd. Malcolm's, 6309 Reisterstown Rd., Baltimore 15, Md.



*Handmade*  
**IN OLD KENTUCKY**

**SOLID CHERRY REPRODUCTIONS**

Cherished today, Heirlooms tomorrow - furniture you'll never grow tired of - handmade from aged solid wild cherry. Untiring hands sand and rub, sand and rub to a light reddish brown natural finish that mellows with age - reflecting lamplight gently, daylight softly - pictured above is our hand-made, hand-turned drop end Duncan Phyle coffee table - 19" H. x 19" W. x 36" L., with leaves up 53" long. \$75.00 express or freight collect. Just one of 200 pieces for your Living room, dining room or bedroom - timeless in their solid cherry handmade construction. Send 25¢ (coin) for 32-page catalog.



**The Cherry Shop**

423 WEST MAIN STREET LEXINGTON 19, KY.

**GIFT WITH Charm**

**JACKSON**

(18 x 14 inches)

Silhouette estate signs in heavy rust-proof metal for lamp post, tree or home. Name cast into design at no extra cost.

**\$9.95** delivered postpaid. No C.O.D.'s. Name to read from both sides \$3.00 extra. Any special design from your rough sketch \$5.00 extra.

For prompt shipment order direct from this ad. Satisfaction guaranteed.

- |                      |                 |
|----------------------|-----------------|
| #212 Country Doctor  | #128 The Hunter |
| #218 The Windmill    | #120 The Pines  |
| #118 Dog—Any Breed   | #220 Sailboat   |
| #114 Colonial Couple | #224 Steer      |
- Catalogue on request.

**DOUCET METALCRAFT**

Box #7 West Peabody, Massachusetts



## HOW TO SOLVE COMMON PROBLEMS IN PAINTING

Haven't you, after frustrating hours of painting, wished a professional painter would explain to you why your picture went wrong and show you how to fix it? Haven't you felt the need to understand the basic painting principles involved, so you'd never make the same mistake again? This kind of professional help is now available.

The faculty of the Famous Artists Schools have analyzed the work of thousands. They've learned that certain problems crop up again and again. And they've organized their findings into a valuable, instructive booklet. Problems such as you yourself might be facing

are illustrated in full size. In simple words and straightforward diagrammatic drawings, you are shown how a professional artist solves each problem.

### Valuable Booklet Offered FREE

We think you'll agree this booklet contains far more practical help than many books you may have purchased. Yet the Famous Artists Schools will send it to you free to acquaint you with their unique teaching method. There are no strings attached to the offer. The booklet is indeed FREE. To get it—simply mail the coupon below.

<b>America's Most Famous Artists</b> Norman Rockwell    Dong Kingman Jon Whitcomb    Doris Lee Stevan Dohanos    Adolf Dehn Harold Von Schmidt    Ben Shahn Peter Helck    Arnold Blanch Fred Ludekens    Stuart Davis Al Parker    Fletcher Martin Ben Stahl    Syd Solomon Robert Fawcett    Will Barnet Austin Briggs    Ernest Fiene Albert Dorne		<b>FAMOUS ARTISTS SCHOOLS</b> Studio 103-K, Westport, Conn. Please send without charge or obligation <b>"Common Painting Problems—                  and How to Solve Them."</b>
MR. _____ MRS. _____ MISS _____ ADDRESS _____ CITY, ZONE, STATE _____	(PLEASE PRINT) _____ AGE _____	

**Musical Teapot**

**TEMPO IN A TEAPOT**

How gay can you get? This charming glazed earthenware teapot gives you music while you pour. "Tea for Two" is the merry tune you hear and the imported Swiss musical movement is completely safe from the hot water. 6-cup pot comes in black with embossed gold design.

**\$7.95**

Please Add 50¢ For Shipping.  
 Penna. Residents Add 3% Sales Tax

**Toby House**  
 P.O. BOX 3044, PHILA. 50, PA.

**Early American TOY-CHEST BENCH**

**FULLY ASSEMBLED**  
 31 1/2" x 16 1/2" x 20" high

You'll bless this chest that keeps toys under control (and not under foot!)... you'll love its charming Colonial flavor... and you'll find many other uses for this decorative piece wherever there's a storage problem! Hand-made of solid Pine and dovetailed, it will hold the toys of your children and your children's children. Cut out handles and concealed sliders make it easy to move despite its very solid construction. Direct from our workshop to you.

Write for FREE catalog

Express charges collect  
 Send check or Money Order only **\$14.95**  
 Quick delivery  
 Satisfaction \$16.95 with hand-rubbed, antiques Pine finish  
 Guaranteed

**Jeff Elliot Craftsmen**  
 Dept. B-96 Statesville, North Carolina

**double wall bracket**

Copied from the Victorian era. Holders for two pots of flowers. It is black wrought iron and very decorative. Length of each arm is 12".

**\$5.75** postpaid.

Sorry, no C.O.D.'s.

**JEREDITH MANOR**  
 P. O. BOX 130 • NYACK, NEW YORK



### Monogrammed Cannon Towels

Enjoy the luxury of giving or owning fine Cannon towels (24" x 48") with 3-letter monogram in huge 12-inch letters. Choice of yellow, pink, green, rose, aqua, blue, grey. Initials in harmonizing colors.

Comes in 2 sizes; 24" x 48" with 12" monogram, each \$3.95; per pair \$7.50. 16" x 24" with 8" monogram, each \$2.50; per pair \$4.75. Dept. O-N9.

### Boys' and Girls' Name Towel

The juggling, gaily-colored clown is natural but the name in red and white balls can be 'your choice.' We will add balls with letters to make any name you select. Imprinted permanently with new dye-in process in brilliant colors. \$1.69 (specify name.) Dept. O-NN9.



200 Beatty Building  
HOLLYWOOD 46, CALIFORNIA

Carol Beatty

Free! Write for  
BIG NEW GIFT catalog.

## STUDY INTERIOR DECORATION

FOUR MONTHS' PRACTICAL  
TRAINING COURSE  
TWO YEARS' INTERIOR DESIGN  
Resident Day Classes

Start Oct. 1st. Send for Catalog R

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

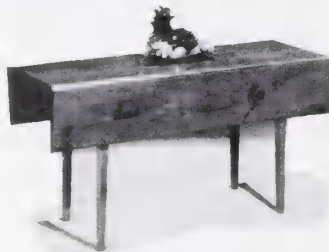
### Home Study Course

Starts at once. Send for Catalog C

Same training for those who cannot come to New York. Practical, useful and intensely interesting.

### NEW YORK SCHOOL OF INTERIOR DESIGN

29 East 72nd St., New York 21, N. Y.



Make it yours. this finest quality drop leaf Harvest table, in solid, sturdy Pinecroft Knotty Pine, a jewel from our Colonial Collection, exquisitely hand sanded, hand rubbed. Use it with simple, authentic distinction with modern or traditional furnishings. 30" high, five feet long, 20" wide. Opens to 40" wide. Wt. 78 lbs. A fine example of craftsmanship, only \$79.50, express collect.



### Knotty Pine Footstool

\$4.95 Postpaid

The perfectly finished accent piece for home or friends, from our Colonial Collection. 10" high, L. 14"; D. 9". \$4.95 each; two for \$8.95—Postpaid.

Send check or M.O. No C.O.D. Write also for free Knotty Pine Colonial Collection catalog.

**Ephraim Marsh**

Box 266; Concord (1), N. C.

## SNAP—and GLOW

from head to toe!

Glittering rhinestone or pretty pearl barettes make your tresses sparkle! Snap the matching buckles on your shoes and your pumps are all dressed up, too! Rhinestones are set in silvery metal, seed pearls in golden. Wear them for every gala occasion. Especially wonderful idea for business gals who want to perk up a basic outfit after five!

Buckles (fit on any shoe)

\$1.95 pr., ppd.

Barettes \$1.00 ea., ppd.

Sorry, no C.O.D.'s

the salt & pepper shop.

Dept. B-9

90 Park Ave., Park Ridge, N. J.

## Your Treasured Wedding Gown Deserves This Special Care

Now it's easy to recapture the wedding day loveliness of your bridal gown. The exclusive Le Boeuf Process SAFELY, gently removes ruinous stains and soil, preserves and protects your gown in sealed full-vision, transparent case against moisture, moths, mildew, etc. Bonded pick-up and delivery wherever you live. Fully insured. Write for free booklet, low prices.

MOTHERS: for a thoughtful after-the-wedding gift, have daughter's gown renewed by Le Boeuf.

**Le Boeuf Co.**

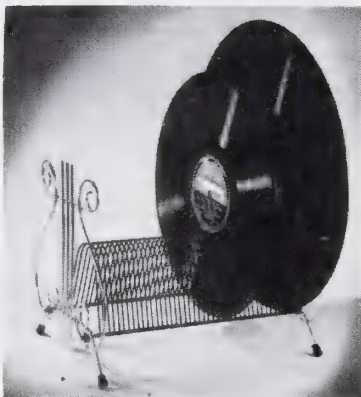
Bridal Service Division.

234 AMHERST STREET

EAST ORANGE 4, N. J.



# WINDOW SHOPPING



**PUT A SONG IN YOUR HEARTH** with the gaiest and irons that ever played a supporting role for a log fire. Shaped like 1/8 music notes, they're finished in satin black and mounted on gilded legs. 16" high, with 14" burning irons. \$14.95. Or with solid brass notes, they're \$25. Ppd. Tennessee Chromium Plating Company, 206 Louise Ave. North, Nashville 5, Tenn.

**GET A SHINE ON** your windows with a brisk whisk of Window Shine Cloth which is impregnated with a magical chemical that repels dirt, keeps dust and soot from clinging, helps rain run off without leaving spots. No need to spray or use messy suds water. It does a gleaming job on mirrors and glassware, too. \$1 ppd. Sunset House, 80 Sunset Bldg., Hollywood 46, Calif.

**KEEP THE RECORDS STRAIGHT** in a black wrought-iron record rack that is flanked by brass-plated lyres. For a teenager's collection in bedroom, dormitory or den, it's a good-looking organizer and a remarkable value. It holds up to 40 records, measures 9 1/2" long, costs \$1.98 ppd. Martha Schiller, Dept. 371, 180 N. Wacker Drive, Chicago.

(Please turn to page 47)



## BUY THE BEST FOR LESS

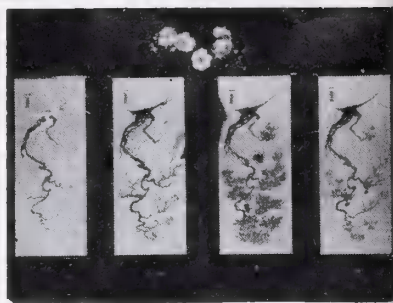
Shown at left above, one of our many new all metal chandeliers in either white or black enamel. At right, one of our many crystal chandeliers. Some as low as \$30.00. Suitable for Ranch House or Traditional Homes. Imported crystal. Satisfaction guaranteed.

We pay shipping charges. Free catalogue.

**KING'S CHANDELIER CO.**

Dept. B-45

Leaksville, N. C.



## THE 4 SEASONS by ISYA SUE

Nature's exciting story of life unraveled around an ancient tree. Depicting the delicate green of spring to the ice blue snow of winter, these scrolls are 2 feet long and 9 1/2" inches wide, beautifully handprinted on eggshell parchment. Framed top and bottom with cylindrical wood bars capped in polished brass ferrules. Complete grouping of 4 handprinted scrolls ready to hang only \$7.95 ppd. Money back guarantee.

**L. BARTH** Dept. H84

14018 Addison St., Sherman Oaks, Calif.





*Dream a room for dreaming—let rayon make it real*

Start with a color—the one you love best—then play it to perfection through all its tints and tones. Rayon makes it so easy . . . offers you today's widest choice of textures, and—color variations on a theme. As for the cost of your scheme—it's almost sure to be less than you'd dream, since rayon is man-made to give you quality and beauty on a realistic budget. For store names write to American Rayon Institute, Inc., 350 Fifth Avenue, New York 1, New York.

**Daisy Blanket:** "April," overall pattern in rayon, cotton and nylon from Fieldcrest Mills. . . . About \$10.95.

**Drapery and Footstool:** 7719 Textured rayon and cotton from Cohn-Hall-Marx . . . About \$3.95 per yard.

**Plaid on Wall:** "Aberdeen" in rayon, cotton, and metallic. From Covington Fabrics Corp . . . About \$2.25 per yard.

**Bedsread:** "Dayton" homespun look in all rayon. From Covington Fabrics Corp . . . About \$1.50 per yard.

*Rayon and silk satin shirt and trousers by Jane Derby Boutique.*

*Room for the imagination—with* **RAYON**



# MATICO CONFETTI<sup>®</sup> TILE FLOORING

*sets the scene for  
entertaining beautifully*

How proud you'll be to star as hostess in a room where even the floor is set for beautiful entertaining. MATICO Confetti is a wonderful choice because it's so good looking, so easy to keep clean, a clever choice because it looks expensive, but isn't.

Get Confetti patterns in low-cost MATICO Asphalt Tile, or in MATICO Aristoflex, the miracle vinyl-plastic tile that shrugs off grease, acid and alkali. See Confetti at the MATICO dealer listed in your classified phone book.

P. S. These lively Confetti color dots will last for the long life of the tile.

MATICO Tile for floors you'll be proud of!

**MASTIC TILE CORPORATION OF AMERICA**

HOUSTON, TEX. • JOLIET, ILL. • LONG BEACH, CALIF. • NEWBURGH, N. Y.

Sofstep<sup>®</sup> Rubber Tile • Wearover all-vinyl Tile  
Asphalt Tile • Aristoflex • Confetti • Maticork  
Parquetry • Cork Tile • Plastic Wall Tile

51C 329



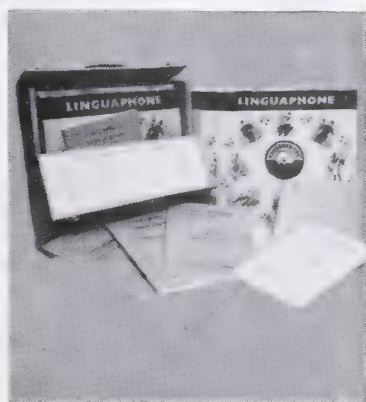




# WINDOW SHOPPING

CONTINUED FROM PAGE 44

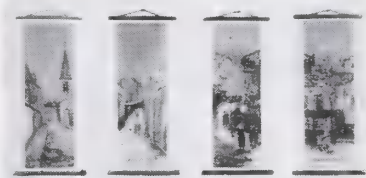
**FOREIGN LANGUAGE COURSES** are recorded to play at home on any phonograph. And you can take your pick of 34 different languages from French and Spanish to Swahili! Each 50-lesson course comes with instruction books and by listening and reading, you learn in an amazingly short time. Course is \$57.50. For information write to Lingua-phone Institute, 7022 Rockefeller Center, N.Y.C.



**"THE ARCHITECTURAL DIGEST"** is a new edition of the famous book of some of America's most beautiful homes. 240 pages are crammed full of examples of work of outstanding decorators, designers and architects in the U.S.A., and the pictures are reproduced on beautiful heavy stock. 9 1/2" x 13", \$2.50 ppd. The Architectural Digest, 556-B So. Harvard Blvd., Los Angeles 5.



**PRINTS BY UTRILLO** are distinctive touches in a house that expresses the definite taste of its owners. Actually wall panels, they measure a long two feet by 10" wide, and the colors of Utrillo's Paris make them adaptable to any setting. Framed top and bottom in natural wood and capped in brass ferrules, two are \$4.95; four, \$8.95, ppd. The Art Mart, Box 27648, Los Angeles 27.



## "WHAT ABOUT ME?" IT'S NEW—PERSONAL—UNIQUE

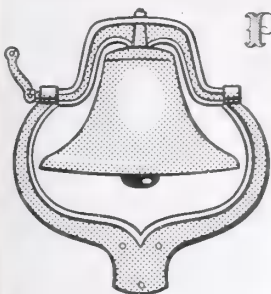
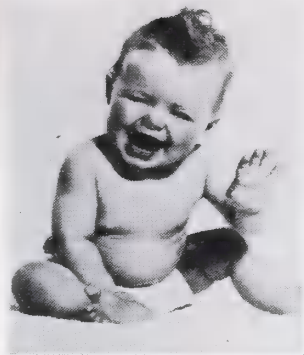
Baby's footprints or handprint preserved for a lifetime. You do it yourself in 35 minutes!

Complete kit with handsome double leather frame only \$4.98 postpaid. Please enclose payment with order.

## SANDS OF TIME

Newfoundland, N. J.

"THE GIFT OF A LIFETIME"



## PLANTATION BELLS

Mellow voice from a by-gone day. Plantation bell for doorway or grounds. Cast from authentic, carefully-kept patterns. Makes an unusual gift. Measures 15" across mouth. Mounting frame included. \$32.00 delivered.

ROSS-MEEHAN FOUNDRIES

1601 Carter St., Chattanooga 1, Tenn.

## RECOVER and Mothproof DOWN COMFORTS



Let ALDEN recover down comforts in your choice of colors in lovely down-proof tafeta. Women of discrimination admire Alden's exquisite craftsmanship! . . . Also recovered in your choice of colors and patterns in down-proof satins and sateens. Wool comforts recovered, too. Heirloom featherbeds transformed into lovely feather-fluff comforts by new, exclusive destemming process. Let ALDEN end moth worries through new chemical discovery!

### GUARANTEE:

Any work done by ALDEN is fully GUARANTEED to the ABSOLUTE SATISFACTION of the user!

SEND TODAY FOR  
**FREE**  
ILLUSTRATED FOLDER AND  
SAMPLES OF MATERIALS

I have ☐ an old Comforter which may need re-covering, or ☐ Featherbed, or ☐ Pillows I might wish to transform into beautiful Alden Heirloom Comforters. Without obligation, mail FREE material samples and literature. I am assured no salesman will call on me.

**ALDEN COMFORT MILLS—HB**  
Box 6070, Dallas, Texas

© 1956

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

## Reproductions By Mail

### The Empress

A Princess  
of Quality!



Graciously  
presides in  
many places!

Our "EMPRESS" glows charmingly for you, with Victorian, French or transitional. Tufted Foam Rubber and coil seat springs. Accented Cabriole legs. 35" high; 20" wide; 22" deep Solid Honduras Mahogany—finished Mahogany Walnut or Fruitwood color (or others). In our Spotshed Velvet—Flame, Wine, Rose, Geld Green, Sage, Brown or White—\$51.95; express (25 lbs.) collect. If you send your 1 1/2 yards of 54" material—\$41.95. No C.O.D. Send check with order. Satisfaction Guaranteed. Send 10 for our "Chair Selections" brochure.

### The Chair Shop

Box 725

Morganton, N. C.

## BATHROOM LIBRARY

"Family Hospitality"



- Holds Magazines, Ash Tray, Cigarettes, Toilet Tissue, etc., etc.
- Easy to install—recessed between studs in standard walls
- Bonderized (rust-proofed) heavy steel construction
- Triple plated Chrome frame
- Baked Hammertone Enamel interior
- Frame (overall) 15" x 20 1/4"; recess 12" x 17 1/4" x 4 3/8" deep
- Satisfaction guaranteed

Model M-2 \$19.95 plus del very  
Manufactured by (Calif. orders add sales tax)

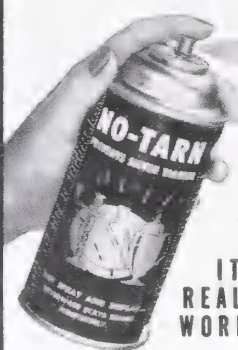
### House of Hospitality

Dept. R-9 3341 Cahuenga Blvd.  
Hollywood 28, Calif.

## STOP

## SILVER

## TARNISH



ONLY \$1.79 POSTPAID

IT  
REALLY  
WORKS!



## NO-TARN IS RECOMMENDED BY LEADING JEWELERS

You've searched for an effective, easy way to keep your fine silver from tarnishing. NO-TARN is an amazing new discovery that you simply spray on to your beautiful silver, and it will remain gleamingly bright indefinitely! NO-TARN absolutely cannot harm the most delicate pieces . . . contains no abrasives. NO-TARN is so easy to apply, so easy to remove. Equally fine for brass and copper, too. Order your supply of NO-TARN with confidence.

Please send me \_\_\_\_\_ cans of  
NO-TARN at \$1.79 each.

Enclosed is my ☐ check ☐ cash  
☐ money order

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### DECO TRENDS

1022 Second Unit, Santa Fe Bldg.  
Dallas, Texas





Double Dresser, Retail Value: \$129.75. Our Price: \$69.95\*

## fine furniture you can assemble in one evening!

• Direct-to-You Prices,  
Up to 55% Savings

\*Plus small shipping charge.

Send 10¢ For Catalog

Beautiful Double Dresser is only one of many pieces featured in our Big Illustrated Catalog of assemble-it-yourself furniture and occasional pieces. Available individually or in complete groups, at wholesale prices.

Show-off®, inc., 245 Main Street, Jamestown, New York  
"Where The Great Furniture Of America Is Made"



### IN THE MODERN TRADITION

Imaginative wall silhouettes to complement your good taste. Handcrafted in metal with wooden frames in your choice of black, gold or white, the 4 exotic flower arrangements represent the 4 seasons. Equipped for hanging, each measures 8" x 20" high. Their notable assets add up to impressive wall décor.

Set of 4—only \$10.95 ppd.

Write for our new 50-page catalogue!

**Jenifer House** Dept. B-9  
New Marlboro Stage  
GREAT BARRINGTON, MASS.

### For Junior Ivy Leaguers



★ Handsome enough for dress—rugged enough for scrimmage—warm enough for the entire winter. Long sleeved Cotton Flannel Shirts with button down collars. Pick your Tartans—Dress Campbell (blue & green) or Dress Stewart (red & white): Sizes 4-16—\$3.95, Ppd. Solid Fireman Red: Sizes 4-16—\$3.50, Ppd. No C.O.D.'s please.

Write for FREE CATALOG

**Talbots**

Dept. B-96, Hingham, Massachusetts

### OUR FABULOUS CHAMOIS Shirt FOR MEN AND WOMEN

For those with a flair for wearing fine sportsclothes—a collector's item! Keyed to meet the requirements of active sports yet tailored to perfection. Down-soft imported chamois leather—washes or dry cleans—wears for years. Convertible, 2-way collar, ocean pearl buttons, side vents, roomy button pocket, tab button cuffs. Casually comfortable in-doors—incidentally warm in cold and wind. You can't match this fabulous shirt anywhere. Natural chamois color. Women's are square cut. Men's as illustrated. Immediate Delivery. Women's Sizes 10-20. Men's Sizes 36-46—\$45.00 Plus 50¢ postage. Special Sizes—10% extra. No C.O.D.'s. Money Back Guarantee.

FREE GIFT CATALOG

**Brandicalf** Dept. B-96, 157 Federal St.,  
Boston 10, Mass.



### YOUR OLD FUR COAT INTO NEW CAPE, STOLE!

ORDER BY MAIL—2-3 WEEK DELIVERY  
I. R. Fox, fur remodeling specialist, restyles your old, worn fur coat into glamorous 1956 cape or stole. One low price, \$22.95 complete! This low, low price includes cleaning, glazing, repairing, Lusterizing to new sheen, REMODEL COMPLETELY, plus a lovely NEW LINING and INTERLINING, your monogram. The thrilling result—a beautiful cape, stole.

SEND NO MONEY! Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman \$22.95 plus postage when new cape arrives. Or send for FREE Style Book! Write: I. R. FOX, 146 W. 29th Street, Dept. B-2, N. Y. C. 1

STYLE #77



STYLE #55

SEND FOR FREE STYLE BOOK



## WINDOW



**GLAMOUR GIRL OF THE YEAR** is our nomination for this lovely. Ivory metal waste basket features a hand-painted French poodle just out of the beauty shop and all a-glitter. Her black coiffure is sparked with jeweled choker and she carries a silver parasol trimmed with rhinestone-centered roses. 3-D in effect, it's a smile-provoking addition to bedroom or bath. \$5 ppd. C. D. Peacock, Chicago 3.



**PIQUÉ IS PRETTY**, especially when it encircles the neck of a good-looking college girl dashing to class across the campus. This collar has a yoke to fit snugly beneath sweater, blouse or jacket, holds collar neatly in place. Embroidered with first name or initials in lipstick red. \$1.98 ppd. Nouvelle, Ltd., 225 West Erie St., Chicago 10, Ill.



**SHEAR BEAUTY.** Every bowl of fresh fruit deserves this beautiful companion piece. Heavy sterling silver grape shears in an acorn and leaf pattern have a medieval splendor, but the tempered blades will snip off a cluster of grapes with tidy dispatch. Just-right gift for the lady who seems to have two of everything. 7 1/4" long, \$12 tax incl., 2 are \$20. Ppd. The Jamaica Silversmith 79-32 164th St., Jamaica 2, N.Y.



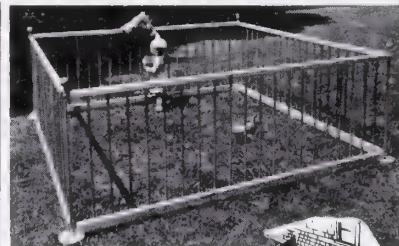
CONTEMPORARY  
**SWIVEL  
ADMIRAL'S  
STOOL**  
with sturdy concealed  
Ball Bearing Swivel  
Complete or in  
1-Hr. Kits

AUTHENTIC  
COLONIAL

Distinctive full size chair-stools, for those who demand the ultimate in comfort, quality and beauty. Unmatched for bar, food counter, playroom, for draftsmen, etc. Finely hand-crafted for a lifetime of charm and rugged service. Thick built-up curved backs and deep contoured seats are solid pine; legs and spindles solid birch. Inch flutes on legs guide in trimming to exact height desired, seat height 30" or 24". Beautifully finished in mellow honey-tone knotty pine or maple. Colonial or Contemporary \$29.95. COMPLETE KITS—for easy home assembly. Pre-drilled, drilled, sanded, etc., simple instructions. \$21.95. Specially design and seat height. Shipping chgs. collect. NOW—Large new catalog of finished and kit form furniture and wall racks in friendly pine. Send 10¢ stamps or coin.

Immediate  
Delivery  
No  
C.O.D.'s  
Money  
Back  
Guarantee

**Yield House**  
Dept. B9-6  
North Conway, N.H.



A WONDERFUL  
GIFT OF FREEDOM  
FOR PARENTS . . .

### PLAYPARK

It's Sturdy—Built to withstand years of children. It's Higher—34 1/2" with no toe-holds for climbing.

It's Portable—Set up in minutes, easily moved by adult.

It's Versatile—Usable on driveway, lawn, porch, or beach.

It's Expandable—Attaches to house to double play area.

It's Varnished—For all-year use, left out day and night.

It's Bigger—6', 8', 10' & 12' sections—fit any area.

6' x 6' PLAYPARK only \$24.95

Express Collect. No C.O.D.'s.

Money Back Guarantee

WRITE TODAY FOR FREE FOLDER—  
complete details, sizes and prices

**CHAPIN CO.** Box 32 (B-96), Boston 62  
Newton Lower Falls, Mass.



# SHOPPING



**SHE'LL HAVE A HIGHLAND FLING** in all-wool slacks in Anderson plaid (light blue with white and red) or Royal Stewart (red and green), sizes 10-18, \$12.95. Shetland cardigan (white trimmed with Anderson plaid; pine green with Royal Stewart), sizes 34-40, \$11.95. Matching kilt or pleated skirt, \$17.95; Bermuda shorts, \$9.95. Add 35¢ post. Carroll Reed Ski Shops, North Conway, N.H.



**PITCHER SHOW.** Plant a crackle-glaze pitcher with trailing green ivy, stand it on a night table or hanging shelf, and suddenly the room comes to life. Fill it with posies from your garden, take it to a sickbed, and her temperature will go into a decline. It has a giddy charm about it. Bowl is 8" wide. Pitcher is 5 1/4" high. \$3.95 ppd. Meredith's, Evanston 25, Ill.



**PRETTY HIGH LIGHT** for your fall and winter fashions is this lovely 14 carat gold pin with cultured pearl center. The gold petal-like border is sweetly frilled to add a delicious note to a black velvet sheath, a tailored suit. 1 1/8" diameter, it's a pin with a talent for making any fashion look magnificent. \$45 incl. tax, ppd. Merrin Jewelers, 530 Madison Ave., New York 22, N.Y.



## BABY BOOTEE HEIRLOOMS

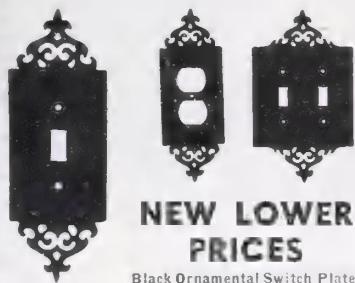


**for proud mothers and grandmothers**  
Bootee bracelet and monogrammed bar pin proudly proclaim the beloved children or grandchildren... their names and birth dates are engraved on separate "baby booties." Adorably crafted booties, chain bracelet and bar pin are Sterling Silver or Gold Filled. As many booties as you wish may be attached. (And what would thrill a Mother or Grandmother more?)

Bootees ..... \$2.50 each  
Pin ..... \$2.00 Bracelet ..... \$2.50

Prices include engraving, tax, postage.  
Write for free gift catalog, available Sept. 15th

**Zenith gifts** 5-C Post Office Bldg.  
Brighton 35, Mass.



## NEW LOWER PRICES

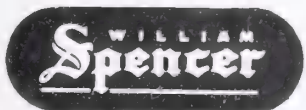
Black Ornamental Switch Plates  
Single ..... \$1.25  
Double ..... \$1.50  
Outlet ..... \$1.25

Complete Line Available  
Send 10¢ for new Catalog of 1961 Unusual Home Accessories.

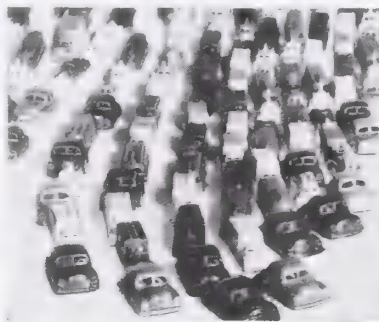
## SPREAD EAGLE

A classic symbol of early America to grace your entrance, wall or fireplace. Antique black finish, cast aluminum 17"x7".

\$4.95 POST PAID



RANOCAS WOODS, NEW JERSEY



## 100 AUTOS... \$1

Thousands of playful auto and truck combinations to give any youngster loads of fun day after day. He buys, sells, trades, decorates a pack of 100 molded autos and trucks in appealing assorted colors and body styles. Each car approximately 2" long. Big value... 100 cars... \$1 ppd Dept. P-509.

## "Jiffy" Hot Pot... \$2.95

**HOT COFFEE**... Add water, plug in electric outlet, boiling water in a jiffy for your favorite "instant." Polished aluminum, 3-cup capacity. Home, work, motel, hotel. 400 watt Emerson element. U.L. approved. Hot water for tea, cocoa, bouillon, eggs. Insert tumbler—makes double boiler to heat soup, chili, baby food. \$2.95 ppd. Uses standard appliance cord. With 6' cord add 89¢. Dept. P-E9.



200 Beatty Building  
HOLLYWOOD 46, CALIFORNIA

**Carol Beatty**

**Free!** Write for BIG NEW GIFT catalog.

## Unusual Christmas Cards for You!



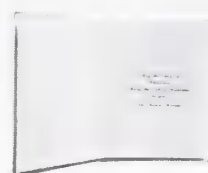
Your Card pictures a serene Christmas Eve scene. A warm glow of yellow light shines from the windows of the homes. Pull the sliding strip—one by one—the lights go out. For a moment, the scene is dark.

As the strip moves along, the church windows seem to come alive with bright yellow light. And then, your message and message are revealed, printed on the strip.



## The Lighted Church Greeting

Telling the story of everybody's Christmas night, the lovely scene is pictured in azure set against a background of deep blue. Windows are cut out so the bright yellow shines from them. Generous 3 3/4" high by 9" long. Fine white envelopes. 25 Cards—\$4.95; 50—\$8.75; 75—\$12.45; 100—\$16.00; 200—\$30.20. Postpaid. Money-back guarantee. Order: Lighted Church Greeting, No. 60-119.



Left—Your name is printed under the inspiring message in flowing engraver's script. Creamy 100-pound Strathmore paper with a rich texture and deckled edge.

## The Praying Hands Greeting

The revered "Praying Hands" by Albrecht Durer, reproduced in sepia, is framed in a baroque border in rich gold and soft gray. Your friends will want to frame this unusual Christmas Card! Size closed is 5 3/4" x 7 1/4". Matching envelopes. 25 Cards—\$4.95; 50—\$8.75; 75—\$12.45; 100—\$16.00; 200—\$30.20. Postpaid. Money-back guarantee. Order: Praying Hands Greeting, No. 82-119.

**Free!** Write for free 36-page catalog of unique, personal Christmas Cards!

DIVISION OF MILES KIMBALL CO.



**Kimball Printers**

11-9 Bond St.  
Oshkosh, Wisconsin







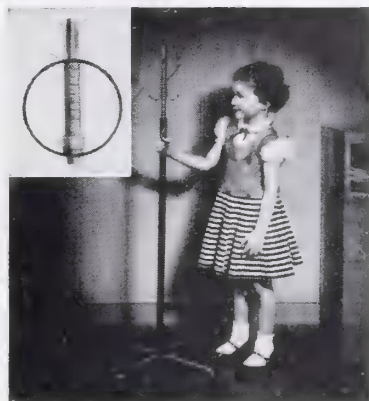
# SHOPPING



**THE THEM THE BIRDS**  
 decorate these intriguingly  
 Italian ash trays and turn  
 into show-off pieces. Be-  
 cause of their deep-dish design  
 skillet handle, they'd be won-  
 derful for hot hors d'oeuvres, for  
 mints, for toasted almonds.  
 White ceramic with birds  
 all color, 7½" long over all,  
 the pair, ppd. Jeredith  
 Box 130, Nyack, N.Y.



**SHOWING CLOTHES RACK**  
 only encourages good pick-  
 up habits in the children's  
 rooms, but it will serve as a  
 gauge for measuring their  
 stalk growth. A combination  
 tree has an extension rod  
 measures a child's height  
 43½" to 63". eliminates  
 nursery walls. It's made  
 steel, finished in a neutral  
 \$5.95 ppd. Kimball Toys,  
 and St., Oshkosh, Wis.



**ASURE CHEST** to hold  
 supply of liquor, an im-  
 ve record collection or spe-  
 books you want to keep safe  
 grubby fingers, is made of  
 hard rock maple. Buffed  
 tawny Salem maple finish,  
 alcohol- and mar-resistant,  
 solid brass hardware. With  
 r-guided drawer, adjustable  
 30" high x 28" wide x 14"  
 \$59.75 exp. chgs. coll.  
 Off, Inc., Jamestown, N.Y.



**FREE ON REQUEST**  
**COLORFUL**  
**BURLAP**

A modern, versatile  
 decorator fabric for  
 the contemporary home.  
 Ideal for draperies,  
 curtains, wall cover-  
 ings, screens, parti-  
 tions, backgrounds...  
 wherever a luxurious  
 but inexpensive fabric  
 is desired. 12 rich,  
 beautiful colors. As  
 low as 79c per yard.  
 Write today for free  
 samples and literature.

7 Market St.  
 Paterson, N. J.  
 Dept. 250

**PLAY  
 RIGHT  
 AWAY!**

**ANY INSTRUMENT**

—even if you don't know a single note now!  
 NOW it's EASY to learn ANY instrument.  
 No boring exercises. Even if you don't  
 know a single note now, we'll have you playing  
 delightful pieces RIGHT AWAY—right from  
 your FIRST lesson! And properly, BY NOTE.  
 Simple as A-B-C. Make amazing progress. No  
 special talent needed. Learn at home in spare time,  
 without a teacher. Only few cents per lesson.  
 Soon you can play any piece you wish. 900,000  
 students. (Our 58th year)

**WRITE FOR 36-PAGE  
 ILLUSTRATED FREE BOOK.**  
 Just send this ad, with your  
 name and address filled in be-  
 low, to U. S. School of Music,  
 Studio 3549, Port Washington,  
 N. Y. (No obligation; no salesman will call.)  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_



PRICES SHOWN ARE FOR 6-PIECE PLACE SETTINGS

MAKE YOUR DREAMS COME TRUE  
 JOIN **Legacy Sterling Club**

BECAUSE YOUR LEGACY MEMBERSHIP GIVES YOU MORE:

Thrill to your sterling at once while you pay out of income. Payments to start with your first place setting.

Over 200 popular patterns to choose from... by Gorham, Heirloom, Reed & Barton, International, Lunt, Wallace, Tuttle, Smith, Watson, Whiting and many more.

More place settings... sooner

1 place setting (6 pcs) \$1.93 a month  
 2 place settings (12 pcs) \$3.83 a month  
 4 place settings (24 pcs) \$9.93 a month  
 6 place settings (36 pcs) \$14.89 a month

Enroll TODAY! Fill in and mail the coupon

FREE GIFTS to new members... see below.

Enroll as a member of Legacy Sterling Club and send me my FREE Sterling Silver Hors d'Oeuvre Pick.

☐ I have chosen my pattern. Please send \_\_\_\_\_ place settings of \_\_\_\_\_ pattern which is \_\_\_\_\_

☐ I have not decided on my pattern. Please send "A Personality Guide to Silver Selection" to help me decide. Each month I will pay \$ \_\_\_\_\_ for \_\_\_\_\_ place settings. Each place setting will include: Knife, Fork, Teaspoon, Butter Spreader, Salad Fork, Cream Soup Spoon. Price includes federal tax and postage.

NAME \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ H-9-6

**for milady's vanity**

**JEWELLED COSMETIC MIRROR**

Glamorized with a gold-finish and shiny garland of rhinestones and pearls, this serviceable mirror stands 7½" high. Two-sided (regular and enlarging) mirror is 4½" dia. \$5.95 plus 25c for mailing costs.

**PERFUME SUSAN**

A new whirl for the dressing table. Gold-galleried mirror spins to her favorite scent without scratching dresser surface. (Bottles not incl.) Large 12" dia.—with beveled mirror \$9.95 ppd.; small 8" dia.—with plain mirror \$5.95 ppd.

Write for free catalog

**RMS INTERIORS** Dept. HB-96  
 11146 So. Michigan Ave.  
 Chicago 28, Ill.

**ZIPPERED DOILY FILE**

Keeps your place mats, doilies and table linens of all kinds wrinkle-free, dust-free and easy to get at... ready for use at a moment's notice. Made of see-through plastic, bound with matching tape. Zipper runs around full three sides so it may be opened perfectly flat for ready storage and removal of linens. Generous 13" x 22" with 3" gusset. It holds about 2 dozen mats. Order by No. G627.

Only \$1.00 postpaid  
 3 for \$2.85

Satisfaction guaranteed

Send for New, Free Catalog of Unusual Items.

**DOWNES & CO**  
 Dept. 1179C, EVANSTON, ILLINOIS

**TWO-FACED TRIVETS!**

Reversible scatter rugs, all asparkle with a gay trivet design. Of firmly woven cotton chenille, they wash as easily as a towel! So pretty and practical, you'll want several—for bedroom, hallway, den, nursery, breakfast nook, and kitchen. Predominant colors are red, mint green, yellow or brown. Measures 22" x 36" with a 2" fringe.

\$3.95 plus 35¢ shipping

No C.O.D.'s, please.

**WRITE FOR FREE CATALOG!**

**GREENHALL** Dept. HB-9 1133 Broadway, New York 10, N. Y.

**MINIATURE CHIPPENDALE CHEST**

An exact copy of a colonial cabinet maker's model. Authentic in every detail from dovetail joints to brass butterfly handles. Hand-made from finest solid mahogany including drawer sides and backs. Use as a single or in pairs. Only \$69.50. In solid walnut, maple or cherry, \$79.50. Add \$4 to all orders West of Mississippi. **FREE DELIVERY**

**Newcomb's Reproductions**  
 BOX 1249H DURHAM, N. C.

24" wide  
 16" deep, 28" tall



## FUN-TO-FINISH CHRISTMAS TABLECLOTH

Your children and your children's children will cherish this heirloom Christmas cloth which you've worked with your own hands! Beautiful holly-red cloth has distinctive cross-stitch design stamped to be embroidered in white floss, sprinkled with snow-flake rhinestones, highlighted with gold metallic yarn. Red viscose rayon tablecloth is large enough for a gathering of the clan, perfect for holiday entertaining. You'll receive cloth, all finishing materials, complete and easy instructions. You'll be amazed how quickly the fascinating work goes!

Cloth, 63"x90", with all materials.....\$11.95  
Matching 18" napkins.....4 for \$2.95

When Stockings Are Hung By The Chimney With Care...



have these angel socks ready for filling! Kit contains cut-out red felt stockings, felt applique pieces, embroidery floss, rhinestones.

Each stocking kit.....\$1.95

**Susan Smith**

Send for SUSAN SMITH'S free Xmas Catalog!  
Art Needlework—Fine Linens

7 Main Street, Carpentersville 10, Ill.

from our great.  
**WIDE**  
wonderful world of

extra-extra  
size bedding

We cater to lovers of comfortable slumber. To those who indulge in the luxurious ecstasy of extra-extra-wide beds, we offer an unusually large assortment of sheets, blankets, comforters, blanket covers, spreads. Write for catalog HB-9

**Grande Maison de Blanc**

Suite 300-745 Fifth Ave., New York 22, N.Y.

GIFT-WRAP RIBBON

**89¢**

**300  
FEET!**

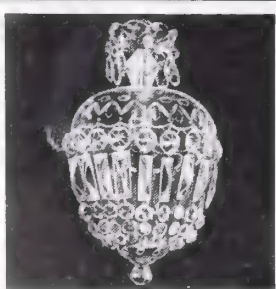
**LOWEST PRICE EVER!** Save \$1.50 over store price! Fine quality fused-edge satin ribbon in popular half-inch width. You get 300 feet on handy double spool—150 feet in each of two colors. Choose double spool with red and green, or with gold and royal blue. Perfect for every gift-wrap need, all year long! One double spool only 89¢—or save more with 3 double spools for \$2.50. Specify color. Limited supply—order by mail, TODAY! Postpaid. Satisfaction Guaranteed.

**BRECK'S  
OF BOSTON**

**FREE! BIG CATALOG**  
of Exciting New Gifts!

705 Breck Bldg., Boston 10, Mass.

**ALL IMPORTED  
Jewel Basket Fixture HB90**



8" diam. 15" high ..... **29.50**  
10" diam. 16" high ..... **35.00**  
12" diam. 16" high ..... **45.00**

Beautifully designed with hand-cut and hand-polished prisms and crystal jewel chains. "Catches fire" when it lights up. Comes complete with all attachments for ceiling, nothing additional needed except bulb. Satisfaction guaranteed.

Check or Money Order—Express Charges Extra

Catalog of other styles available.

**PAULEN CRYSTAL CO.**

296 Broadway, Dept. HB-96, N. Y. 7, N. Y.

**NEW  
WORD  
GAME**

**\$2.00**

postpaid

**FASCINATING! EDUCATIONAL! FUN!**

The most exciting word game ever—whether played alone or in groups. The novel scoring method makes it a REAL challenge! 15 lettered cubes and shaker weigh 3 ozs. For adults, children, travel, shut-ins... everyone, everywhere! Makes a nice gift!

Please send \_\_\_\_\_ **SPILL ■ SPELL**

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

**MASTERCRAFT** 212HB SUMMER

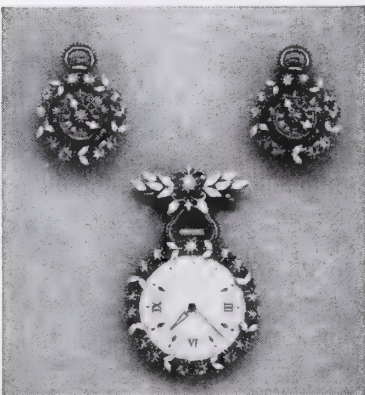
BOSTON 10, MASS.

**FREE! GIFT 'N GADGET CATALOG**

## WINDOW



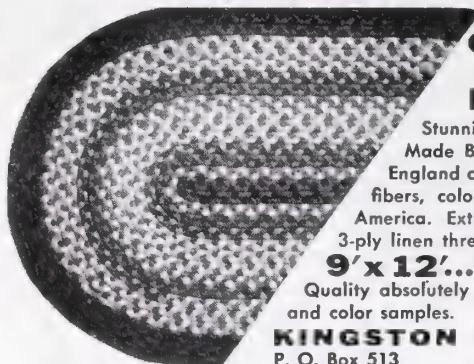
**CURTAIN GOING UP** for the shower is a taffeta-finish plastic one, whose flounced Hide-A-Rod valance completely covers your shower rod. The three-letter monogram is hand-screened in any color you choose. The curtain 72" x 72", comes in white, yellow, blue, pink, black and sea green. \$5.95. Matching window curtains \$4.95 a pair. Ppd. Mosley's, 1 E. Washington St., Chicago 2, Ill.



**THE TIME IS RIGHT** for the lapel of a new tweed suit, the tail pocket of a long-sleeved dinner blouse. An excellent watch is set inside an antique golden frame studded with pseudo amethysts and sapphire stones. 1 1/2" wide 2 1/4" high, just \$9.95. Matching earrings (fake clocks) are \$2.50 the pair. Tax and postage included. Edward H. Ziff, Importer Box 3072, Merchandise Mart Plaza, Chicago 54, Ill.



**CONVERT A TABLESPOON** that has served you well as an ordinary serving piece into a hand-pierced spoon that is elegant and useful for fruit and vegetables served in their juices. Just send your old spoon to this company and they'll return it with a delicate filigree pattern pierced in its bowl. \$3.50 ppd. Julius Goodman & Co., 113 Madison Ave., Memphis, Tenn.



**OLD BAY COLONY**  
America's Most Beautiful  
**BRAIDED RUGS!**

Stunning Reproductions of Traditional Hand-Made Braided Rugs. Created by skilled New England craftsmen of select wool and man-made fibers, colors and patterns suggested by early America. Extra heavy double braid sewed with 3-ply linen thread. Heirloom quality.

**9' x 12'...\$99.95** Other sizes \$6.00 up.

Quality absolutely guaranteed. Write for free literature and color samples.

**KINGSTON TEXTILE COMPANY**  
P. O. Box 513  
Pawtucket, R. I.

**...an unusual gift**

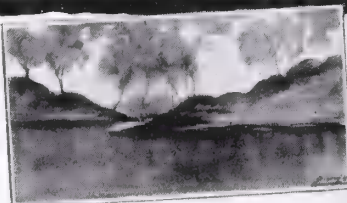
A DELIGHTFUL DINNER-  
TIME DECORATION...

**SCENIC PLACE MATS**

Brilliant, colorful reproductions of  
original oil paintings by Granpa Stein

Give your dinner party table settings a  
unique charm... ideal for everyday use **24** full size mats... scenes \$2 post  
from different states \$2 paid

Granpa Stein • Dept. A • 426 Marathon Ave. • Dayton 6, Ohio





# SHOPPING



**NEW TWIST** has been given a baby feeding spoon, and now Dribble-Puss can bring food to his mouth without having to hold the handle. A boon for busy parents who haven't time or patience to deal with a finicky two-year-old and his feeding foibles! Dribble-Puss will let him do it himself. Price: \$3.95 ppd. Sara-Johnson Imports, 135 White Drive, Tallahassee, Fla.



**IT'S A DOLL** and easy as pie to make with this aluminum Dress-Mold. Get yourself a package of prepared cake mix, bake it the usual time and decorate the top with a thin layer of icing. Place on doily, insert Doll head in top, and you have a magnificent. Mold can also be used to make jello, salad, etc. Price by 4", mold with doll, \$1.95 ppd. RMS Interiors, 11146 S. Michigan Ave., Chicago 28.



**SILVER CIGARETTE** is a symphony in silver that plays a romantic love tune when you lift the lid. Tunes include *Moulin Rouge*, *La Vie en Rose*, or *Stardust*. It measures 4", holds regular or king-size cigarettes, and the very nice price is \$7.95 ppd. Engraved with initials (underline last initial), extra. Toby House, Box 100, Philadelphia 50, Pa.



## MONT DEACON'S BENCH

The charm of Old Colonial Vermont is captured in this quality, custom-built reproduction. Seat is hand-scooped by master craftsmen from sturdy new England Pine. Front and back are of hardwood. 60" long, 18" high, seat 15" deep. **Completely assembled, \$34.95.** Finished in light or dark pine or antique maple, \$45. Delicately trimmed in black and gold hand stenciling, \$49.95. Also available in 30" length, unfinished, \$29.95. Express shipping.



**TEMPLETON CRAFTSMEN**  
360 Templeton, Mass.

**MORTON'S**  
27 STYLES  
\$22.95

**YOUR OLD FUR COAT INTO NEW CAPE, STOLE, JACKET** **\$22.95**

**TAX FREE**

- Largest and oldest 1 price fur service in the world.
- Most praised by style magazines.
- Widest selection of styles for only \$22.95.

Whether your coat is outworn or just out-of-style, be delighted with Morton's glamorous restyling. Send for Free Style Book now.

**MORTON'S, DEPT. 22-W, 312 Seventh St., N.W. Washington 4, D.C.**

SEND MORTON'S FREE FUR STYLING BOOK TO:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

**50% OFF COUPON**

## A Christmas Card tailor-made for You!

On each Card — your own state, city, address, family and first names!

### The Yule Map Greeting

A gleaming white star marks your own city! On the map, with the star, is the message—"It's Christmas in (your town)". Your street address, family name and first names are part of the message — all in raised seafoam white as is the cover message—"It's Christmas in (your state)". Soft green vellum paper, French-folded to 4 1/4" x 5 1/2". White envelopes. 25 Cards—\$3.95; 50—\$6.95; 75—\$9.95; 100—\$12.85; 200—\$24.10. Postpaid. Money-back guarantee. Order: No. 80-129.

Write for 36-page catalog of unique, personal Greetings!  
DIVISION OF MILES KIMBALL CO.

**Kimball Printers** 12-9 Bond St. Oshkosh, Wisconsin

### BABY'S PERSONAL BIRTHDAY CANDLE

Artistically designed, beautifully colored for lighting on every birthday for 21 YEARS.

A charming gift of lasting value to a new-born or on the occasion of child's birthday. Pink ribbon for girls—blue for boys. Baby's full name, birthdate and weight inscribed free. Size: 17 inches, weighs 1 lb.

**\$3.45 ppd.** including wrought iron holder

**\$3.95 ppd.** incl. cadmium plated (silver color) holder

Send for FREE COLOR photo and folder

**Lion's Novelties, Inc.**  
Dept. 71  
139 Payson Ave.  
New York 34, N.Y.

A beautiful gift to a young couple:

### WEDDING ANNIVERSARY CANDLE (Personalized) with markings and symbols for 60 years. Silver color holder, silk ribbon and artificial flowers included. \$3.95 ppd.

### TIARA 'HOLD-UP'

A SMART SPACE-SAVER

Add beauty in shining brass to your entranceway with this practical hat and coat rack. Takes five hats and five coats in a minimum of space. Sturdy construction, comes with screws. Also available in stunning black wrought iron with brass tips. 14" x 13 1/2" x 6 3/4". **\$4.95** (plus 25c for postage)

FREE! Send for gift & fashion catalog.

**Here's How Co.** Dept. HB-19  
27 East 22 St., New York 10, N.Y.

### SOOTHING SINUS MAGIC

Wonder-working Electric Heat Mask eases sinus discomfort! Soothes simple headaches and other minor aches and pains caused by neuralgia, head colds, etc. Nervous tension usually responds quickly. Fits comfortably over upper nasal and facial region. Wide open window permits full vision. Read, enjoy television or relax and at same time obtain full benefits. Thermostat controlled, 3 heat switch; AC/DC. Carries Underwriter's Laboratory Seal of Approval. Sanitary white cover is washable.

**\$8.95**

Postpaid. No C.O.D. Guaranteed, of course.

**NOUVELLE, LTD.**

227 W. Erie St., Dept. G-120, Chicago 10, Ill.

### WALL STREET

SHAVING LOTION \$1.80  
MEN'S COLOGNE \$2.20

Direct from the Perfume Shop of  
**MICHEL PASQUET**  
7 W. 46th St. New York 36, N.Y.



An unusual Christmas Card with an  
ARTIST'S SKETCH of Your Own Home!



Your own home beautifully sketched by our artists! The only hand-drawn, finely lithographed Christmas Card at such a low price. Just send a clear photo (negative or print). Message includes your name and "Greetings from Our House to Yours." Green cut-out cover scene frames sketch. Heavy white vellum. White envelopes. 50 Cards—\$10.50; 75—\$14.95; 100—\$19.35; 200—\$36.25. Postpaid. Money-back guarantee. Order: *Your Own Home Greeting*, No. 59-109.

Write for 36-page catalog of unique, personal Greetings!  
DIVISION OF MILES KIMBALL CO.



**Kimball Printers** 10-9 Bond St.  
Oshkosh, Wisconsin



18 1/2" x 22 1/2" x 28" high

### TYPEWRITER TABLE

Store your home typewriter in this "miniature office." Sliding shelf for typing, dust-proof compartment (16 1/4" x 20 1/2" x 9 3/4" high) for typewriter storage. Choice of legal-size file drawer (with 2 removable dividers) or 2 small drawers. Brass hardware, dovetailed drawers on hardwood rails. Specify Modern or Colonial, kind of drawers and finish.

Write for FREE Catalog.  
See matching End Tables on pages 20 & 50.  
Quick delivery. Express charges collect. Satisfaction guaranteed. Send check or money order.

**KNOTTY PINE**  
unfinished . . . \$32.95  
pine finished . . . 35.95  
**TUPELO WOOD**  
unfinished . . . 35.95  
finished in maple, mahogany, walnut . . . 38.95

**Jeff Elliot Craftsmen**  
Dept. B-96 BATAVIAVILLE • NORTH CAROLINA

### The "Twodor" COMBINATION STORM & SCREEN DOOR

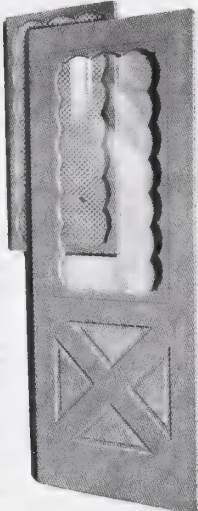
Most Beautiful, Strongest Wood Door Built

Yet the "Twodor" is priced as low as the commonly made type

If your doorway looks plain—"Twodor" will give it that handsome custom look. If your doorway looks lovely—"Twodor" will make it even lovelier. We believe this is the most handsome combination door made—we know it's the strongest. It will not sag or come apart. Pets can't rip or snag high screen panel. Ideal for all Colonial, ranch or modern homes. Sturdy cross panels; morticed and dowelled joints; water-proof glue throughout. Of solid kiln dried pine, standard 1 1/2" thick. Quick change glass and screen panels lock snug with special fasteners. Shipped completely sanded with directions for installing, painting, finishing. (Hardware not included.) For all standard size door openings.

ALL SIZES COMPLETE ONLY \$27.95

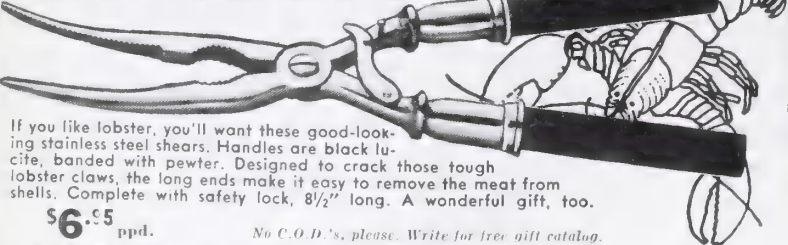
ALSO—Large New Catalog 10c coin or stamps.



**Yield House**  
Dept. B9-6  
NO. CONWAY, NEW HAMPSHIRE

Shipping Charges Collect No C.O.D.'s

### LOBSTER SHEARS



If you like lobster, you'll want these good-looking stainless steel shears. Handles are black lucite, banded with pewter. Designed to crack those tough lobster claws, the long ends make it easy to remove the meat from shells. Complete with safety lock, 8 1/2" long. A wonderful gift, too.

\$6.55 ppd.

No C.O.D.'s, please. Write for free gift catalog.

**CHALMAR**

Dept. H-9, Split Rock Road, Syosset, N. Y.

### 100 Gaily Colored BELLS

Tie them on gift packages, make decorations, dress up cakes or place cards. Each little bell is a masterpiece of perfection in smooth plastic, with slots at top for tying. All-occasion assortment includes red, green, blue, and white bells, 1/2" to 1" long from tip to clapper. Stunning on Christmas gifts! Bargain package of 100 is \$1.00 postpaid.

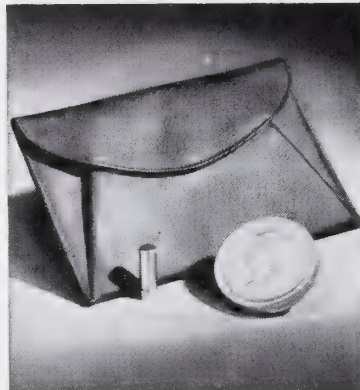
WALTER DRAKE & SONS, 199 Drake Bldg., Colorado Springs 5, Colo.



## WINDOW SHOPPING



**TRÈS CHARMANT!** Houdon the French master, created the originals of these delightful heads, and we are pleased to show them faithfully reproduced at a fraction of their original cost. *Le Garçon* and *La Petite Fille* are 9" tall on their felt padded pedestals. Made of sculptor's Hydra-Cal, they come in chalk white or antique ivory. \$5.95 the pair. Ppd. Mono-Art 50 Delancey St., New York, N.Y.



**A COMPACT COMPACT** looks like a silver dollar, has a glossy silver finish, is 2 1/4" in diameter. It holds either loose or pressed powder to take the shine off a junior miss's pretty nose. It comes in a leather cosmetic bag that is silk moire lined. Included is a Lip Life TV lipstick. Darling for a daughter, \$1.95 postpaid. Legacy Sterling, 999 S. Water St. New Bedford, Mass.



**THIS TAKES THE CAKE** and makes it truly the *grande finale* of a dinner party. Highly polished silver plate made by Rogers of International, the trumpet shaped base prevents tipping and the gadroon border gives it a simple elegance. 12 1/2" diameter, 4" high, \$8.71 incl. tax and post. Macy's, Herald Square, New York 1, New York.

(Please turn to page 57)

### Man's Accessory Box

Only \$3.95 pp.



A neat 'n nifty honey-brown lambskin leather box . . . to keep his jewelry and accessories handy and together. It's horseshoe-shaped, saddle-stitched, and lined in turf-green velvet. Top tray is removable; special items hide in secret compartment below. 6 1/2" x 6" x 1 3/4" with sturdy, snap closure. Send check or m. o. No COD's, please.

WRITE FOR FREE CATALOG OF OTHER NOVEL GIFTS

**Monogram Shop**

86 WESTMINSTER ST., PROVIDENCE 3, R. I.



Carefree Safety, Economy For Your Pool

### NEW KROHOME POOL COVER

New Krohome Pool Cover safeguards children, adults. Keeps pool cleaner, lowers operating costs. In tests, Krohome has supported 12 people. Keeps leaves, rubbish out of pool; reduces chlorine loss, keeps pool warmer. Pays for itself in as little as 1 year. Durable, lightweight vinyl plastic; custom made 18¢ a sq. ft. Send blue print or dimensions for free estimate.

Ask for free literature.

**KROHOME INDUSTRIES**

Mt. Diablo Blvd., Dept. H9  
Walnut Creek, Calif.





This beautiful floor is a random mixture of Light, Medium and Dark. It can be installed in 9" x 9" or 12" x 12" Kencork Tiles. Light shades of 12" x 24" used on wall.

## Now everyone can afford the practical luxury of **New Kencork**



Decorators are giving a new, light touch to luxurious floors and walls today. They're doing it with New Kencork...the natural cork flooring that is so lovely to look at; so practical to care for. Now available with a plastic-fortified factory finish. Also in new lighter shades and modestly priced 1/8" gauge. It's ideal for remodelling; espe-

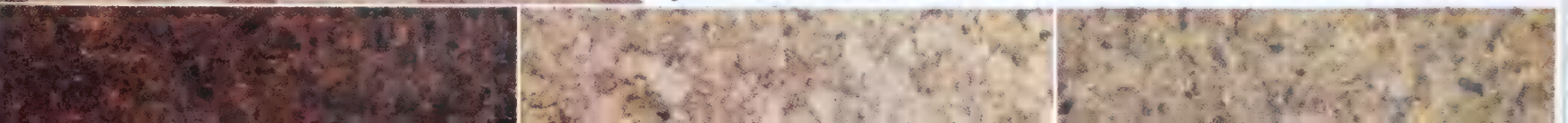
cially over old wood floors. New Kencork brings you the same step-softening, slip-resistant luxury underfoot; the same reputation for long years of carefree wear that have made this floor famous for generations. See New Kencork now at your Kentile, Inc. Dealer's. He's listed under FLOORS in your Classified Telephone Directory.

Couple at left are installing New Kencork's economical 1/8" gauge in 6" x 12" tiles.

An average 8' x 10' floor, easily self-installed, costs approximately \$43.60

**KENCORK** by the makers of **KENTILE FLOORS**  
WALLS/FLOORS®

© 1956 KENTILE, INC., BROOKLYN 15, N.Y. • KENTILE • KENCORK • KENRUBBER • KENFLEX • KENFLOR • KENROYAL/® REG. U.S. PAT. OFF.







## beautiful, beautiful blankets of DuPont Orlon

REG. U. S. PAT. OFF.

Are you a woman who wants the best? Then blankets of "Orlon"\* acrylic fiber are for you! "Orlon" makes these blankets gloriously soft, light as can be, yet warm enough for chilliest nights. Wash? Indeed they do, right in your machine... nylon bindings and all. And they keep their

lovely look (and shape)... unharmed by moths, too. You'll thank "Orlon" for all this luxury! Why not treat yourself (or one you love) to beautiful, beautiful blankets of "Orlon". See them in high-fashion colors, snowy white, in big and little sizes, year-round and lighter weights.

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



REG. U. S. PAT. OFF.

\*"Orlon" is a DuPont registered trademark for its acrylic fibers. DuPont makes fibers, does not make fabrics or merchandise shown here.

DU PONT FIBERS OPEN YOUR HOME TO MODERN LIVING





# WINDOW SHOPPING

CONTINUED FROM PAGE 54

## PUFFED SHIRT PROFES-

**OR** makes a cheerful going-away gift for a girl about to enter freshman year at college or a teenager a little leery about leaving home for boarding school. He sports a Mr. Chips mustache and white curls beneath a perky morboard. 13" high. \$4.95 ppd. You can order him from Beverly Baker, Box 135, Darien, Conn.



**LIKE AMERICANA?** Then you'll be delighted with the Mesca Americana Collection of apothecary jars filled with the famous Pascall English hard candies. Each is decorated with a different mode of early American transportation. Choose: Locomotives, Mississippi Riverboats, bicycles, Automobiles, Sailing ships, Street Cars. 8 1/4" high. \$9.95 each plus post. B. Altman Co., New York 16, N. Y.



## BACK-TO-SCHOOL PEN-

**LS** have been borrowed from our Japanese cousins who have a way with turning out things to light up the eyes of small children. Kokeshi pencils, topped with a moon-faced wooden dolls and tinkling bells, are sure to erase the gloomiest homework frown. Set of 6, \$1 ppd. Elizabeth McCreary, Dept. HB9, Orange, N.J.



**A Custom Covered bedroom chair is so much more satisfying!**

You can order on approval, as guaranteed! Our many versatile chairs, love seats and chaise longue are very economical when expertly tailored in your fabric or in ours. The Queen Anne wing, above, 40" high, with Foam Rubber cushion, is only \$69.50 as pictured or in solids. Express collect, check with order. Or \$59.50 in your fabric. (also matching love seat and other power priced chairs.) Write for our free Brochure 5A, now . . . to the "Custom House!"

**Bayfort Society**  
BOX 1808 / CHARLOTTE, N.C.



**Personal "NAME-LICENSE" Plates**  
Available in ALL STATE COLORS!

What a hit they make with boys and girls of all ages! They'll put them on bikes, trikes, scooters, wagons, doors to rooms, etc. Each is personalized with any name (up to 7 letters) embossed in raised letters on a 7" x 2 1/2" steel plate. Tough, baked-enamel finish in ALL STATE COLORS! Ready to attach. Terrific as gifts for birthdays, events, rewards, etc. Order several now! Print name and State plainly!

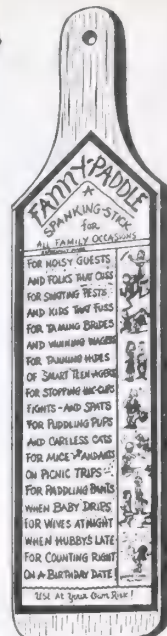
Satis. Guar., Postpaid! Each plate \$1.00 only

**BERGER PRODUCTS COMPANY**  
QUALITY SINCE 1920  
DEPT. HBD, 628 RACE ST., PHILADELPHIA 6, PA.



## Fanny Paddle

Most everyone you know will get a lot of laughs out of this catchy little paddle. A real old-fashioned spanking stick to bring back "warm" memories. Clever verse suggests endless uses. One application may end Juvenile Delinquency! Nicely grained wood 13 1/2" long. Verse, illustration in gay colors. \$1 ppd. Dept. O-H9.

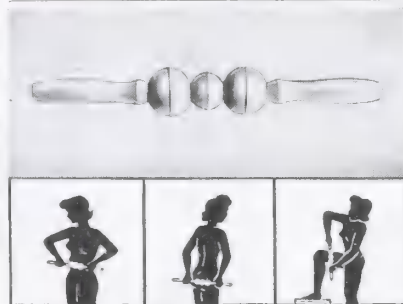


## 40 inches of tie

Per square inch it's a steal! Could be the world's longest—surely the grandest—for it's sculptured from the loudest green, red, pink, yellow striped awning canvas you can imagine. Windsor Knot," no less, with elastic, hook and eye. Crazy party piece. \$1.50 ppd. Dept. O-B9.

200 Beatty Building  
HOLLYWOOD 46, CALIFORNIA

**Carol Beatty** Free! Write for  
BIG NEW GIFT catalog.



## Reduce Those Bulges \$1

Now, enjoy reducing the easy way, with this new type massager. **ROLLER-ROLAXER** is shaped like a rolling pin with 3 revolving sponge balls. It's light as a feather, *rolls excess fat away*. Massage your way to beauty and health. Tones you up and relaxes tired, tense muscles. Illustrated chart shows where massaging is most effective. Only \$1, postage paid. *You must be pleased or your money back.* Order by mail from Sunset House, 465 Sunset Building, Hollywood 46, California.

## LOCKER CADDY

This handy catch-all with extra large see-through expandable pockets makes order out of chaos in any locker whether at Golf Club, School, Office or Factory. Made of heavy duty tape-bound reinforced tannish grey plastic with strong wire hanger for easy inside of door, out of way hanging. Size 48" x 9". Holds everything from a tee to shirts and sweaters. Order No. C 475A. Also available in charcoal colored sanforized denim No. C 475B. Satisfaction guaranteed.

\$2.49 each  
2 for \$4.75  
postpaid

Send for New Free Catalog of Unusual Items.  
**Closet Accessories Co., Dept. 1179 S,**  
816 University Place, Evanston, Ill.

★ **FAMILY FUN** ★  
★ **PHIL SILVERS** ★  
★ "You'll Never Get Rich" ★



\*CBS  
Television



the top name in TV today

"You'll Never Get Rich" is a perfect family game . . . closely follows the hilarious adventures of Phil Silvers as "Sgt. Bilko." There is real competition and everyone has a chance . . . Perfect for gift, parties, rumpus room, and those "WHAT TO DO" days.

Something for everyone  
Write for free gift catalog



SEND CHECK OR MONEY ORDER  
Sorry, no C.O.D.'s, add \$.50 postage

**DELUXE PRODUCTS** Post Office Box 3338  
BELLAIRE, TEXAS





### Enter, the sun—through Solaire

textured cotton curtains by Craig—semi-sheer, washable and sunfast. White or natural with matching ball fringe.

New short lengths: 18-inch, pair 4.95 24-inch, 5.95

30-inch, 6.95 36-inch, 7.95 42-inch, 8.95 valance, 3.95

Lord & Taylor—424 Fifth Avenue, New York 18, N. Y.

Beyond delivery area, please add .50 for shipping

### IMPORTED BLUE WILLOW 7-PC. SALAD SET



New gracious way to serve! Traditional blue willow—symbol of good luck and health adorns the 3½" bowl, the 5" stoppered oil and vinegar cruet, the 3½" salt and pepper shakers and the 11½" beautifully grained fork and spoon. Delft blue pattern in creamy ivory glaze. 7 piece set, complete—only \$4.98, postpaid. Fully guaranteed. Send cash, check or money order today.

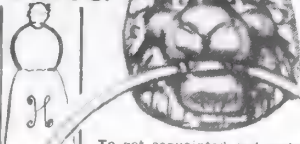
FREE 132 page catalog. The most complete assortment of colorful gifts and gadgets ever assembled.

Mrs. Dorothy Damar 386 Damar Bldg. Elizabeth, N. J.

IN CANADA: Delivered to your home, \$5.95, 811 Chatham Street, Montreal, Que.

Richly Decorative!

### LIONHEAD TOWEL RING



smart solid brass

To get acquainted and make lots of new friends for Foster House... we're offering an exciting accessory for your bathroom. It's a beautiful solid brass "lionhead" towel ring that is smart decor personified. The lionhead is 2½" cast brass and the ring is a generous 5" diameter... suitable for the heaviest bath towels. Order as many as you need at this amazing low price.

Send for free catalog Satisfaction Guaranteed or Money Back

Only 1.00 Each

Postpaid

FREE Christmas Gift Catalog

Foster House

430 (B-9) So. Jefferson St. Peoria, Ill.



### LIQUID CEDAR

#### Amazing Spray Discovery PROTECTS Furs, Woolens

Now, get positive, long-lasting protection against moths and destructive larvae that may ruin expensive furs, woolens and other fine fabrics. New LIQUID CEDAR brings natural cedar concentrate into closets, storage rooms, trunks and chests, at a fraction of the cost of cedar paneling. "Magic Mist" from plastic LIQUID CEDAR squeeze bottle penetrates into cracks, behind hook-rails, shelves and base boards, 100 times more potent than cedar itself. Fragrant, non-greasy—easy to apply. Won't rub off, natural fragrance lasts and lasts. Instructions on every bottle. Get all-season protection today—4 oz. bottle, only \$2. ppd. Send order to:

RED OAKS, Dept. 163-L, Prairie View, Ill.

### SAVE MONEY! SOLID BIRCH OR MAPLE! CAPTAIN'S STOOLS

FULLY ASSEMBLED READY-TO-PAINT



2 for \$14.95

Choose Either Style

Perfect companions to our famous Captain's Chairs—these stools are of the finest construction for a lifetime of comfort and service. Seat 14" square. Solid birch or maple—sanded silky smooth ready for you to paint, stain or lacquer. MINIMUM ORDER, 2 STOOLS. POPULAR SIZES. Seat heights: 24" high for "counter"; 30" high for "bar". (Please specify size.) Prompt delivery—ship, chgs. collect. Send check or money order. No C.O.D.'s. MONEY-BACK GUARANTEE. Instructions on "How to Finish Unpainted Furniture" sent FREE with each order. Ask for illustrated catalog. VISIT OUR FACTORY SHOWROOMS.

Makers of Fine Furniture Since 1851

MEADOWBROOK INDUSTRIES

Meadowbrook Building

2268 Bellmore Ave., Bellmore, L. I., N. Y.



## WINDOW



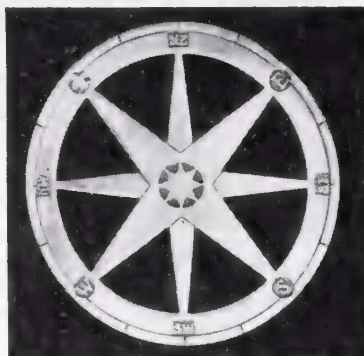
INSIDE AND OUT, washing windows is a chore to be endured. But this convertible washer makes it lots easier. It stretches to long 27" for difficult-to-reach places, quickly comes apart to come a short-handled washer for more accessible spots. Do the tire job from inside! Use on mirrors and wall tiles, too. Get cellulose sponge, \$1.50 ppd. House of Schiller, Dept. 408, 1 N. Wacker Drive, Chicago 6,



A SIGNED HUMMEL is something to remember for someone very special in your life. It happens to be a dimpled kindergarten or a silver-haired grandmother, you couldn't find a more beguiling gift than "Feeding Time." A little girl holds a barn chick in her arms while she feeds her other barnyard friends. 4½" high, \$6.50 ppd. Hildegard Studios, 597 Farmington Ave., Hartford 5, Connecticut.



THE BIG CHIEF'S CIGARS are ready and waiting for you in an earth-brown ceramic holder watched over by an impassive "cigar store indian"—and we know you'll never catch your cigar straying off the reservation. \$2.25 ppd. Hostess House, 58 Forbes St., Pittsburgh 17, Pa.



### WHERE'S NORTH?

This distinctive, highly ornamental and decidedly useful direction indicator adds a feeling of tradition and sophistication to paved terraces, patios, foyers, game rooms, swimming pools and docks. It is equally appropriate for resorts, schools and public buildings, as it serves to orient the area. Comes in solid brass, 14" in diameter and ¼" thick, with gleaming satin finish. Shows 8 points of the compass. Price postpaid \$32.50.

Add 2% west of Mississippi

MANOR CRAFTS

41 N. Crescent, Albany 8, N. Y.

### Quick Relief from SUMMER ECZEMA



Is your dog tortured with Summer Eczema like the "Before" dog shown? HILO DIP & OINTMENT remove the real cause of this hot weather scourge; have worked wonders on thousands of dogs during past 16 years. Send \$2.20 for complete treatment to

Dept. N-9 THE HILO COMPANY Norwalk, Conn.

HILO DIP & OINTMENT



# SHOPPING



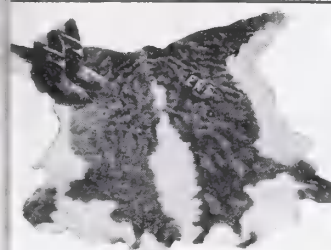
**MASTER PIECES.** A lady collector, a young prodigy taking piano lessons, your husband proud of his record collection could be delighted to own a handsome alabaster bust of his or her favorite composer. Choose from: Mozart, Chopin, Beethoven, Verdi, Schumann, Liszt, Bach and Wagner. With composer's name in gold; 5 1/4" high: \$3.25 each; set of 8, \$22.50. Ppd. Ward's, Dept. 1179, Evanston, Ill.



**FLAT BEAT-UP FUR COAT**—your fur gets a new lease on life when it undergoes an expert remodeling treatment and turns into a smart cape or stole. Remodeling service includes cleaning, glazing, repairing, relining when necessary, lusterizing to a glossy sheen. Free monogram. Delivery to three weeks delivery. \$2.95. I. R. Fox, 146 W. 29th St., New York, N.Y.



**BIG LOUD-MOUTH** that looks no nonsense from procrastinating sleepyheads is this twin-bell alarm clock. Each bell has a different tone; both of them imitative enough to spring a lazy one out of the sack on the table. Brass-finish clock has black face, luminous hands and stands an important 7 1/2" high. \$9.95. Nickel-finish, \$4.95. Ppd. Gold-Hall Corp., 19 W. 24th St., New York 4, N.Y.



## GENUINE CALFSKIN RUGS FOR USE ON FLOOR OR WALL

Everyone loves these handsome silky Calfskins... they're so perfect for the den, hall or bedroom. Soft, yet durable. Sueded back. 3 initial brand (print initials wanted) lends authentic personal note. Choice of black or brown with white.

App. 5 Sq. Feet \$10.95\* Branded \$12.95\*  
App. 6-7 Sq. Feet \$14.95\* Branded \$16.95\*

Imported Rugs of Silky Argentine Sheepskin

24" x 36"—Animal Shape—White, Pink or Blue \$14.95\*  
24" x 42"—Oval or Rectangular—White only \$17.95\*  
30" x 50"—Oval or Rectangular—White only \$24.95\*

\*Plus 50¢ postage each No C.O.D.'s Please

**Brandicalf**

Dept. B-96, 157 Federal St., Boston 10, Mass.

## Photo-Murals

Decorating? . . . custom made photo-murals are the latest imaginative decorating and redecorating idea for your home or office. The mural YOU want, made for YOU, from your favorite or ours. ANY PICTURE . . . ANY SIZE . . . ANY COLOR. . . Limited only by your imagination. photo-murals complement any room. Sold internationally by mail by world's foremost producer.



**Photomammoth Murals** Dept. 9-H, 12048 Van Owen St., N. Hollywood, Calif.

TONY MARTIN SAYS, "Friends, here's a wonderful personalized gift!"

Star of stage, screen, radio and television.



ONLY \$5.45

TONY MARTIN

ANY WORDING

THE MARTINS • EVE AND JOHN  
ENTREZ VOUS • RANCHO RIO

For Christmas, Showers, Birthdays, Weddings, Holidays.

**BEAUTIFUL DECORATOR COLORS:**  
Choice of Brick Red, Garden Green, Jet Black, Powder Blue background. Letters in Ivory only.

**7000 RUBBER SCRAPING FINGERS**  
Self draining, automatic cleaning. Keeps dirt off your rugs and carpet yearly. Make your doorway permanently attractive.

YOUR NAME OR ANY NAME  
MOLDED IN 7-LB. COLORED  
RUBBER DOOR MAT

Order your friend's or relative's name or your own — permanently molded in Ivory letters.

PAT. PEND.

ORDER TODAY — SEND NO MONEY  
MITCHELL RUBBER PRODUCTS, DEPT. B  
2122 San Fernando Road Los Angeles 65, Calif.  
Send personalized Mitchell Mat with name shown below in \_\_\_\_\_ color. (Name one background color only.)

(Print letters to be molded in—13 letters or less)

☐ I enclose \$5.45. I will pay small shipping charges.

☐ Send C.O.D. I will pay \$5.45 and small shipping and C.O.D. charges.

Ship to \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## WALL GARDEN

Complete or in 20-Minute Kit

A LOVELY INDOOR "HANGING GARDEN"

In 2 Sizes

Now—create living plant and flower arrangements on the walls of your kitchen, living room, dining room, . . . a whole hanging garden in your sunroom. Delightful pine rack holds removable plastic planters, out of reach of pets and children.

An apartment-dweller would love a Wall Garden set with slips from your favorite plants. In honey-tone knotty pine or lovely maple or mahogany finish.

As illustrated 10" x 23" \$10.95 postpaid.  
Double width 19" x 23" \$14.95 postpaid.

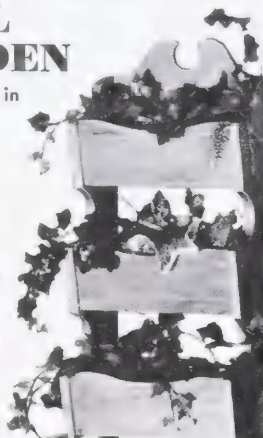
ALSO IN COMPLETE KIT—for 20-minute home assembly. Prefitted, drilled, sanded, etc., with simple instructions.

As ill. \$7.95; Double width \$9.95 postpaid.

New Catalog of finished and kit form pine furniture and wall racks. Send 10¢ stamps or coin.

Immediate delivery  
No C.O.D.'s  
Money back guarantee

**Wald House**  
Dept. B9-6  
North Conway, N.H.



## DINING ELEGANCE



### VERSATILE GATELEG TABLE

Lends Colonial charm to your dining environment. Hand crafted from solid native woods—walnut or wild cherry. Mellow, satin smooth, hand rubbed finishes, resistant to water, heat, alcohol. Any regular width chair fits easily between legs of this table. \$144 up. Lazy Susan, coffee and end tables, chest, chairs, hutch cupboards, dry sinks, cobbler's benches, bedroom pieces. Open stock, guaranteed. Send 25¢ for wood samples, illustrated brochure and prices. Visitors welcome. Write Dept. B902.



**WINEMILLER'S**  
Colonial Reproductions  
COLDWATER, MICHIGAN

more dazzling than diamonds  
at 1/30 the cost!

**Capra Gems**

YOURS FREE . . .  
FULL FACTS ON  
MODERN SCIENCES  
MOST AMAZING  
DISCOVERY!



Get full facts, FREE, on the most amazing discovery by modern science—CAPRA GEMS. A miracle of science described in recent issues of Saturday Evening Post and Reader's Digest. They're more dazzling than diamonds, yet cost much less. CAPRA GEMS' refractive quality is actually higher than diamonds! Brilliantly beautiful, dazzling CAPRA GEMS are hand cut, hand polished and hand selected. . . . priced within the reach of all who love fine gems. A 1-carat diamond stone costs you approximately \$1000. A comparable choice selected, 1-carat CAPRA GEM is yours for \$24. Federal tax included. . . . and can be bought in small easy payments.

### GET THE FACTS NOW

Valuable illustrated booklet shows a wide selection of men's and women's rings. Gives full details, including prices and settings. . . . shows all CAPRA GEMS' actual size. Limited supply, so send today without delay. No charge, no obligation. Get all the facts on CAPRA GEMS. . . . more dazzling than diamonds.

SEND NO MONEY

CAPRA GEMS CO., Dept. HB-106, P.O. 5145, Phila. 41, Pa.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## SWING LOW, SWEET PIN-UP LAMP

New variations on an old theme! Wrought-iron pull-down lamp attaches to your wall like a pin-up lamp, plugs into any socket. You'll always have light where it's needed most, for lamp raises and lowers in height you desire, free-swings from side to side on arm bracket. Copied from old Whaling Lanterns, authentic lamp has clear glass chimney, milk-glass bob, iron rooster wall bracket. Lamp is 21 1/2" long, shade has 13" diameter, swinging arm extends 18 1/2" from wall. In black or white wrought iron with red or green provincial cloth shade; in pink or turquoise with solid color matching shade. \$15.95 ppd.

Send for WARD PHILLIPS Christmas Catalog! Gifts you'll find nowhere else!

**Ward Phillips Co.**  
Main Street  
Carpentersville 1, Illinois

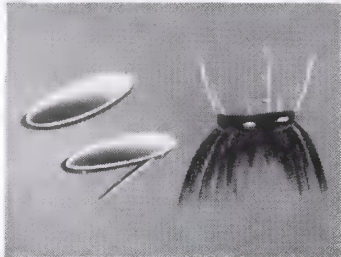






**Eastern Star Sugar Shell, Fork**  
If you belong to Eastern Star, you'll proudly proclaim it with these! Both are heavily silver-plated and each has the Eastern Star in full enameled color at the ends! Star is 1" across. Sugar Shell has goldtone bowl and is 4½" long. Relish Fork is 4½" long. Nice gift to chapter officers! Order 6292-6, Fork, \$2 or 6293-6, Spoon, \$2 by mail, postpaid.

**Skirt Pins Stop Waistline Bulge**  
Blouses slip, slide, bunch and bulge? Not with these! Pin these two pretty pieces of costume jewelry to the waist band of your skirt and they anchor blouses and sweaters firmly! Metal pins are oval in shape and are covered with 24-K gold plate. Each has a safety catch. Order No. 0540-6, Skirt Pins, \$1.00 pair, postpaid.



Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

**Miles Kimball** 134 Bond Street  
Oshkosh, Wis.

## TOOL TOTE

HOLDS OVER  
30 TOOLS

Finished or in  
15 Min. Kit

The Perfect  
Gift for Him

Now your "do-it-yourselfer" will have everything handy for those odd jobs around the house. Give him this easy to carry one-arm workshop.

Holds all his tools in plain sight for quick selection. No more groping among sharp tools for the one he needs. Cutting edges are protected so are fingers. Saw slides into concealed scabbard. Room at bottom for more tools, nails, washers, fuses, etc. Handy clips and hooks supplied. He'll enjoy arranging his own tools on special built tool board. Finished in honey tone pine. 17" x 26" x 3½". \$14.95 postpaid (Tools not included).

**EASY-BUILD KIT**—pre-fitted, drilled, sanded, etc., with simple instructions \$9.95 postpaid.

Send 10¢ for Catalog of Furniture and Kits

Immediate  
Delivery  
No C.O.D.'s  
Money Back  
Guarantee

**Yield House**  
Dept. B9-6  
North Conway, N. H.



## THE ARISTOCRAT OF COFFEES

The flavor and aroma of SEA FARE COFFEE is different. Because only small batches of finest quality South and Central America bean coffee is used in an original blend, you get a better-tasting, flavorful cup of coffee. It is the same coffee 3 lbs. \$3.50 ppd. 2 lbs. 2.40 ppd. 1 lb. 1.25 ppd. used at our world famous Aristocrat of Sea Food Restaurants.

Free Salad Recipe Folder  
**SATISFACTION GUARANTEED**  
Send Check or Money Order. No C.O.D. Dept. HB-9

**Sea Fare**  
The Aristocrat of Sea Food Restaurants  
1033 1st Ave., New York 22, N. Y.  
Visit our Restaurants when in New York



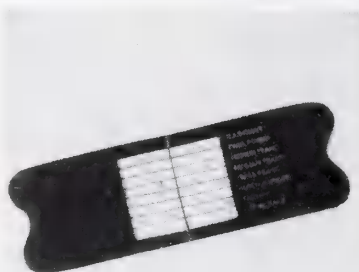
# WINDOW



**BEDROOM EYES** go to tique Satin this season. Made sun-resistant acetate viscose dreamy colors (send for swatches), quilted bedspread is \$17 for single size; \$19.95 for full; \$39.95 for king. Coverlet: single \$15.95; full, \$16.95; king, \$33. Dust ruffle: single, \$9.95; full, \$10.95. Draperies: 63" long \$7.95; 81", \$9.95; 90" long \$14.95. 90¢ post. Colten's, 13 Beacon St., Brookline 46, Ma



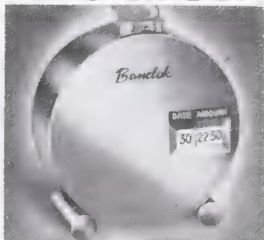
**CARVED IN AFRICA** destined to highlight the tasteful setting of your next dinner party these are arresting salad servers. Hand-carved by Kenya natives in darkest Africa, they come to you with lots of voodoo mystery in satin-smooth hand-rubbed finish. A business-like 14" long, the fork and spoon are \$3.95 ppd. Ben Ashmore, 4614 N. Paulina St. Chicago 40, Ill.



**CURRENCY CONVERTER** helps travelers abroad convert American dollars into European currency. Even if they're as traveled as Gulliver, they'll still like the swiftness of this pocket dynamo that tells at a glance the value in American money of English pounds, Italian lira, etc. In leather case, 6" x 13½", \$1.25 ppd. Blue Goose Gift Shop, Dept. HB, 209 College Ave. Elmira, N.Y.

Save \$100.00 A Year Automatically!

## "FORCES" You to Save



Get perpetual Date & Amount Bank. 25c a day automatically keeps Date right up-to-date. Also totals amount saved. Makes you save a quarter every day, or calendar date won't change. Save for Christmas, vacation or any purpose. Guaranteed mechanism and key. Order several. Reg. \$3.50. Now only \$1.99 each; 3 for \$5.75 postpaid. Orders shipped same day. Mail cash, check or money order to LEECRAFT, Dept. HB, 300 Albany Ave., Brooklyn 13, N. Y. Money back in 10 days if not delighted.

## STOP WASHING WINDOWS!

Let chemical magic whisk them clean for you. Magic Window Cloth wipes windows clean in half the time it takes to wash them. Glass glistens like your finest crystal with no hard rubbing, soap or troublesome polishing. Just dampen chemically-treated Magic Window Cloth and wipe window clean. You'll get perfect, streak-free results or your money back. Big 14"x18" cloth has long lasting chemical action, actually improves with use. Buy an extra one for mirrors or windshields.



GUARANTEED TO WORK  
OR YOUR MONEY BACK

Each cloth 69¢, 2 for \$1.25 postpaid  
**WALTER DRAKE & SONS**  
199 Drake Bldg., Colorado Springs 6, Colo.



## How To Be A Perfect Hostess When THE CHILDREN ARE COMING!

Expecting a "mob" of visitors—including children—for the Thanksgiving and Christmas holidays? Then take a tip from Mrs. Joan Gardiner. She'll be a relaxed, care-free hostess because she has no worries about "accidents" happening to her furniture. Her sofa and chairs are protected by fitted covers made of amazing new Window-Clear Plastic. The children can romp about the living room, yet dirty shoes, sticky fingers, oily hair and spilled drinks can't harm the upholstery. These sturdy plastic covers are non-porous, so dust, dirt and liquids can't get through. And the plastic is super-clear, so every detail of upholstery color and pattern shows through. "Your perfect-fitting covers are the modern way to protect furniture," says Mrs. Gardiner. "And they're so inexpensive. For their furniture's sake—and their own peace of mind—every housewife should have your covers."

To protect your furniture—for the holidays and the year 'round—write today for **FREE CATALOG**. 150 easy-to-order styles and sizes for Lawson, Club, Modern, Hideabed . . . even Sectional & Bumper models. **FREE** Sample of clear plastic included. **SCHILLER**, 180 N. Wacker, Dept. HB-11, Chicago 6, Ill.



## Genuine FURS

FOR DOLLY

Complete  
3 Pc. Set

As Low As

\$1

For 7" to 9" Dolls .....\$1.00  
For 12" to 22" Dolls .....\$2.29  
For 23" to 30" Dolls .....\$2.98

Little mothers can now pamper their favorite dolls with this stunning outfit of real, deep-piled, snowy-white sheared rabbit fur. Shimmering satin lined cape with silk ties and fluffy pompons, hat with pompon and muff. Send remittance or order C.O.D., plus postage. Satisfaction guaranteed.

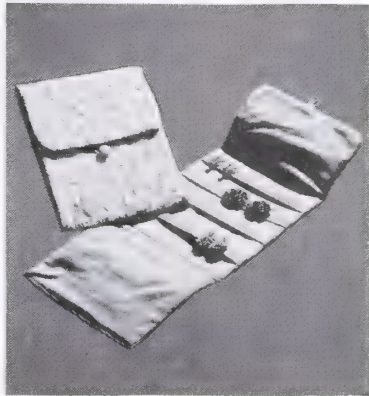
**NIRESK**, Dept. DF-203, Chicago 40, Ill.



# SHOPPING



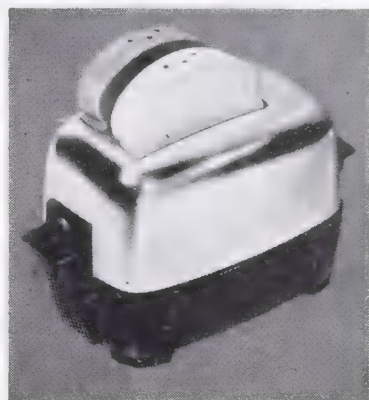
**EAR-MARK** this file to bring order to your jewel collection. Tiny in size,  $8\frac{1}{4}'' \times 7''$ , it holds as many as 12 pairs of earrings, clips and small pins. Shocking pink or turquoise, case is covered in embroidered taffeta and lined in soft flannel to protect your precious gems. File folds flat for easy packing on week-end jaunts or an extended trip. \$1.95 plus 15¢ post. Howard House, 106 Warren St., New York 7.



**POLITICAL PARTY APRONS** proclaim in no uncertain terms which candidate is going to get your vote. Wear one at your next cocktail party and it will react on your political adversaries like a red flag on a bull. Bright red felt, appliquéd with an elephant or a donkey and sashed in white, each cocktail apron is \$3.95 ppd. Greenhall, 1133 Broadway, New York 10, N. Y.



**TOAST OF THE TOWN.** Make note of this Lilliputian set if you know a lady bent on collecting zany salts and peppers. A tiny toaster looks for all the world like its big brother, comes in shiny chrome and black plastic and, with a flick of the lever, up pop 2 slices of toast—actually the salt and pepper!  $3'' \times 4''$ , \$1.25 ppd. Adriane, Inc., Dept. HB-17, Park Square St., St. Paul, Minn.



Mrs. Arthur H. Robinson  
1035 Thurmal Avenue  
Rochester, New York

## 1000 Name and Address Labels \$1

Your name and address printed on 1000 fine quality gummed labels. Packed in a handy, hinged purse-size plastic gift box. Padded for easy handling. You'll find dozens of uses for them including:

- |                    |             |
|--------------------|-------------|
| Stationery         | Checks      |
| Phonograph Records | Sheet Music |
| School Books       | Lunch Boxes |
| Pencil Boxes       | Wallets     |
| Greeting Cards     | Card Tables |
| Umbrellas          | Brief Cases |
| Manuscripts        | Hats & Caps |
| Eye Glass Cases    | Toys        |

Your choice of 3 lines printed on fine quality gummed paper. 1000 for only \$1.00. SPECIAL OFFER: Any SIX orders for \$5. Personalized labels make a wonderful, useful present. Money back if not delighted. Handy Gifts, 912 Jasperson Bldg., Culver City 1, Calif.



## vieux carré café curtains

You'll love the snowy whiteness, delicate floral pattern and lacy scalloped border of these semi-sheer cotton curtains. Inspired by the elegant Swiss Tambour curtains they add charm to traditional settings... are magic with modern! A joy to own... they wash in a wink, retain their crispness and never need stretching.

Hand from their own sturdy loops—each pair 76" wide  
Write for prices and sizes of TAILORED CURTAINS  
We pay postage  
Money Back Guarantee

frances-morris

Dept. HB-9, 1016 Carroll St.  
Brooklyn 25, New York

## THE SPOT REMOVER FURNITURE POLISH



## REVIVA by

Jackson of London

**REMOVES** stubborn surface spots  
**CLEANS** dirt and grime  
**POLISHES** to high, dry lustre.  
**Covers** minor scratches. For all varnished, shellacked or lacquered surfaces.

ENTERTAIN WITHOUT FEAR! No need to worry if you have rings from alcohol, heat or water on your table—or any other surface spots on your favorite modern or antique furniture. Just apply REVIVA and surface spots will vanish like magic. Revives original color and grain of wood. Once you have used REVIVA, you will never be without it. Consumer tested and accepted for over 15 years. A Triple Action Tonic for Marred Furniture.

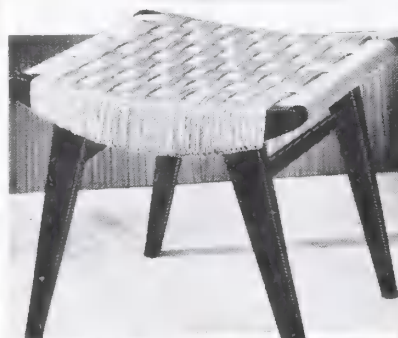
Quart \$3.00 Pint \$2.00 Half-Pint \$1.50  
PLUS POSTAGE, Sorry, no C.O.D.

## Use "Patina" Jackson of London English Type Wax (Paste)

A decorator's polish to restore and retain the patina of precious pieces. For all wood, marble and finished leather. Dark wax for all surfaces—special Blond wax for light surfaces. \$1.50 jar, \$2.00 double size. Plus postage, no c.o.d.



MRS. MARK JACKSON'S STUDIO-B . . . 123 WEST 57TH STREET, NEW YORK 19, N. Y.



**FRENCH BENCH**  $20'' \times 17''$   
 $17''$  high  
**\$14.95**  
a rare find at postpaid  
West of Miss. add 50¢

You'll marvel at the fine hand workmanship, the simple, beautiful lines of this elegant bench. Genuine braided rush seat is hand woven. Satin-finished birch in Light Natural or Black Lacquer. At home with modern or traditional for utility seating, chairside table, TV or vanity bench, luggage rack, etc. An exceptional value. Shipped direct to you from our workshop. Quick delivery. Satisfaction guaranteed.

Send check or money order.  
**Hobi**  
Dept. B-96,  
Flushing 52, New York



## HUMMEL CHRISTMAS CARDS

from 16 different original sketches in colors by the famous artist Berta Hummel. The loveliest greetings you will send.

Size $3\frac{1}{2}'' \times 4\frac{1}{2}''$ in colors, 4x5 in colors w. gold trimming	
40 cards \$2.35	32 cards \$2.35
80 cards 4.35	64 cards 4.35
100 cards 5.00	80 cards 5.00

Packed assorted, with envelopes, postpaid.  
Order Early From  
**Hildegard Studios**  
Dept. HB  
597 Farmington Ave., Hartford 5, Conn.



## 7-PC. BLUE WILLOW BEVERAGE SET

An Exceptional Find At An Exceptional Price!

The famous and well-loved BLUE WILLOW pattern decorates this graceful porcelain pitcher and its six matching tumblers. You'll particularly like the pitcher for serving iced drinks... an ice-guard at the spout prevents cubes from splashing into the glasses. Pitcher is  $9\frac{3}{4}''$  high, holds 73 ounces. 14-ounce tumblers are  $5\frac{1}{2}''$  tall. A beautiful set that's a pleasure to own, to give, to buy-by-mail!

7-Pc. Beverage Set \$6.50 Complete  
Send for WARD PHILLIPS Christmas Catalog  
Gifts you'll find nowhere else!

Ward Phillips Co. 9 Main Street, Carpentersville 1, Illinois

## engraved DESK-n-DOOR markers distinctive beauty for your home or office

At home or in the office, your DESK-n-DOOR Marker identifies you with classic beauty and quiet good taste. It helps visitors—saves time—prevents errors in delivery, etc. Ageless design harmonizes with any setting.

- Engraved letters, black-filled
- "Silver-satin" bar of solid aluminum, "gold-satin" bar of solid brass or "copper-satin" bar of solid copper
- Any wording, up to 20 letters and numbers
- Solid walnut or ebony-black heavy hardwood base on desk models
- Special clean-on backing on door model. Grips tight in any clean surface, never slips, can be removed and re-used. No screws or holes.

**SATISFACTION GUARANTEED**  
**MONEY BACK!**

Title (President, Sales Manager, etc.) below name on any style 50¢ extra

**WE SHIP WITHIN 48 HOURS**

Great for gifts—to give or get!  
**Spear ENGINEERING COMPANY**  
436 Spear Bldg., Colorado Springs, Colo.

The J. E. ROCKWELLS

JOHN REYNOLDS

Desk Styles bases  $8\frac{1}{2}'' \times 2''$   
\$1.95 each postpaid  
Order Style

AKL (aluminum on ebony)	AKW (aluminum on walnut)
BKE (brass on ebony)	BKW (brass on walnut)
CKL (copper on ebony)	CKW (copper on walnut)



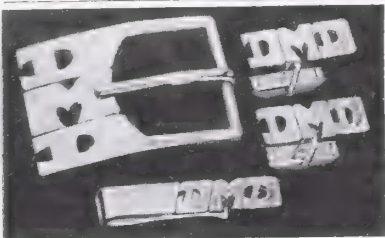


## Ring around the roses—

an edging of scallops on our celebrated, rose-covered cloth. The flowers are hand-printed on pure linen. 70-inch circle, 9.95  
52-inch square, plain hem, 3.50  
52 x 70-inch, plain hem, 4.50  
Matching napkins, each .60

### LORD & TAYLOR

424 Fifth Avenue, New York 18  
Beyond delivery area, add .50 shipping



## Personalized with HIS Initials in Sterling Silver

### FOR THE MEN IN YOUR LIFE—

our handsome, handmade sterling silver belt buckle, tie clip and cuff links . . . the gifts a man will wear with pride—keep forever. Buckle fits any regular 1" belt. Specify initials desired. Orders shipped within week. Buckle—\$8.80; Tie Clip—\$3.85; Links—\$7.70. Set of 3—\$19.50. Prices include tax and postage. No C.O.D.'s please.

FREE CATALOG showing large assortment of fine sportswear, accessories and gifts.

**ROBIN  
HOOD'S  
BARN**

Westwood, Mass.  
Dept. B9-6



## NEW!! TEEN CRAZE

### Personalized JEAN BELT AND POUCH

Your teen-ager will be thrilled with this new and exciting twosome—indispensable with jeans or skirts. Pouch is beautifully embossed in rich brown with her FIRST NAME. Inside, there's loads of room for a wallet, lipstick, comb, etc. Matching belt is embossed with favorite teen jive—HEP CAT, SLICK CHICK and others. Genuine top-grain leather in natural color. She'll want to be the first in her crowd to own this fabulous set. Print name and belt size clearly when ordering. Money-back guarantee.

Write for free  
Gift Catalog

Only \$3.95 Post-paid

**Grandma Pennypincher**  
1216 Yale, Dept. HB-2, Houston 8, Tex.



## FINE SATIN RIBBON 50 yard roll only 50¢

You can save on this 1/2" sparkling satin ribbon that costs \$3 per roll in stores—your choice of 10 gay colors. This factory-new, color-fast ribbon has no-fray edges and extra strong weave. Practical for gift wrapping, clothes trim, party favors or hair bows. Take your choice—each 50 yard roll only 50¢ postpaid.

**Walter Drake**

red • white • pink • light blue • royal blue • Nile green  
emerald • orchid • yellow • cocoa brown

**SATISFACTION GUARANTEED OR MONEY BACK**  
199 Drake Bldg., Colorado Springs 4, Colorado



## PEE WEE

### REALLY WORKS—FOR YOUR LIFETIME!

Works without tubes, batteries or Electrical Plug-ins! Runs continuously for weeks and months. Never runs down—nothing to burn out. Weighs only 4 ozs. SMALLER THAN A PACK OF CIGARETTES! Easily fits in ANY SMALL POCKET OR PURSE. GUARANTEED TO RECEIVE LOCAL RADIO STATIONS ANYTIME—ANYWHERE YOU GO! Guaranteed to work for your lifetime or we will replace or repair for just one dollar. Receive Civil Defense alarm broadcasts also. HAS SELECTIVE NEWLY DEVELOPED, FERRITE Rotary station selector. Perma-diode crystal, Super Speaker-phone all in Durable Black Gold Plastic cabinet.

**SEND ONLY \$2.00**

(bill, ck., m.o.) and pay postman \$4.99 plus C.O.D. postage or send \$6.99 for postpaid delivery. Sent complete, READY TO LISTEN with

WARRANTY GUARANTEE and full instructions. Nothing extra to buy now or ever—Available only from:

**MIDWAY COMPANY**

Dept. WHI-7

KEARNEY, NEBRASKA



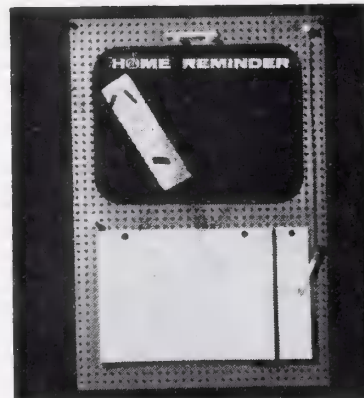
## WINDOW



**IF SHE'S A GOLDEN GIRL,** give her this new golden wire jewelry that's causing a furor around New York. It's made of slender strands of gleaming wire, twisted into sophisticated swirls and set with milky pearl spheres. Choker and bracelet are \$10.95 each. 2 1/2" pin is \$5.95. Earrings are \$4.95 the pair. Tax and post, incl. Aimée Lee, 545 Fifth Ave., New York 17, N.Y.



**HOME FIRE DEPARTMENT** is the accurate inscription that blazes across the front of this smart ceramic container for a 16-oz. spray can of fire extinguisher. Gaily decorated with a bright red fireman's hat, it will take any standard aerosol bomb. \$1.50. Complete with 16-oz. spray can of extinguisher. \$2.75 ppd. Here's How, 27-H East 22nd St., New York 10, N.Y.



**PEG O' YOUR HEART.** A big pegboard (16" x 24") comes in delicious lollipop colors and is equipped with everything you need to run an efficient household. There's a magnetic slate and chalk, 2 pads (one for lists) and a pencil, a supply of pegs for hanging up keys, pot holders, etc. In pink, aqua, yellow or white, \$3.98 ppd. Order from Cloverleaf, Box 300, Pearl River, N.Y.



## SHAKE SHARP RAZOR

Built-in sharpener keeps blade sharp with a few shakes of your wrist. Easy to do—a great shaver for any man or woman. Specially designed hone is always in the razor and sharpens by simply shaking back and forth. Blade guard designed to prevent razor nicks. Uses any standard double-edge blade. Saves time and gives more shaves from each blade. Original gift that any man will want and get one for yourself as well. In leatherette gift case.

**\$2.98** Postpaid

2 for \$5.50 Postpaid  
No C.O.D. Please

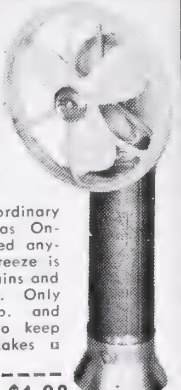
**Mead's OF GREENWICH**  
256 Greenwich Ave., Greenwich, Conn.

## an ELECTRIC FAN for YOU! \$1.98

Fits your purse to take anywhere—anytime. Stands on dresser or vanity.

- Keeps you Cool
- Dries wet heads
- For drying nail polish
- Make-up liquids and lotions
- Cooling drinks and foods

Operates on two ordinary flashlight batteries. Has On-Off switch. Can be used anywhere a zephyr like breeze is needed. On crowded trains and bus. On sultry days. Only \$1.98 plus 25¢ p.p. and hdlg. Order several to keep around the house. Makes a thoughtful gift too.



## NITE-LITE—\$1.98

Beautifully Designed mellow TAPER LITE is a necessity in the nursery or bedroom. Luminescent band glows in the dark. When lifted light goes on automatically. Has adjustment for steady light, too. Works on 2 ordinary flashlight batteries. Eliminates stumbling in dark rooms, closets and hallways. Decorative and can be used anywhere, anytime. \$1.98 each and 25¢ pp and hdlg. charges (3 for \$5.50)



**Chelli Promotions Inc.**  
480 Lexington Ave.  
Dept. E83 N.Y. 17, N.Y.



# SHOPPING



## WONDERFUL FOR MR.

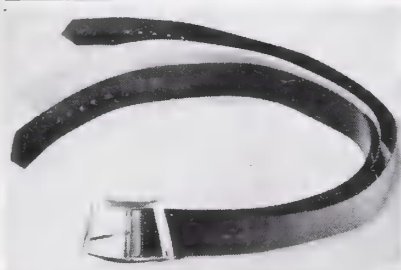
**WONDERFUL** are these Barbecue Tools. If he reigns best when you entertain in your garden or patio and he does the cooking, this is the Christmas gift for him. Set includes spatula, fork, spoon, charcoal rake and basting brush that detaches for cleaning. All with redwood handles, brass hilts, black iron shafts. \$7.50 plus 50¢ post. The Mail Box, Lombard, Illinois.



**LONG DUSTER** is a Slim Softie that cleans those hard-to-reach places that plague every housewife. It gets behind and under all narrow spaces, reaches between refrigerator and counter, under radiators, bureaus, beds, up to moldings. Use wet or dry. Shaggy cotton duster is removable for washing. 36" long. \$2.98 plus 25¢ post. Mastercraft, 212HB Summer, Boston 10.



**CUDDLE RUG.** No matter how strident the alarm, no matter how bitter the morning, the luxurious, feet-sinking softness of this sheepskin rug makes the break from warm bed to cold rising considerably less shattering. It comes in white or a natural honey color, is 8 to 9 square feet in area. White, \$12.95; natural, \$11.95. Add 50¢ postage. Brandicalf, Dept. B-1, 157 Federal St., Boston 10, Massachusetts.



**Six-in-One Belt** is a really fabulous value. The basic ingredient is a large gold buckle, which comes with three Shoe Calf belts. Each belt is completely reversible, so you can ring your waist with any of six different colors. A perfect match for almost any outfit in your wardrobe. Belts are fully adjustable and can be trimmed to fit any size. Available in two widths, 2 inch or 1 1/2 inch, in beguiling shades of black/avocado, tan/brown, red/panama. Also available in Pastel Shades: pink/bamboo, powder-blue/aqua, light avocado/black patent. You get either set of six for just \$1.50 postpaid. The group of 12, \$3.00.

*Mono-Art*

50 Delancey St., New York, N. Y. Dept. B-9

moveable window shutters and louver doors by

*Louvercraft*  
OF NEW YORK

Complete selection of expertly styled moveable Window Shutters and Louver Doors... made to your exact measurements... any color or wood finish. All available by mail. Send 25¢ to Dept. 57 for illustrated Decorator's Guide and Price List, or visit our showroom at

**LOUVERCRAFT CO., INC.**  
1185 2nd Ave. between 62-63 St. N.Y.C.  
Telephone: TE. 2-8433



## Lavender Sachet Spray

Reminiscent of the age of Victorian elegance! Here in a spray can is a concentrated solution of fresh lavender that will have your sheets, cases and towels delicately fragrant, fresh and delightful to use! Spray them immediately after ironing and the exquisite aroma will penetrate drawer or closet. Long-lasting 6 ounces. No. 1228-6, Sachet Spray, \$1.50.

**Adjustable Drawer Dividers**  
Have drawers neat as a filing cabinet! Light metal dividers come in three heights—any of which expand to fit drawers 9" to 17" deep. Smooth brown finish. Install in an instant! Order No. 9012-6, Dividers, 2 1/2" high, 4 for \$1; 9013-6, Dividers, 4 1/2" high, 4 for \$1.19; 9014-6, Dividers, 6 1/2" high 4 for \$1.29 postpaid.



Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

*Miles Kimball* 134 Bond Street  
Oshkosh, Wis.



NOW  
IN KITS  
—TOO

U. S. PAT. #2616566

## Safe-Lock Gun Racks

Displays your Guns... Protects your Family THE GUNS AND AMMUNITION ARE LOCKED IN These handsome sturdy gun racks safely rock guns in the desirable display position. Large drawer locks up ammunition, hunting knife, pistol, cleaning gear, etc. One key unlocks drawer and guns. Guns cannot fall or be taken out. Children, friends cannot tamper with them. The only one of its kind. Finely hand crafted and finished in satin smooth honey-tone knotty pine or a lovely mahogany finish.

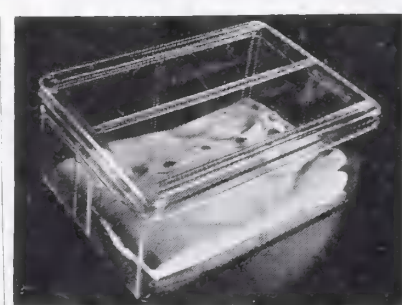
4-Gun Rack—24"x28" (illustrated) \$19.95 } Express  
6-Gun Rack—24"x40" (taller) \$29.95 } Charges  
3-Gun Rack—24"x21" (no drawer) \$12.95 } Collect

IN COMPLETE KITS—for easy, 1-hr. home assembly. Prefitted, drilled, sanded, etc. with simple instructions.

4-Gun Rack—\$11.95 Postpaid } Add 10%  
6-Gun Rack—\$17.95 Postpaid } West of  
3-Gun Rack—\$ 7.95 Postpaid } Mississippi

Money  
Back  
Guarantee  
No  
C.O.D.'S

*Field House*  
Dept. B9-6  
North Conway, N.H.



Keep Delicate Apparel  
Fresh and Lovely in This

## GIANT CRYSTAL BOX

Here is the very thing you've been looking for to protect your delicate finery from harmful dust particles. Made of durable polystyrene, this attractive box and its snug-fitting cover are crystal clear, so its contents can be seen at a glance. It is 15" x 11" x 6" high—large enough to hold a dozen sweaters or blouses, or a dozen slips and nightgowns, or several knitted suits. Fits easily on closet shelf.

Perfect for safe, practical  
off-season storage.

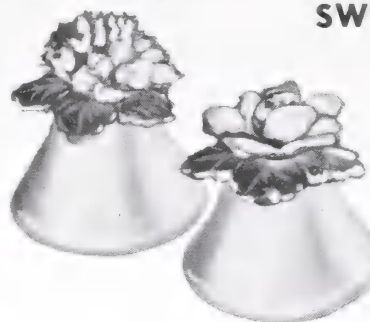
**\$5.95**  
ppd.

No C.O.D.'s or Stamps, Please

## NATIONAL HANGER COMPANY

Dept. HB-9, 15 West 18th St., N.Y. 11, N.Y.

## SWEET FOR SPICES



Flower-topped salt and pepper shakers add bouquets of flavor to any table! In sparkling white china, one has a pink-tipped carnation, the other a yellow rose, both on a bed of green leaves. 1 3/4" high, imported. AN OUTSTANDING VALUE!

SPECIAL  
INTRODUCTORY  
OFFER only **\$1.00**  
pair, ppd.

Write for free gift catalog,  
available Sept. 15th

**NANCY NORMAN**

422-C Washington St., Brighton 35, Mass.

## 50 Personalized Postals \$1

Your own name and address neatly printed on 50 fine quality white vellum post cards. Use for correspondence and as regular post cards... always neat and efficient looking. You'll want a supply for home use... and you won't find a nicer gift for business friends and students. Everyone who uses the mails will appreciate them. And \$1 per 50 is the lowest price ever. (Special 100 for \$1.75!) Handy Gifts, 912 Jasperson Bldg., Culver City 18, Calif.







# WINDOW SHOPPING



## 100 Animals . . . \$1.00

As many as 26 varieties assorted, each identified on the back. Stand erect on individual bases. Many gay appealing colors. Animals from every continent. Sculptured and cast in detail, approximately 1 1/2" tall. Educational as well as clever play toy. 100 animals . . . \$1 ppd. Dept. O-609.

## Christmas Mail Basket

Beautiful red lacquered, gaily decorated by hand with sequined Christmas tree, snowman. Real festive addition to your door, hall, table. A pleasant home for holiday mail, sure to be used year after year. P.S. Fruits or gifts packed in Christmas mail basket will win 1st prize for packages under anybody's tree. \$1.95 ppd. Dept. O-C9.

**Free!** Write for BIG NEW GIFT catalog.

**Carol Beatty**

200 Beatty Building  
HOLLYWOOD 46, CALIFORNIA



## ADD EXPANDABLE SHELVES For Extra Storage Space



Just set 'em up...these ingenious shelves stack on top of each other to fill any space you want to make useful. Use them in closets, pantries, cupboards, or workshop for shoes, hats, dishes, canned goods, tools, etc. Each is white enameled steel. 9" deep, 6" high and expands from 14" to 26" in width. \$1.49 delivered. Full money back guarantee. Send cash, check or money order today.

**FREE** 132 page catalog. The most complete assortment of colorful gifts and gadgets ever assembled.

**Mrs. Dorothy Damar**

385 Damar Bldg.,  
Elizabeth, N. J.

IN CANADA: Delivered to your home. \$1.89.  
811 Chatham Street, Montreal, Que.

## 3pc Café Set '28<sup>50</sup>



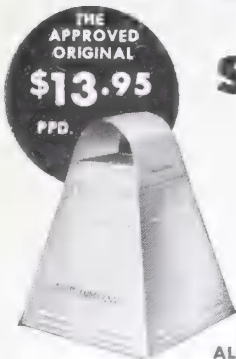
What a charming way to serve! Suitable for any decor, any room in the house or for the terrace. Our MICA table tops (1" thick) are absolutely heat and alcohol proof. Choose walnut, black or white. Chair seats: DENIM—brown, aqua, lemon, pink, grey, black; PLASTICS in aqua, white, black. Also black/white TWEED. Specify chair model. 3-pc. sets w. 24" diam. table @ **28.50**, 30" @ **38.50**, 36" @ **47.50**. ADD'L CHAIRS only **6.50**. Chairs also available brass-plated **12.75**.

**bon marche**

26 E. 14 St., N.Y. 3, N.Y., Dept. B9

All shipments express collect, no COD's.

## BURNS TRASH SAFELY OUTDOORS!



End fire hazards—neighborhood nuisance of blowing burning bits of paper—sooty ash. Scientific draft design minimizes smoke, smell—burns damp, green, dry, garbage or refuse to fine ash. Needs no watching. Burns in any weather. Quickly pays for itself. Made of rust-resistant aluminum bonded to steel for longest service. Over 150,000 satisfied users. Approved by fire depts. 2 bushel model A (21 1/2" x 27")—\$13.95 postpaid. 3 bushel model B (24" x 32")—\$17.95 postpaid. Money back guarantee. Stainless steel models available.

ALSTO CO., Dept. HB-9, 4007 Detroit Ave., Cleveland 13, Ohio.

now . . . be your own importer and save on the world's finest merchandise—through Shopping International!

## handmade EGG CUPS

sent to you direct from Italy! Breakfast table froons are replaced by smiles when you serve eggs in this amusing set. Entire family (Mama, Papa, Boys, Girls) is hand-painted in wood, with hand-knit Tyrolean hats to keep eggs warm. So gaily colored, you'll use them, too, for party favors, nuts, etc. A thrilling gift, it comes direct from Italy via New York, in its original wrappings! **\$1.00** each (Choose your own family members; minimum order any two).

**\$4.00** set of four shown

All prices postpaid.

No C.O.D., please

**SHOPPING INTERNATIONAL, INC.**

Dept. 27, 65 Court St.,  
White Plains, N. Y.



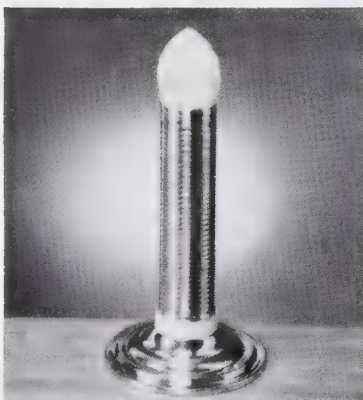
## CRAZY OVER HORSES?

Then get her this wonderful sterling silver jewelry, and she'll pay you off with a hug and a kiss. The 18" necklace dangles a gleaming thoroughbred framed in a lucky horseshoe. \$5.50. Matching bracelet swings the same horsey charm. \$4.50. Tax and post. incl. Selden Cooper, Grove Park Inn, Asheville, N.C.



## GREAT BIG BEAUTIFUL BARGAIN.

An 8" salad or fruit bowl is made of brilliantly faceted, imported crystal, rimmed with Sheffield silver plate. It's indeed a present with a sparkling future. Imported from England, complete with 9" silver-plated servers, the incredible price is \$7.50 the set, incl. tax, post., gift wrapping. Croyden Silvermart, Ltd., 805 Lexington Ave., New York 21, N.Y.



## PICKUP LAMP.

Ladies in the dark need fumble no more for light on the subject with this candlestick lamp beside their bed. Pick it up, the light goes on. Put it down, the light goes out! Or it can be set so the light *stays* on. Luminous band around the base glows in the dark. In polished chrome or in pink with a nursery design, 7 1/2" tall, \$1 ppd. Huss Bros., 100 W. Chicago Ave., Chicago 10, Illinois.



## A PRAYER PLATE for grub-

by-faced angels who scrub up to rosy beauty each mealtime, reads "Our Father we thank Thee for this Food, God Bless Us and all Thy hungry children everywhere. Amen." For your daughter who is kindergarten age, or for a house full of hungry hoydens, 8" white earthenware plate is colorfully decorated with a praying boy and girl. \$2 ppd. Applegath's, Box 295, La Grange, Ill.



## A DELFT PITCHER

filled with brilliant blue cornflowers and spicy pinks makes a sweet welcome in a guest room. Or filled with chilled heavy cream, use it next time you serve strawberries for Sunday brunch. On three feet, the colorful design is flecked with gold. 8" tall. \$13.95 ppd. Holland Delft Blue, 4811 Carondelet St., New Orleans, Louisiana.

Please turn to page 67



# Light for Living

A woman with blonde hair, wearing a red dress and a white apron, stands in a kitchen. She is holding a camera up to her eye, as if taking a picture. The kitchen has yellow cabinets and a red countertop. A large, bright light fixture hangs from the ceiling. The floor is made of red bricks. In the foreground, there is a wooden table with some items on it, including a black bag and a red shoe. The background shows a doorway leading to another room.



All you need to know about decorating and lighting  
in this authoritative, how-to book,  
originally \$6.<sup>75</sup> now paper-bound for only **35¢**

October is American Home Lighting Fixture Month—a wonderful time to start planning Light for Living for your home. Get your copy of “How to Decorate and Light Your Home”, *now*!

**GENERAL  ELECTRIC**

# HOW TO DECORATE AND LIGHT

28 ROOM  
COLOR SCHEMES

2.80

liv-  
Two  
awer  
Fin-  
and

.50

10  
 11  
 12  
 13  
 14  
 15  
 16  
 17  
 18  
 19  
 20  
 21  
 22  
 23  
 24  
 25  
 26  
 27  
 28  
 29  
 30  
 31  
 32  
 33  
 34  
 35  
 36  
 37  
 38  
 39  
 40  
 41  
 42  
 43  
 44  
 45  
 46  
 47  
 48  
 49  
 50  
 51  
 52  
 53  
 54  
 55  
 56  
 57  
 58  
 59  
 60  
 61  
 62  
 63  
 64  
 65  
 66  
 67  
 68  
 69  
 70  
 71  
 72  
 73  
 74  
 75  
 76  
 77  
 78  
 79  
 80  
 81  
 82  
 83  
 84  
 85  
 86  
 87  
 88  
 89  
 90  
 91  
 92  
 93  
 94  
 95  
 96  
 97  
 98  
 99  
 100  
 101  
 102  
 103  
 104  
 105  
 106  
 107  
 108  
 109  
 110  
 111  
 112  
 113  
 114  
 115  
 116  
 117  
 118  
 119  
 120  
 121  
 122  
 123  
 124  
 125  
 126  
 127  
 128  
 129  
 130  
 131  
 132  
 133  
 134  
 135  
 136  
 137  
 138  
 139  
 140  
 141  
 142  
 143  
 144  
 145  
 146  
 147  
 148  
 149  
 150  
 151  
 152  
 153  
 154  
 155  
 156  
 157  
 158  
 159  
 160  
 161  
 162  
 163  
 164  
 165  
 166  
 167  
 168  
 169  
 170  
 171  
 172  
 173  
 174  
 175  
 176  
 177  
 178  
 179  
 180  
 181  
 182  
 183  
 184  
 185  
 186  
 187  
 188  
 189  
 190  
 191  
 192  
 193  
 194  
 195  
 196  
 197  
 198  
 199  
 200  
 201  
 202  
 203  
 204  
 205  
 206  
 207  
 208  
 209  
 210  
 211  
 212  
 213  
 214  
 215  
 216  
 217  
 218  
 219  
 220  
 221  
 222  
 223  
 224  
 225  
 226  
 227  
 228  
 229  
 230  
 231  
 232  
 233  
 234  
 235  
 236  
 237  
 238  
 239  
 240  
 241  
 242  
 243  
 244  
 245  
 246  
 247  
 248  
 249  
 250  
 251  
 252  
 253  
 254  
 255  
 256  
 257  
 258  
 259  
 260  
 261  
 262  
 263  
 264  
 265  
 266  
 267  
 268  
 269  
 270  
 271  
 272  
 273  
 274  
 275  
 276  
 277  
 278  
 279  
 280  
 281  
 282  
 283  
 284  
 285  
 286  
 287  
 288  
 289  
 290  
 291  
 292  
 293  
 294  
 295  
 296  
 297  
 298  
 299  
 300  
 301  
 302  
 303  
 304  
 305  
 306  
 307  
 308  
 309  
 310  
 311  
 312  
 313  
 314  
 315  
 316  
 317  
 318  
 319  
 320  
 321  
 322  
 323  
 324  
 325  
 326  
 327  
 328  
 329  
 330  
 331  
 332  
 333  
 334  
 335  
 336  
 337  
 338  
 339  
 340  
 341  
 342  
 343  
 344  
 345  
 346  
 347  
 348  
 349  
 350  
 351  
 352  
 353  
 354  
 355  
 356  
 357  
 358  
 359  
 360  
 361  
 362  
 363  
 364  
 365  
 366  
 367  
 368  
 369  
 370  
 371  
 372  
 373  
 374  
 375  
 376  
 377  
 378  
 379  
 380  
 381  
 382  
 383  
 384  
 385  
 386  
 387  
 388  
 389  
 390  
 391  
 392  
 393  
 394  
 395  
 396  
 397  
 398  
 399  
 400  
 401  
 402  
 403  
 404  
 405  
 406  
 407  
 408  
 409  
 410  
 411  
 412  
 413  
 414  
 415  
 416  
 417  
 418  
 419  
 420  
 421  
 422  
 423  
 424  
 425  
 426  
 427  
 428  
 429  
 430  
 431  
 432  
 433  
 434  
 435  
 436  
 437  
 438  
 439  
 440  
 441  
 442  
 443  
 444  
 445  
 446  
 447  
 448  
 449  
 450  
 451  
 452  
 453  
 454  
 455  
 456  
 457  
 458  
 459  
 460  
 461  
 462  
 463  
 464  
 465  
 466  
 467  
 468  
 469  
 470  
 471  
 472  
 473  
 474  
 475  
 476  
 477  
 478  
 479  
 480  
 481  
 482  
 483  
 484  
 485  
 486  
 487  
 488  
 489  
 490  
 491  
 492  
 493  
 494  
 495  
 496  
 497  
 498  
 499  
 500  
 501  
 502  
 503  
 504  
 505  
 506  
 507  
 508  
 509  
 510  
 511  
 512  
 513  
 514  
 515  
 516  
 517  
 518  
 519  
 520  
 521  
 522  
 523  
 524  
 525  
 526  
 527  
 528  
 529  
 530  
 531  
 532

cata-  
as-  
ale

EY

Birmingham Ala

CULTURED PEARL  
GOLD TIE TACK \$5  
LARGE

LARGER SIZE \$10+

CLUSTER  
EARRINGS  
WITH MATCHED  
CULTURED PEARLS  
AND PERFECT DIAMONDS \$551

†TAX INCLUDED.

ALL JEWELRY ACTUAL SIZE

MAIL ORDERS FILLED • POSTAGE PREPAID  
UNCONDITIONALLY GUARANTEED  
WRITE DEPT. HB-9





Newest "family plan"...

do-it-yourself

# Karpet-Squares\*

TRADE MARK

by Allen

PATENTS PENDING

Now you can create your own design in carpeting...  
and the whole family can have fun installing it!

For the first time! Self-sticking, self-cushioned  
carpet units... you just peel, place and pat!

Here's dramatic news in floor fashion... and style and fashion never before available even in expensive custom carpeting. Now you can have wall-to-wall carpeting, in any exciting design you want, with ingenious KARPET-SQUARES by Allen. Any number of beautiful patterns can be devised, in solid or contrasting colors... and KARPET-SQUARES complement any room, in any period or style decor.

KARPET-SQUARES are 18" Squares of thick cotton carpeting, with their own built-in cushion and a pressure-sensitive adhesive backing that will stick to any clean, flat surface. They are easily and economically maintained... in case of severe damage, simply pull up and replace one Square. Bring your room measurements to your KARPET-SQUARE dealer... he will be glad to help you.



32" - \$17.95 postpaid. Money  
steel models available.

ALSTO CO., Dept. HB-9, 4007 Detroit Ave., Cleveland, Ohio

now... be your own importer and  
world's finest merchandise—through Shopping

handmade EGG C

sent to you direct from  
Breakfast table frowns are  
smiles when you serve eggs in  
ing set. Entire family (Ma,  
Boys, Girls) is hand-painted  
with hand-knit Tyrolean ha  
eggs warm. So gaily colored  
them, too, for party favors.  
thrilling gift, it comes direct  
via New York, in its origi  
\$1.00 (Choose your own  
each; minimum 4

\$4.00 set of four if

All prices postpaid

No C.O.D., please

SHOPP  
INTERNATIONAL  
Dept. 27, 65 E  
White Plains

from 12 vibrant, fashion-right colors







# WINDOW SHOPPING

CONTINUED FROM PAGE 64

**SECTIONAL SOFA** is transformed, by the simple switching around of its arms and legs, from a two-armed sofa to a one-armed divan or a streamlined armless bench. In a natural beech finish, 50" wide, 31½" deep, the generous foam rubber seat and back are covered in nubby-textured fabrics in decorator colors. \$99 shipping chgs. coll. Send 25¢ for big catalog and swatches. Dixons, Dept. H9, Ellicottville, N.Y.



**WAX FOR MARBLE TOPS** and fine furniture is made by famous Jackson of London. Blond Patina Wax gives a protective and lustrous finish to marble, prevents discolored spots, restores and retains fine patina on wood pieces. And it's lavender scented! Also available in a dark wax for dark woods. \$1.50 per jar. Double-size jar is \$2. Plus post. Mrs. Mark Jackson's Studio, 123 W. 57th St., New York 19, N.Y.



**SHUTTER BUGS.** Planning to use shutters throughout your new house or rejuvenate your old ones by replacing worn shades and venetian blinds? Shutter Arranger Kit helps you envision your ideas. A booklet shows hundreds of ways to feature shutters. You dope it out, then send required dimensions if you want to order them. 25¢ ppd. Decor of Grand Rapids, Inc., 1555 Eastern Ave. S.E., Grand Rapids, Mich.



**TIMELY FOR TOTS.** This clock has removable numerals that fit back only if they are returned to their correct positions. Hands are movable too. So as a result of playing with the Teach-A-Time Clock, a child learns effortlessly how to tell time. Unbreakable plastic, 7" wide. \$1.35 ppd. Bodine's, 501 E. Preston St., Baltimore 2, Md.



**DELICATE AS A BUTTERFLY KISS** are these beautiful place mats. Sealed between two layers of frosty white and translucent plastic are real butterflies, leaves and silk floss. The result is a design that will steal the show at your dinner table. Mats are flexible and wipe clean with damp cloth. \$10 for 6; \$7 for 4. Ppd. Globe Trotters, 455 Blake St., Pasadena, California.



## Indoor-Outdoor Grill

It converts your fireplace into a grill in seconds to let you get that good outdoor broiled flavor indoors. Grill swings over fire for cooking, out for seasoning and turning and can be easily raised or lowered. Metal with nickel-plating and measures 14" x 17". For outdoors, too. Order Number 6703-6, Grill, \$5.95 postpaid.



## Wind Silencers

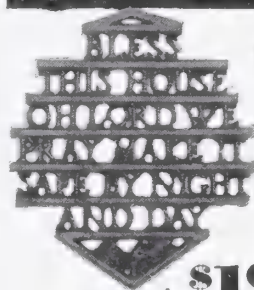
Peace and quiet are yours—no matter how windy the day or how swiftly you drive! Designed to reduce wind roar to a gentle whisper, Silencers let you converse and listen to radio with living-room ease. Triple chrome plated steel with clips for easy installation. Fit all cars. Order Number 1443-6, Silencers, \$1.98 ppd.

Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**  
New, Unusual Ideas in  
Gifts, Toys, Housewares!

*Miles Kimball* 134 Bond Street  
Oshkosh, Wis.

Another Amazing New  
**\$ONE DOLLAR**  
Value from Foster House



Large 7" x 15"

"HouseGE  
Blessing  
TRIVE

only \$1.00 Post

Add this handsome trivet to your collection. be sure to include it often on your Christmas list. It's made of heavy cast iron, dull black. May be used equally well as a wall decoration strictly utility use in the kitchen or dining. We're offering this truly remarkable value postpaid make many friends for Foster House. order as many as you need right now at this special low "get acquainted" price. Only \$1.00 each we pay postage. Order today.

Satisfaction Guaranteed Money Back.

**FREE**  
Christmas  
Gift Catalog  
Ask for it

**Foster House**

430 (B-9) So. Jefferson  
Peoria, Ill. N.H.

## AUTHENTIC

Early American  
In Solid Hard Rock  
Maple



\$22.80

Commode Table  
For bedroom or living room. Two drawers, top drawer double depth. Finished front and back.

\$31.50

Send check or money order, no C.O.D.'s. All prices f.o.b. Tenn. Ill. in Alabama add 3% Sales Tax.

For complete catalogue picturing assortment of Maple pieces, send .25.

**JONES VALLEY**  
FURNITURE  
DISTRIBUTORS  
P. O. Box 2347

Birmingham, Ala.

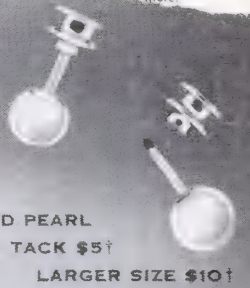
**FREE!**  
**DELUXE ITALIAN**  
**PROVINCIAL DOLL**

**SENT DIRECT**  
**FROM FLORENCE**  
On New Membership Plan Of  
**WORLD-WIDE**  
**DOLL CLUB**



Kiddies and grown-ups will be thrilled with membership in unique foreign Doll Club—the perfect gift! A luxurious Italian Doll arrives first—a Free Membership Bonus! Then each month another rare doll arrives direct from an exotic land—in export packings with colorful foreign stamps. Unusual, deluxe, hand-crafted dolls, up to 1 foot tall. Adorable hand-painted faces. Such unusual details as earrings, lace trimmed undies, glossy hair! From Europe, Asia, South America, Africa—the whole world! Ideal for play, yet genuine collector's items—not available in U.S. except to members! Inspire interest in geography, history, customs. Fascinating brochure with each.

You'd expect to pay up to \$7 each and more!



**CULTURED PEARL**  
**GOLD TIE TACK \$5†**

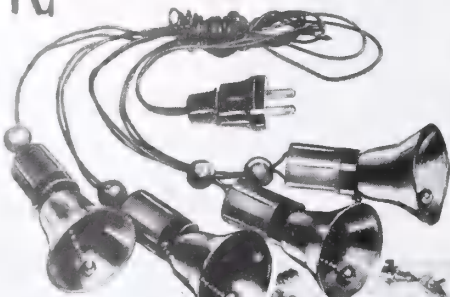
**LARGER SIZE \$10†**

**CLUSTER**  
**EARRINGS**  
**WITH MATCHED**  
**CULTURED PEARLS**  
**AND PERFECT DIAMONDS \$55†**

†TAX INCLUDED  
ALL JEWELRY ACTUAL SIZE  
MAIL ORDERS FILLED • POSTAGE PREPAID  
UNCONDITIONALLY GUARANTEED  
WRITE DEPT. HB-9



# electric Jingle Bells!



These gay electric automatic ringing Christmas bells will ring a Merry Christmas welcome over your holiday door; of course a set is really fabulous on your tree; a truly inspiring tinkle at plant or office. They begin their perpetual "tinkle" the moment you plug them in. Two sizes—economical, too! 3-bell set \$3.98; 4-bell set (as shown) \$4.98 ppd. Dept. O-Y9.

Free! Write for  
BIG NEW GIFT catalog.  
200 Beatty Building  
HOLLYWOOD 46, CALIFORNIA



## 100 CHARMS \$1.00

Brightly colored miniatures of nearly everything imaginable. Play fun aplenty for kiddos. Little tots will play with them, older kids will trade them; for teenagers, bracelets or necklaces. 100 charms for \$1 ppd. Dept. O-Q9.

carpet  
Any number of be

## GREAT SHAKES

sleek cylinder in  
irling milk glass,  
ed by gleaming  
ten brass... a  
t impressive  
ktail shaker.  
uring 12" high  
all, 3 3/4" diam-  
it has a 48-  
ce capacity,  
sw-on cap with  
in strainer. An  
ant gift for host  
ostess—or to dis-  
yourself.

\$5.50  
ppd.



Sorry, no C.O.D.'s

*Beverly Baker*

Dept. HB-9, Box 135, Darien, Conn.

royal RATTAN, solid OAK

KITCHEN, DEN, PATIO, PLAYROOM! FINE GIFTS!

ound, black iron. Duratweed uphol. seat, 12 1/4" x 12 1/4", in  
ass ferrules on legs. Ht. 29". (Order 2, 4, etc.) 2 for \$14.95; with

OTAL RATTAN (B) Imported from British Hong Kong. 29" high, seat 12 1/2" dia.  
Lightweight, strong. \$10.95 ea.

■ SOLID OAK (C) 4 sizes. Smoothly sanded, natural  
lacquer finish. Rugged construction. Contour seats  
of flat fibre in red, green, brown or combination—  
padded to insure longer life! (Cane or fibre rush  
seats, \$2 extra.)

12"—\$2.95 18"—\$3.95 24"—\$4.95 30"—\$5.95

Send check or M.O. Shipping charges collect

FREE FOLDER! **southern**

**craftmasters**

DEPT. H-34, COLUMBIA, TENNESSEE



Westmoreland's KITTEN-ON-A-NEST  
Plus our "spanking new" Catalog...

Our sparkling, "spanking new" 100-page  
portfolio of Quaint American Furniture  
is yours Free with this 5 1/2" long, 4" high  
covered milk glass dish by Westmoreland. A replica  
of an old soap dish discovered near  
St. Louis by Mr. Forslund, Kitten-on-a-Nest  
is wonderful for cigarettes, candy,  
nuts and the like. Catalog alone 25c.

**Carl Forslund** QUAIN AMERICAN  
FURNITURE®  
122 FULTON, GRAND RAPIDS, MICHIGAN



# WIND OW



## PRETTY AS PITCHERS

Fill these with heavy cream for  
Sunday morning strawberry  
Hollandaise sauce for party fare  
branch water for the cockta  
tray. Luster pitchers are prettil  
plump to fill with flowers from  
your garden or stand in a row o  
a show-off shelf. Deep hydrange  
blue or luster pink, 6-oz. size, \$4  
pint, \$6.50; 1 1/2-pints, \$7.50. Pos  
extra. Lord & Taylor, New York



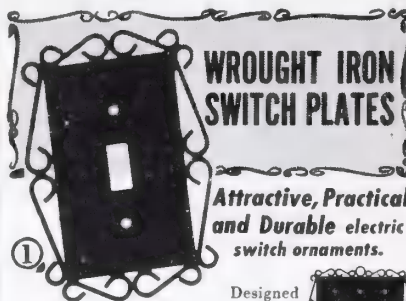
## A PINE SEWING TABLE

pretty enough to stand beside th  
living room sofa, has a hinged to  
that covers a deep well to hol  
your knitting and sewing gear  
Beneath the top is a rack pegge  
to hold spools of thread. Soli  
pine with a hand-rubbed finish  
12 1/2" x 16 3/4" x 23 1/2" high, it  
\$29.50 ppd. Greenbaum Bros., 10  
Washington St., Paterson, N.



## YOUR NUMBER'S UP

mounted flat against your fron  
door or fence, and guests wi  
bless your thoughtfulness. Mac  
of aluminum, finished in satio  
black, with any 3 or 4 cutou  
house numbers, you have a choi  
of four designs, each about 9  
wide x 11" high: Horse, Dog  
Rooster or Doctor's Horse  
Buggy. \$6.50 each ppd. Hage  
strom Metalcraft Studio, Wheel  
ing, Illinois.



## WROUGHT IRON SWITCH PLATES

Attractive, Practical  
and Durable electric  
switch ornaments.

Designed  
to add warmth and  
beauty to the walls of any styled  
home... from Provincial to Modern.  
These handsome black wrought iron  
scrolled-framed plates fit over any  
wall switch or outlet. Give added  
protection to walls from finger marks.  
Ideal for any room... Living Room,  
Kitchen, Bed Room, Den, Foyer, etc.

- #1 Single Switch .....\$1.35 ea.
- #2 Triple Switch .....\$1.95 ea.
- #3 Duplex Outlet .....\$1.35 ea.
- #4 Double Switch .....\$1.65 ea.
- #5 Combination Switch  
and Outlet .....\$1.95 ea.

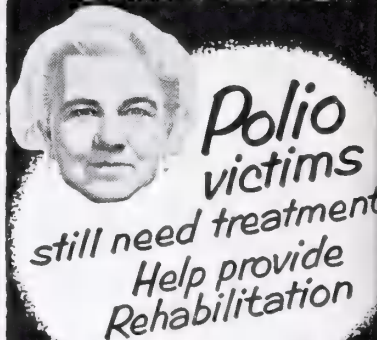
Other types available including  
Despard Plates.

No C.O.D.'s please. We pay postage. Money  
refunded if not delighted. Order NOW!

Write for FREE Gift Catalog

**Laurie & Co.** Dept. 18-H, 507 5th Ave.,  
New York 17, N. Y.

## HELP PREVENT CRIPPLING!



**Polio  
victims  
still need treatment  
Help provide  
Rehabilitation**

**Sister Elizabeth  
KENNY  
Foundation**

National Headquarters • Minneapolis, Minn.



# SHOPPING



**MAIL A BIRTHDAY CARD** to someone special, someone you want to remember with more than just a card. This one is frosty pink flecked with gold, measures a fat 3½" high x 3" wide, is bannered across the front with "Happy Birthday to (any name)" and the birth date. \$2.75 ppd. Candle Craftsman, 11 Sagamore Rd., Bronxville, N.Y.



**THIS BOSTON ROCKER** has been named for her Yankee great-grandmother, and is called The Abigail Adams. It's a beautiful reproduction, finely crafted of New England hardwoods, and finished in maple, or in black lacquer with hand decoration. 42" high, 19" wide, 17" deep; \$34.95 exp. chgs. coll. No c.o.d.'s. 30 days delivery. The Chair Shop, Box 725, Morganton, N.C.



**STARS IN STRIPES.** Dampish feet can take all the luxury out of a pre-dinner shower or a late night tub. So slip your frantically tootsies, fresh from the bath, into a pair of thirsty terry-cloth scuffs. These are boldly striped in umbrella colors; for men, \$2.95; women, \$2.50; and children, \$1.95. Ppd. Send regular shoe size. Bigley Studios, Box 6003, San Antonio, Texas.



## FIGURE SLIMMING

"Miracle of Paris" will INSTANTLY vanish 4 inches OFF YOUR WAIST.

**VANISHETTE** Light as a feather In complete Comfort "Vanishette" gently but firmly trims your torso into Pencil Slim lines. Made of Nylon, two way power knit. It can't curl, roll or pinch. No sticking or digging bones... Washes like a dream... dries in a jiffy. Exquisitely tailored... truly a beauty to behold. Regularly \$18.00

Now ONLY \$8.98

black, white, pink, regular or panty style.

**SIZES:** Small (24-26), Medium (27-28), Large (29-30), PLUS SIZES, \$9.98; Extra Large (31-32); xx (33-34); xxx (35-36); xxxx (37-38); xxxxx (39-40). Order "VANISHETTE". Now, Specify Size, Color and Style. Enclose Cash, Check or Money Order. On C.O.D. orders you pay plus postal charges.

**WILCO FASHIONS,** 35 S. Park Ave., Dept. M-126-J Rockville Centre, N.Y.

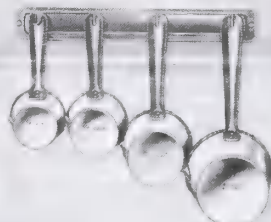
## DECORATIVE NOTES

set walls to dancing

Set a melodious mood in any room with Musical Masterpieces. Distinctive decoration for den, playroom, music-room. This tuneful combo is tops with "tune-age" record fans. Fiddle is 19" long, other instruments about 16". All pieces separate. Arrange them as you wish for decorative effect. Made of striking light weight black plastic. May be painted any color—gold, pink, etc.—if you wish. Complete set, ppd., only. \$2.50

Order by Mail. Guaranteed to Please! No C.O.D.'s please

**GLASSCRAFT** 920-B Chicago Avenue Evanston, Illinois

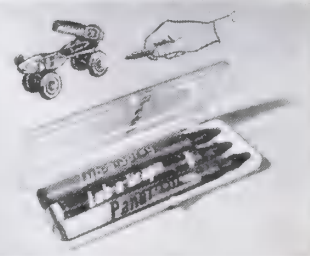


## Measuring Cup Set

New, very handy and lovely on the wall! Set of 4 cups is sized to give you exactly ¼, ½, ¾ or one cup! Long anodized copper-tone handles let you scoop easily. Each has pouring lip—you can melt butter in them! Shining aluminum. Complete with hanging rack and screws. Order No. 7543-6, Measuring Cups, \$1.98 postpaid.

## Handy Lub-A-Kit

Smooth going with this! Kit has 3 easy-to-use squeezable dispensers. One lubricates outdoor things—mowers, tools, hinges. Second has a dry lubricant for locks, door chimes, guns, typewriters and such. Third has a fine all-purpose oil in handy drop oiler. Order No. 1226-6, Lub-A-Kit, \$1.00 ppd.



Satisfaction Guaranteed Or Your Money Back!

Write Now For Your **FREE CATALOG!** New, Unusual Ideas in Gifts, Toys, Housewares!

**Miles Kimball** 134 Bond Street Oshkosh, Wis.



Complete or in 15 Min. Kits

3 SIZES  
**PIDGE TAVERN TABLE**

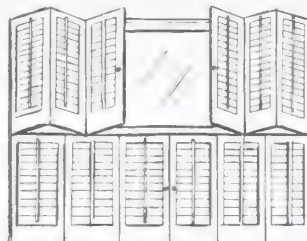
An authentic Colonial tavern table you can assemble yourself for as little as \$9.95. Styled after a charming old piece from the famous Pidge Tavern on the old Boston Post Road. Antiqued tops and braces are thick knotty pine. Sturdily braced, turned hardwood legs. All joints dovetailed. Finished tables in smooth honey tone pine or lovely maple finish. **EASY 15-MIN. KITS**—tops complete, all parts pre-fitted, drilled, sanded, etc., ready for easy press-fit assembly. No tools needed. Simple instructions.

14"x18"x25" high—Complete \$16.80... In Kit \$ 9.95 Postpaid  
18"x24"x25" high—Complete \$19.80... In Kit \$12.95 Postpaid  
23"x30"x25" high—Complete \$24.80... In Kit \$16.95 Postpaid  
Completed tables sent express charges collect  
**NOW—large new catalog of finished and kit form furniture and wall racks in friendly pine. Send 10¢ stamps or coin.**

Immediate Delivery  
No C.O.D.'s  
Money-Back Guarantee

**Yield House**  
Dept. B9-6  
North Conway, N.H.

## Manor House Interior Movable Shutters



**Custom-Made** at a price you can afford

Manor House louvered shutters are pre-assembled to fit any size window or door—according to your own specifications.

Send 10¢ for your copy of "A Guide To Graceful Living," complete with pictures, prices, and important information.

**Manor House Shutters**—21 maple place, Freeport, N.Y.

## FREE! DELUXE ITALIAN PROVINCIAL DOLL

**SENT DIRECT FROM FLORENCE** On New Membership Plan Of

## WORLD-WIDE DOLL CLUB



Kiddies and grown-ups will be thrilled with membership in unique foreign Doll Club—the perfect gift! A luxurious Italian Doll arrives first—a **Free Membership Bonus!** Then each month another rare doll arrives direct from an exotic land—in export packings with colorful foreign stamps. Unusual, deluxe, hand-crafted dolls, up to 1 foot tall. Adorable hand-painted faces. Such unusual details as earrings, lace trimmed undies, glossy hair! From Europe, Asia, South America, Africa—the whole world! Ideal for play, yet genuine collector's items—not available in U.S. except to members! Inspire interest in geography, history, customs. Fascinating brochure with each.

You'd expect to pay up to \$7 each—and more!

**LESS THAN \$2 EACH** All Postpaid—Duty Free **EXTRA BONUS**

Order 12-month membership now and get road-dolls in next month—plus Italian Doll (FREE on any plan). Then, on 12-month plan, you actually get 14 dolls.

**Money-Back Guarantee Lets You Keep Italian Doll Free!**

If not delighted with free Italian doll, money refunded in full and you keep doll free! Furthermore, you may cancel membership at any future time.

**WORLD-WIDE DOLL CLUB** Dept. 336 Greenvale, N.Y.

**—Subscribe Now For FREE BONUS—**

**WORLD-WIDE DOLL CLUB,** Dept. 336 Greenvale, N.Y.

Please enter the following subscription. Remittance enclosed.

- ☐ 3-MONTH DELUXE MEMBERSHIP \$8.75
- ☐ 6-MONTH DELUXE MEMBERSHIP \$14.50 (Save \$3)
- ☐ 12-MONTH DELUXE MEMBERSHIP \$26.50 (Save \$8.50)

**PLUS FREE ITALIAN DOLL ON ANY PLAN** FIRST DOLL SENT WITH MAIL FOR ONLY \$1 EXTRA

Send To: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

IF GIFT, SEND YOUR OWN NAME AND ADDRESS ON SEPARATE SHEET.

NOTE: Postman must collect 15¢ foreign package fee.



For That Continental Touch . . .

## BLAZER STRIPE CLOTHS!

You'll dine in a blaze of glory with Leacock's smart, new Blazer Stripe Cloths. . . so colorful, so economical, so easy to care for! Cotton-rayon fabric has Good House-keeping approved Redi-Set finish . . . it's non-crushable, liquid repellent, needs little or no ironing. 70" round cloth is deeply edged in pure white fringe; all other sizes are finished with plain hem. In a gypsy selection of colors you'll love: white cloths striped with red, charcoal, turquoise, pink, gold or avocado.

(Cloths) 52"x52" . . . . .	\$4.50	52"x70" . . . . .	\$5.95
60"x80" . . . . .	\$6.95	60"x100" . . . . .	\$8.95
AND 70" round . . . . .	\$7.95		

(Matching napkins) with merrowed edge . . . . . 50¢ ea.

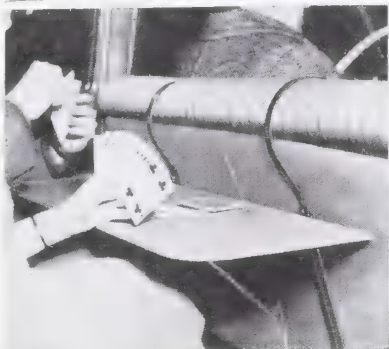
Send for SUSAN SMITH'S free Xmas Catalog!

Fine Linens—Art Needlework



**Susan Smith**

9 E. Washington Street  
Carpentersville 10, Ill.



## KAR-TABLE

Back seat drivers will be Joy Riders if they have the new Kar-Table in front of them. It's exactly right for Gin Rummy, office work, typing, lunching. And for children, of course, it becomes a drawing board, game table or lunch counter. 12" by 30" red top has black-lacquered steel supports. It adjusts to fit any 2- or 4-door car, folds down when not in use. \$5.95 plus 50¢ postage. Your money back if not delighted.

**HUSS BROTHERS**

100 W. Chicago Ave. Dept. 15-J Chicago 10

## STERLING SILVER SHERBET DISHES . . .

with sparkling Crystal liners. Handsome gadroon border. 3 1/4" tall by 4 1/2" diam. Adds charm to your table setting and also makes wonderful gifts. Specially priced. A pair, \$3.50. Set of 4, \$6.95. Set of 8, \$13.50. 1 dozen, \$19.95.



—TAX INCL.

## SILVER FLUTED SHELLS ON FEET . . .



reproduced from the original old SHEFFIELD DIES. Delightful to use for bon bons, nuts or ash trays. Size 6" by 5". Exquisitely crafted in lustrous Silver Plate.

(Reg. \$7.50 pr.)

NOW \$4.95 THE PAIR.—TAX INCL.

EXCEPTIONAL VALUES!!

All items shipped gift wrapped, postpaid. Money Returned If Not Delighted.

• Send for FREE 12 PAGE CATALOG

**\*Croydon SILVERMART, LTD.**

(Dept. H-1) 805 Lexington Avenue, N.Y. 21, N.Y.  
A 1946 and 1947 edition of the book "The Art of the Silver" is available for \$1.00.

## The FIRE HOUSE

When the fat's in the fire  
Don't panic . . . don't shout.  
Grab this cute little squirt  
And put it right out!



The Perfect Gift  
It May Save a Life

Fires will happen! Now you can hang a fire extinguisher right where you may need it one day . . . near the kitchen stove, fireplace, stairway. Here's beauty, protection and peace of mind all in one—a delightful wall planter that holds a powerful fire extinguisher. Puts out even grease, electric and gas fires in 2 seconds—a child can use it. Refills at hardware store. Charming hand-crafted wall planter with plant liner, in honey-tone knotty pine or lovely maple finish. 15"x4 3/4" x 4 3/4". \$8.75 ppd. NOW—large new catalog of finished and kit form furniture and wall racks in friendly pine. Send 10¢ stamps or coin.

Immediate  
Delivery  
No C.O.D.'s  
Money  
Back  
Guarantee

**Yield House**  
Dept. B9-6  
North Conway, N.H.

## Cuddlee Bride WALKING DOLL



## 6 EXTRA OUTFITS GIVEN!

America's loveliest 8 inch doll, beautifully dressed in a glamorous Wedding Gown. She walks, sits up, stands up. She goes to sleep. Her head turns with every step. Dyeing hair can be curled, set and combed. Besides wedding gown, you receive a party dress, swim suit, sheer nightgown, overcoat and matching bonnet, ballerina outfit & rain cape. Send only \$6 for prompt free delivery. Satisfaction guaranteed or money back!

Mrs. Lavalle, Dept. 19-K-54  
585 Water Street New York 2, N.Y.



## WINDOW



**TABLE IN TIERS.** Copied from an Early American biscuit and-honey server, the Le E Lee today has become the star by of gracious hostesses. You use it to hold buttered scones or tea sandwiches, canapés at cocktail parties, and to show off your collection pieces. Solid cherry with a rich cherry finish or a light buckwheat honey finish; 38" tall, \$14.55 ppd. Carl Forslund, 122 Fulton, Grand Rapids 2, Mich.



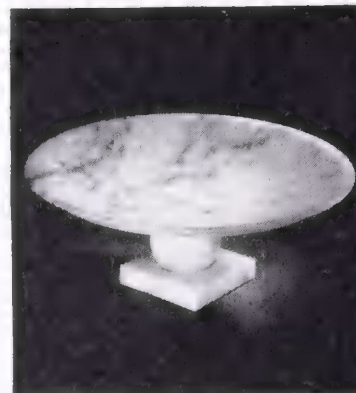
**LITTLE SEW AND SEW.** Start your Christmas list the day after Labor Day and order this for lots of people. A miniature red apple is fitted with thimble, black and white thread, needle, needle-threader, pins, pin cushion and scissors. Just \$1 ppd. Grandma Pennypincher, 121 Yale, Houston 8, Texas.



**COUNTRY-STYLE CHANDELIER.** We'd like to see this hanging in a sprawling farmhouse, a ranch house with a distinguished air or a town apartment. It has all the charm in the world plus ten small or regular size sockets for candlelight. Please specify. Black or white metal with brass finial, chain and canopy; 21" long x 18" wide \$85 ppd. King's Chandelier Co., Leaksville, North Carolina.



**STATION WAGON MAT** fits the rear deck area of your station wagon. makes a downy cot for the sportsman, a cozy berth or play pen for traveling children. Heavy-duty filled duck, about 4" thick, it's waterproof, mildew resistant. Red, blue or green for Ford, Chevrolet, Plymouth or Nash wagons, \$16.95. Other makes, \$18.95 and \$19.95. F.O.B. Suburban Products, 1452 Shoup Court, Decatur, Ga.



**ITALIAN ALABASTER.** Float one or two pale pink carnations in this low pedestal bowl made of alabaster imported from Italy, and it will set a mood of candlelight and glamour at your next party. Pile it high with fruit for Thanksgiving, with ornaments at Christmas time. 12" in diameter, 4 1/2" high, \$9.95 ppd. International Gifts, 9015 Wilshire Blvd., Beverly Hills, Calif.



# SHOPPING



**STACKING CHAIRS.** crafted in the Swedish modern manner, have seats and backs of imported cabinet woods. Choose birch, walnut, teak or natural light red mahogany. They're smart patio or party chairs, dining-room or occasional chairs; and they stack for easy storage. With black wrought-iron base. \$14.95 each; with brass base. \$16.95. Exp. chgs. coll. No c.o.d.'s. Order from Scandicrafts, Ardsley, N.Y.



**CIGARETTE BAR.** that shows you at a glance the status of your smoke supply, has a cut-out cigarette scroll, holds a full carton, king-size or regular. Made of plywood in a clear lacquer finish with any initial in walnut overlay, it has a drawer for matches, keys, coins. \$2.95 ppd. Scroll Wood Arts Shop, 411 South Second St., Saint Charles, Illinois.



**PHEASANTS IN FLIGHT** are smart exclamation points over a fireplace in a bachelor's apartment, across a paneled wall in your library, along the stairway of an entrance hall. Glazed china with plumage done in rich colors, they range in size from 8 1/2" for the largest to 4 1/2" for the smallest. The trio is just \$2.95 ppd. Lee Wynne, 5446-B9 Diamond St., Philadelphia 31, Pa.



## IMPORTED CORDIAL GLASSES WITH CANDLES

cast a spell of loveliness over your table! Pastel sequin and glitter design reflects dancing candlelight, creating a perfect party atmosphere. When candles have completely burned out, the glitter ornaments wash off to reveal an attractive wheat pattern in glass. \$2.50 Set of four

WRITE FOR FREE GIFT CATALOG  
**ADRIANE inc.**  
109 Park Square, St. Paul 1, Minn.



Pat. Applied For

## Sling Bed!

Clean comfort for your pet. Removable vat-dyed canvas sling, completely washable on sturdy black wrought iron frame. Packs flat for travel ease. Grand gift too, for any dog and cat lover. Black, white, green, yellow, and terra-cotta canvas. Please state second color choice.

Sizes	Price (including Sling)	Extra Slings
18" x 18"	\$4.75	\$1.50
27" x 21"	7.45	2.50
36" x 27"	10.95	6.00

All Above Items Postpaid.  
\$12.95 \$7.00  
Express Charges Collect.

No COD's please. Money refunded if not satisfied.

### THE HITCHING POST

Dept. HB-9  
261 Glen Cove Avenue Sea Cliff, L. I., N. Y.

**Wittnauer WEATHER-KEY**  
A PRODUCT OF LONGINES-WITNAUER

**\$6.95**

## Your Key To The Weather

The Wittnauer Twin-Dial Humi-Therm\* is a gift that is delightfully different. It answers the most-asked questions... "what's the temperature?"... "is the air too dry or too moist for comfort or health?" With handsome engraved and gold-stamped dials, it's a jewelry-designed decorative treasure you'll be proud to give - delighted to receive! Useful, beautiful for home or office. Measures 7 1/2" x 3 3/4".

\*A Thermometer and Relative Humidity Indicator

## TOURNEAU, INC.

DEPT. B, BOX 117, GRAND CENTRAL STATION, NEW YORK 17, N. Y.

Please send me \_\_\_\_\_ Wittnauer Weather-Key Instruments at \$6.95.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Total enclosed \_\_\_\_\_ Check ☐ Money Order ☐

**SAVE 1/3 up to 1/3.**

Own this 4 piece Dixon's group as shown for as little as \$246.30

## FURNISH YOUR WHOLE ROOM AT DIXONS DIRECT FACTORY PRICES

Dixon's is shipped right to your door, completely upholstered and finished in a few simple sections that lock together in minutes.

**EXCLUSIVE!** Dixon's upholstery is changeable... new cover from Dixon's can be fitted by yourself quickly and easily. Dixon's is made from beautifully grained woods with molded foam rubber construction.

DIXONS FURNITURE CO., Dept. D-90, ELLICOTTVILLE, NEW YORK

**SEND 25c TODAY**  
25c brings you this big complete catalog including actual wood samples of wood and finishes. Actual fabric swatches of upholstery (over 30 in all), complete descriptions, dimensions and ordering information.

## PICTURES & PRINTS

**Original In Private Collection**  
Fine art masterpieces are no longer limited to museums or the very few who can afford the originals. You can enjoy the World's greatest art right in your home—through fine art reproductions. Our complete catalog—\$1 p.p.—illustrates over 500 works, lists more than 4700—Old Masters, Moderns, Contemporaries, Religious Subjects—which are available in full color and of superb quality. Mail orders carefully filled. Distinctive custom framing at moderate cost to suit any decor.

**Oestreich's** | Dept. HB  
1208 Sixth Avenue  
New York 36, N. Y.

**"AMERICAN EAGLE"** Early 19th Century Embroidery 17 1/2 x 18 1/2 \$5.50 postpaid





### Handy Hanger

A three-armed drying rack that needs no installation—you slip it over the door hinge! Rack is brightly plated metal with 11" arms that hold towels in the kitchen, stockings or lingerie in the bathroom. For home use and perfect for dorms and traveling because it packs in small space. Order No. 5935-6, Hanger, \$1.00.

### Rag Bag Stores Dust Cloths

This in the broom closet does two things for you—it holds cleaning cloths in dust-free style and it clears the drawer you used to store them in for other things! Nicely made of heavy cotton twill with red trim, plainly labeled "Rag Bag." Measures 26" overall and 14"x18" at base. With metal hanging grommet. Order No. 5717-6, Rag Bag, \$1.00 ppd.

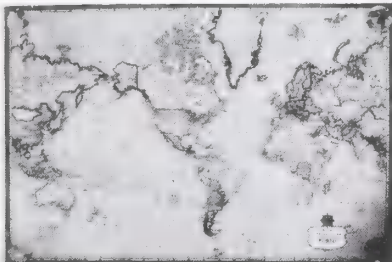


Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

**Miles Kimball** 134 Bond Street  
Oshkosh, Wis.



Full Color—Wall Size International

## WORLD MAP

It's wall size! 33 inches x 50 inches. Heavy duty durable stock in 8 full colors with clear type to instantly identify any corner of the globe. All in precision detail. Smart as a mural. Educational for children's rooms, den, office, civic, schools, etc. Order Direct today. Send \$1.00 each prepaid or 3 for \$2.75, 6 for \$5. Same large map of U.S.A. \$1. Same price. Guaranteed.

**\$1**

**TERRY ELLIOTT CO., Dept. MP-58**  
135 E. 44th St. New York 17, N.Y.



### Make your own SILVER DRAWER

Use International's **Silver Storage Drawer Kit** to make any drawer in your home **tarnish proof**. Easy to assemble. Kit includes Tarnish Prevent Cloth, slotted spoon, fork and knife racks. Keeps silver bright, whether it's sterling or silverplate. Will hold up to 140 pieces.

Complete set, \$6.95 ppd.

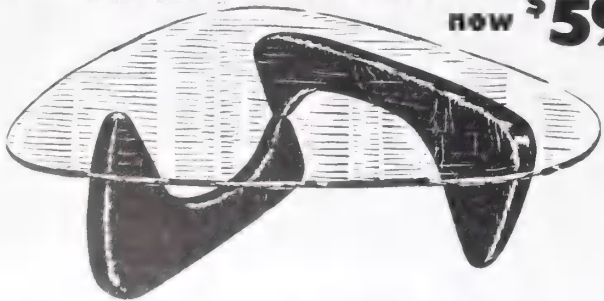
**MILLARD F. DAVIS**

831 Market Street  
Wilmington 1, Delaware

## FREE FORM TABLE

regularly \$125

now **\$59\***



This magnificent table of striking originality and superb construction is available only by mail at a saving to you of over \$60!

Its unique modern lines will impart exquisite individuality to your home. Top of table is a shining surface of crystal clear glass, 3/8 inches thick. Overall size—32"x44". Choice of maple, mahogany or black lacquer base.

Matching lamp tables, \$49 ea. (reg. \$89)\*\*

Order by mail now. Stock is limited.

\*\$59 plus \$7.75 for packing and express charges  
\*\*\$49 plus \$5 (pair) for packing and express charges

**JAN'S MODERN LAMPS, INC.**

5 East 102nd Street., Dept. H-9, N. Y. C. 29, N. Y.



## WINDOW



**BENA LULUA** is a primitive mask whose origin is the Belgia Congo. The vividly decorated hand-carved male head is symbolically supposed to bring success in hunting and to cure sickness. We think it's an arresting pin-up for a modern room. In brilliant red with geometric design in scarification of white, red, and gold. 13 1/2" x 6 1/2", \$17.50 each. Ppd. Ruisseaux, 7417 Wade Park Ave. Cleveland 3, Ohio.



**DAZZLING PRISMS**, hung from a crystal *bobèche*, dresses up a candle holder like a necklace. Imported from Bavaria and made by craftsmen that made Czechoslovakia famous for glass. 3 1/2" *bobèche* catches the candle drip. Prisms catch its radiance. *Bobèche* with eight 3 1/2" prisms, \$2.25. With two *bobèches* and 16 prisms, \$4.50. Postpaid. Paulen Crystal, 296 Broadway, New York 7, N.Y.



**A NEW YORK RESTAURANT**, famous for its sea food, its coffee and its salad, received so many requests for two of these specialties that they decided to make them available for their customers. Here is the Salad Dressing, a tantalizing blend of the very finest ingredients. A 16-oz. jar is 85¢; 3 for \$2.50 Ppd. Sea Fare Restaurants, 1033 First Ave., New York 22, N.Y.



**SWING-A-LING TRAY** will have sedate guests cringing in their chairs, expecting the drinks it carries to land in their laps. You can actually swing it, with a load of 8 or 10 glasses, without spilling a drop! 12" black metal tray with cork surface has brass-plated frame and chain. And it hangs on the wall like a Chinese gong. \$4.50 ppd. Decorative Metal Products, Dept. B-Q, 100 W. 13th Ave., Denver 4, Colorado.

**A STARTLING VALUE!** Seamless Crystal Pitchers at remarkably low prices.

Here's a real value discovery for you! Ball-style, seamless crystal pitchers with genuine bamboo handles, ranging in size from tiny individual for cream, up to big party size for punch or cocktails. Each complete with its own swizzle stick of real whangee bamboo.

Compare these prices to any you've ever seen before for this quality!

A. 1 1/2-oz.,	\$1.50 ea.	D. 32-oz. (qt.)	\$3.50 ea.
B. 6-oz.,	\$2.50 ea.	E. 56-oz.	5.50 ea.
C. 16-oz. (pt.)	\$3.00 ea.	F. 80-oz.	7.50 ea.
		G. 110-oz.	\$10.00 ea.

Shipped prepaid, of course. No C.O.D.'s please (N.Y.C. residents add 3% sales tax). Send for free "Giftlets" Catalog.

**MAIL-AGE** Dept. B8

P.O. Box 109,  
Pratt Station,  
Brooklyn 5, N.Y.

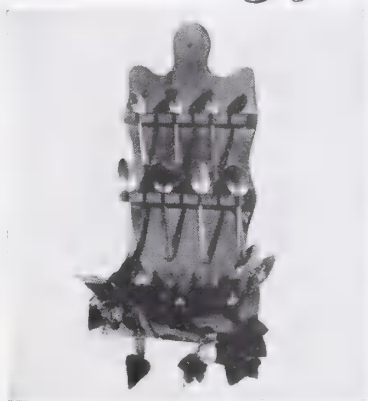


# SHOPPING



## SHOW OFF YOUR SPOONS

on an antiqued knotty pine rack, and add drama to the collection with a bank of trailing ivy. In a living room, kitchen, den or dining room, it's more decorative than a picture on your wall. 9 1/2" x 3 1/2" x 18" high, with planter trough, it's just \$6.95 ppd. Southern Craftmasters, Columbia, Tennessee.



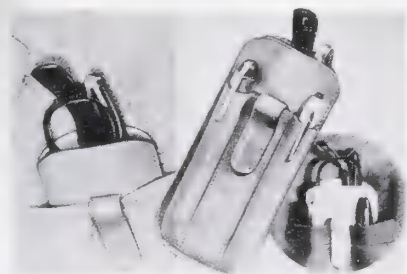
## PUT OUT THE FIRE

with this midget Presto Fire Extinguisher. If you're married to a careless smoker-in-bed, you'll want to keep it in your night table drawer. We also recommend one for the kitchen, one for the car. With 20-year factory guarantee; \$4.98 in leather-like case stamped with 2 initials, \$3.98 without case. Ppd. No c.o.d.'s, Crafts, Unlimited, Dept. 5L, Box 8311, Minneapolis 16, Minnesota.



## MERMAN AND MERMAID

are a pair of kapok-stuffed toss pillows that will tickle a teenager's fancy. Both are 16" long with appliquéd felt faces and yellow yarn hair. Merman is blue and white striped; Mermaid is pink and white. \$2 each; \$3.95 the pair. Complete set of 6, including this pair plus Pink Poodle, Pussycat, Clown and Piggy, is \$10.95 ppd. Craft Shop, Inc., Dept. D, Cambridge, New York.



## SAFETY GLASSES CASE!

Handsome, tan saddle leather case stays in your pocket! The spring clip holds glass case firmly in pocket or on auto sun-visor. Finest workmanship, best quality. Protects glasses from normal breakage. Also holds glasses firmly, protecting them from loss. Eliminates wear and soil to clothes. Use for reading glasses, sun glasses or driving glasses. Wonderful gift item! Satisfaction guaranteed. Postage paid. Order today.

Model 236, Glasses Case \$1.50  
Model 237, Glasses, Pen, Pencil Case \$2

**NELSON'S Dept. HB-86**  
Sierra Madre, California

## Betty's\* SINUS BAG



WARM HUMID HEAT, combined with the Hot Sinus Bag will help in reducing Sinus pains. "Nothing like humid heat!"—obtains quickest relief!

The modern way to apply heat to the face to help relieve the pain of sinus conditions! Specially designed to cover 80% of the facial area, just where sinus pains occur—Betty's Sinus Bag is molded to the facial contours for perfect contact. Lightweight vinyl plastic, with flannel undercloth; FLEXTITE safety seal fastener. Can also be used to relieve the distress of common colds.

PAT'S. Applied REG. T.M. \$2.98 postpaid

Now beautifully gift packaged in gold foil presentation box.



**ANDROL INDUSTRIES, INC.**  
Dept. A-96  
122 Fifth Ave., New York 11, N. Y.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



**Snowy White China**  
**\$1** Get-Acquainted SPECIAL

**MOSS ROSE EGG CUPS**

**SIX for only \$1**

This is the favorite design of grandma's day... and still a top favorite with today's smart homemakers! Here's a once-in-a-lifetime value you may never match again. These delightful genuine Moss Rose design egg cups bring brightness and cheer to your breakfast table. Made of fine white china, attractively and delicately decorated in a variety of rich and tasteful colors. You'll find clever as individual nut cups, too. Buy several sets for holiday gifts. Imagine! A full set of six, only \$1.00 POST-PAID!

SATISFACTION GUARANTEED OR MONEY BACK

postpaid  
**FREE** Catalog Ask for it!

**Helen Gallagher**  
413 (B-9) Fulton St., Peoria, Illinois



From Austria

Just one family in Austria embroiders these unique knee socks, and we import them all!

Green clock and multicolored Alpine flowers on the cuffs top off the handsome popcorn stitch. Girls, boys or their mothers will find these the perfect companion with Bermuda shorts and skirts. White or oxford grey, pure soft wool with just enough cotton for washability.

Girls and boys, age 2-6 \$2.50  
Bigger girls, age 8-10 \$3.00  
Mothers & others, sizes 9-11 \$4.75  
add 35¢ per pkg. postage.

May we send you our FREE 1957 Sportswear catalogue?

Satisfaction guaranteed

**Cannoll Reed Ski Shops**  
40 MAIN STREET NEW HAMPSHIRE  
NORTH CONWAY



**Merry Christmas FROM YOU**

**New Personalized Christmas Seals.** Gold paper, Green holly, Red berries, greeting and name in center. 100 gummed seals in clear plastic box \$1. ppd. Give new individual touch to Christmas packages and cards. Free catalog with every order. Print greeting and name wanted. Send with your name and address and \$1. per order. Cash, check or money order.

Satisfaction Guaranteed

**LOOMIS & CO.**  
145-X2 High St., Boston 10, Mass.

# How To Have Deep, Thick BROADLOOM at Savings up to 1/2

Direct to You from the  
**OLSON**  
FACTORY



**FREE Yarn Offer**

for Limited Time Only

Cut Edge Shows Actual Thickness

Every Rug Reversible! Double Wear and Luxury

## "IF You Will Send Your OLD RUGS, CLOTHING

—I GUARANTEE to send you the Finest, Longest Wearing Rugs you ever had for So Little Money."

Walter E. Olson, Pres.

No matter where you live, Write for beautiful, new, FREE Rug and Carpet Style Book in color and Get Acquainted FREE YARN Offer. Learn how valuable wool and material in your old rugs, clothing, etc., is reclaimed like new, sterilized, shredded, picked, bleached, merged, blended with choice NEW WOOLS, then redyed, respun into rug yarn, and woven in 3 Days into deep-textured new, Reversible Broadloom Rugs or wall-to-wall Carpeting, fine enough for any home. Double the Wear. 9 x 12 ft. weighs 46 lbs., not 32 lbs.

CHOICE of 44 patterns regardless of colors in your material, any size up to 18 ft., any length.

Solid Colors	Embossed Effects	Florals
Tweed Blends	Early American	Leaf, Scroll
Two-toned	Oriental Designs	Ovals

NO RISK OFFER. Send materials at Our Expense. Satisfaction guaranteed. Over 3 million customers. Monthly Payments if you wish.

Mail Coupon or Postcard to Nearest Address.

**FREE** Yarn Offer, Book in Color With Model Rooms.

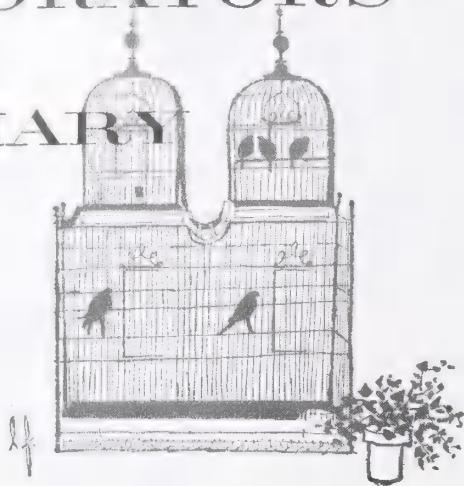
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_ State \_\_\_\_\_

**OLSON RUG CO., Dept. K-41**

CHICAGO NEW YORK SAN FRANCISCO  
4000 Diversey 15 W. 34th St. 205 Post Street



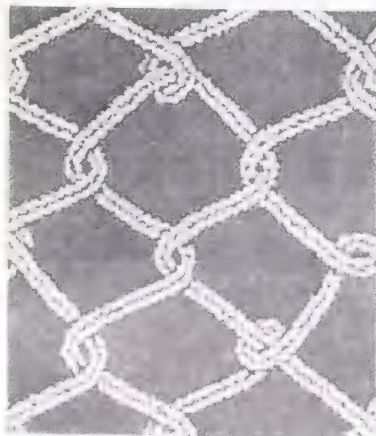
# DECORATOR'S DIARY



*An armchair journey through the home  
furnishings markets via the significant  
scribblings in a decorator's little black book*

"If anyone ever needed an area rug, it's me!" said Mrs. Montgomery ungrammatically and, as it turned out, quite accurately. The problem was how to give a sense of division to her long, monotone beige living room without actually dividing it, for it's a room that must serve as a quiet library on occasions, as well as a gathering place and entertaining center. The bookish section of the room is a corner lined from floor to ceiling with book shelves, and Mrs. Montgomery's object was to have this L-shape angle enjoy the secluded quality and practical facilities of a reading room, without seeming to shut it off, for indeed it's a very essential part of the room when there are parties in it.

The whole expanse of floor is covered in a solid beige wall-to-wall carpeting, but we turned the partitioning trick neatly by filling in the book-lined corner with a 6'9"-square "area rug," which we created by seaming together three 27-inch widths of Magee's fretwork-pattern wool carpeting. This, with



Area rug

its congenially beige-on-beige nubby chain-link design on a smooth-cut pile background, makes a pleasant, not too sharp contrast with the rest of the living room floor, creating a sort of subtle room-within-a-room effect. Facing into the area are a pair of comfortable chairs which share a table and reading lamp. And at right angles to the other wall along the outside edge of the rug we've set Mrs. Montgomery's small table desk, which suggests a partition from the rest of the room, without looking unsociable.

The rug, which is broadloom Axminster in a grade called "Sky Top," comes also in nine-foot and twelve-foot widths, and in a variety of background colors. It's a natural for small areas like this that need the eye-amusing variety of pattern, but there's nothing in the book that says you couldn't cover an entire room with it.

At the Accessories and Design showroom, a little table with a look of Empire, the coloration of Biedermeier, and a directness that might be modern or ancient Greek, turned out to be Charles X. This, as every first-grade design student soon learns, represented France's inevitable light touch on the rather heavy-handed continental furniture of the 1830's. But, as Mrs. Henderson said delightedly, Who cares what it's called, so long as it's the perfect height (20½") to accommodate her low armless upholstered sewing or "lady's" chair by the living room fireplace, and its 15" diameter top is ample for a small

(Please turn to page 78)

*it's a  
second bathroom...*

*it's only 5' x 9'...*

*it's Stylon ceramic tile...*

*your cost of tile  
and installation,  
about \$450<sup>00</sup>\**

So much beauty in such modest space . . . and at such modest cost! This sumptuous "second bathroom" measures only 5' x 9', yet its ingenious design, rich appointments and many conveniences make it seem much larger. In Stylon Ceramic Tile, this happy blend of beauty and function will add glory to your home for a lifetime.

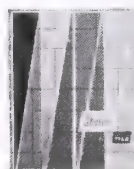
For everlasting good looks, Alfred Browning Parker, architect, and Carmen Graham, color stylist-designer, have chosen new Stylon Glazettes in a specially created "Waves" pattern.

Whether you're buying, building or remodeling, a Stylon-tiled room can be yours at reasonable initial cost, and not a cent for upkeep! For Stylon Ceramic Tile retains its glistening glamour for a lifetime, despite steam, water, sun, flame and every kind of rugged use.

Ask your architect, builder or tile contractor to show you the wide range of Stylon colors, textures and designs for walls, floors, counter tops. Your tile contractor will supply free estimates.

\*Average cost, tile and installation, varying slightly higher or lower by geographic location.

## Stylon



FREE . . . TILE INSTALLATION DIAGRAM  
FOR STYLON "SECOND BATHROOM"

Stylon Corp., 28 Summer St., Milford, MA 01830  
Please send me, free, tile installation  
diagram and color suggestions for  
Stylon "second bathroom".

CERAMIC  
TILE

Name.....

Address.....

City.....Zone.....State.....

Stylon "Second Bath"  
by Alfred Browning  
Parker, architect,  
and Carmen Graham,  
color stylist-designer





**Stylon**

CERAMIC  
**TILE**



How to pick carpets  
your husband will love

... those heavenly carpets by **LEES**®

When he thinks of you he'll think of nice things.  
Of the luxury of Lees Carpets all through the house!  
Of pleasant things! How easy it is to keep Lees  
Carpets clean and glowing! Of practical things!  
How well you run your budget on easy time payments and  
enjoy Lees Carpets as you pay. Visit your Lees dealer.  
See Lees Sierra, shown here, and a wide array of  
Lees beauties that will win his heart and yours!



HOME MEANS MORE WITH CARPET ON THE FLOOR—MORE COMFORT ■ QUIET ■ SAFETY ■ BEAUTY ■ EASIER CARE





## Your children are more fun in a Weathermaker Home

*Carrier Weathermaker air conditioning keeps youngsters at their healthy, happy best*

Yes, you love them even when they're peevish. But it's so much easier when they're good.

Children are bound to be better behaved when they're not irritated by the steaming, sticky heat. And you enjoy them more in summer when you yourself feel cool and refreshed.

Carrier air conditioning will make your home the most comfortable place you know. In the cool,

dry, filtered air you'll eat with a winter appetite and sleep as restfully as an infant. Housework will be easier because dust and dirt are kept out. And you'll never have to worry about drafts.

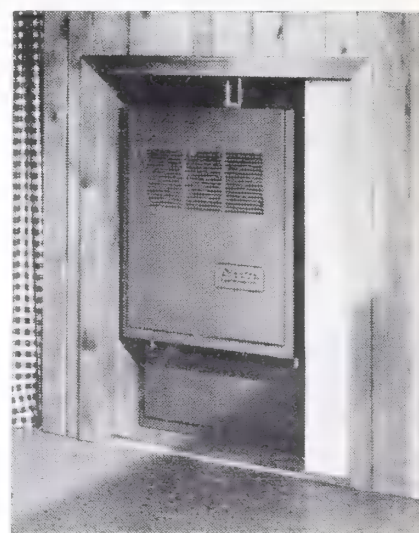
Whether you're building or buying or planning to stay where you are, you can have Carrier Weathermaker\* air conditioning. Talk with your Carrier dealer. He's listed in the Classified Telephone Directory. And send for the free booklet, "A Woman Knows Best About Air Conditioning." Carrier Corporation, Syracuse, New York.

Reg. U.S. Pat. Off.

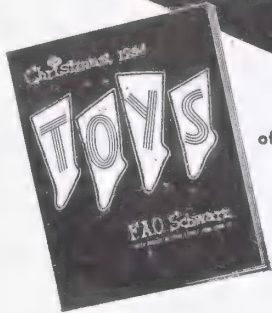
**Carrier**

*first name in air conditioning*

*The Carrier Year-round Weathermaker heats and cools an entire house. Air or water cooled. Easy terms.*







SETH WAKEMAN  
Professor of Education and  
Child Study, Smith College

"Children's toys people their particular, personal world. Good toys can be basic building blocks in creating good character."

### F. A. O. SCHWARZ catalog

of the World's Most Wonderful Toys filled with fun for Boys and Girls . . . IT'S FREE

Beautiful big book shows hundreds of quality toys from everywhere on earth . . . chosen for your children of all ages from the finest toys created by master toy craftsmen in American factories, little Swiss villages, England, Asia, Germany, and glamorous, far-off places. Right in your own home, shop the world's most exciting and varied selection of toys from the happy pages of this FREE catalog. Matchless values. Competitive prices.

Fill out and mail this catalog coupon today.

F. A. O. SCHWARZ Depr. H8 745 Fifth Avenue, New York 22, N. Y.			
Name			
Address			
City	Zone	State	

## DECORATOR'S DIARY

CONTINUED FROM PAGE 74

lamp? Mrs. Montgomery, an indefatigable needlewoman, abides by General Electric's research on the right light for the job, which indicates that the source for sewing light should be about 12" above and 15" to the side of the work. So the little table works like a

charm. But most important to the looks of the room, it is also an impressively handsome piece of furniture with a solidity rarely found in tables of its size. They tend to be skinny of leg and so give a room a cluttered, leggy look. The square marble base of our little table sits firmly on the charcoal-gray carpet, and its classic urn shape is gracefully silhouetted against the lemon-yellow chair. The wood is finished in the typical golden color of Italian or Austrian cherrywood, its moldings lacquered black. Its top is mottled gray-black marble, matching its base. We might have had it with a square top, which suggests that a lineup of such little tables would create a sensational coffee table, and we might also have had it lacquered in any color with almost any kind of marble.



Charles X urn table

When I suggested matelassé as a potential upholstery fabric in young Mrs. Coverdale's bed-sitting room, she shook her strawberry curls rather vehemently and declared that she'd been thinking of a *white* room, and had no intention of re-

(Please turn to page 164)

THIS

# Extensole

DROPLEAF GIVES EXTRA STURDINESS PLUS BEAUTY

...Designed to blend with today's living when living-dining areas are often one, demanding utility and decoration. This

Extensole requires small space when closed — and is quickly, smoothly extended to place 14 or 18 guests if need be. Four sturdy pedestals give added support to carry the extra weight and length. Silent running, solid brass casters make for ease of movement. Extensole's exclusive NO-SPLIT top provides concealed extension features which your dealer will gladly demonstrate.

Or send for a free illustrated folder and name of nearest dealer. Priced at \$175\*.

Also available in 126" extension if desired

• slightly higher in the west.

# Extensole

WITH *Extension Features Concealed...*

BECAUSE OF

ONE PIECE, NO-SPLIT TOP



The clear mellow tones of the beautiful mahogany top are accented with the restrained use of contrasting veneers.

CLOSED 42" x 24"

EXTENDED 42" x 102"

LEAVES UP 42" x 54"

MADE IN CANADA BY THE WUNDER FURN. MFG. CO., LTD.

CORPORATION • SPARTA, MICHIGAN





She has an arsenal of cleaning equipment, **BUT—** still her house is dirty!

Pliotron—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

Even if she's the best equipped housekeeper in town, she can't keep up with the *fine dirt* that enters her home every hour of every day. And *this* is the dirt that smudges walls and woodwork, grays curtains and drapes, gets ground into carpets—runs up cleaning and decorating bills.

Actually she's fighting a losing battle because most of this fine dirt comes sailing through conventional filters in the heating or air-conditioning system. Surest, easiest, most economical way to keep it out is by installing PLIOTRON—the world's first *fully washable* electrostatic air filter.

Just as a magnet captures particles of iron, PLIOTRON plastic fibers electrically capture up to *five times as much fine dirt* as ordinary filters, to give you cleaner, more healthful air at lower cost.

PLIOTRON costs more than "one-time" filters, but first cost is its only cost. When dirty (and you'll be *amazed* at the dirt it collects), it can be easily restored to like-new efficiency by a quick bath—can be used over and over. And this means additional savings on both filter costs and maintenance, since an estimated 90% of all heating and ventilating service calls can be traced to clogged filters.

Want more information? See your heating and ventilating dealer, or write: Goodyear, P.O. Box 238, Akron, Ohio.

Stop dust before it does its dirty work,  
install

**PLIOTRON AIR FILTER BY**

**GOODYEAR**

THE GREATEST NAME IN RUBBER







*Reflection of Good Taste*

brings beauty to your kitchen



**ELKAY**  
*Lustritone*

**STAINLESS STEEL SINKS**

Your home reflects your taste in its appointments and design . . . so show yourself at your best by choosing an **ELKAY** Stainless Steel Sink for your kitchen. Its glamorous, silver-like beauty sets the pace for a lovely kitchen life . . . blends perfectly with any decorating scheme . . . softly reflects surrounding color hues. Gives you more time for hostessing as it stays so beautifully clean with a swish of a damp cloth—no more scouring—no more bleaching. Find out how little this lifetime sink does cost . . . no more than many ordinary sinks . . . never needs replacement. Write for free, colorful, ideaful booklet that shows all the styles and sizes.

See your Plumber or Cabinet Dealer—or write us today!

**ELKAY MANUFACTURING COMPANY**

1818 South 54th Avenue, Chicago 50, Illinois

McWane's Award—Largest Manufacturer of Stainless Steel Sinks . . . Since 1920



Bringing an illusion of windowed spaciousness to the far wall of this room is an enlarged mounted photomural of a calm woodland scene.

## A photomural for that blank wall

By MARGARET WEISS

**T**hough most of us maintain some kind of picture album—usually a hit-or-miss affair of largely unmounted specimens of our camera technique—few amateur photographers realize what a wealth of wall decoration may lie within its sturdy covers as possible murals.

Have you ever envisioned what a superb photomural could be created from your snapshot of the luxuriant Everglades, the rock-bound coast of Rockport, the Cliff Palace at Mesa Verde? Or maybe that shot atop Montserrat, or the one you took at Chillon Castle on Lake Geneva? And how about that sepia print of the Colosseum or of the Roman amphitheatre at Arles?

Photomurals—huge enlargements, several feet high, wide and handsome—can be made from any average-sized, sharply detailed, fine-grain negative. A little too ambitious a project for a beginner, perhaps, but certainly easily within the scope of any experienced amateur armed with enlarging equipment and basic darkroom procedure. And, of course, if your experience or your darkroom space is limited, there's always a professional studio around where photomurals are made to order from negatives that you supply.

Enlargements may be hand-tinted, sepia or black-and-white, and if expense is no consideration, color negatives and transparencies

may also be used. Your choice of dimensions is a generous one, ranging up to forty inches high and eight feet wide. After the big print has been mounted on tempered wall-board with wheat paste, it is ready for whatever type of framing treatment you elect to give it.

Since a photomural is intended to be lived with and looked at in much the same way as a painting, the material that you select should have true pictorial quality. Masses, tones and lines arranged in a coherent composition, pleasing proportions, proper contrast between light and shade—these are essential to any picture worthy of wall space, whether painting or photo.

Naturally, you'll immediately discard as poor mural material any shot that suffers from over-exposure with all details "burned out," under-exposure, double exposure, blurring because of camera movement, the subject being out of focus, hard shadows in a too bright noontime sun or a bad background with figures and action lost.

Some of the points professional jurors look for in picture-contest entries might be your guide:

Is the most important object off center to lend asymmetrical design to the composition?

Is there a simple contrasting background, either lighter or darker than the main subject?

(Please turn to page 82)





CRAFTED TO THE *Richness*  
*of Good Taste* FOR A  
 LIFETIME OF SATISFACTION!



You'll be so glad years from now if you make ALVIN your choice today! Ten lovely patterns present a choice for every taste and liking . . . all superb table silver by the world's most skillful craftsmen. Select yours with confidence at your dealer's from these and other Alvin patterns.

**ALVIN** *Sterling*

Illustrated price folder showing all Alvin Patterns gladly sent upon request.

**THE ALVIN SILVERSMITHS**  
 DEPARTMENT H-9  
 Providence 7, Rhode Island

6-Piece  
 Place Settings  
 from \$35.00†  
 (Fed. Tax Incl.)

ALVIN original designs have been selected to set enchanting dining tables since 1885.

Double duty hollow handle butter spreaders with mirror-finish stainless steel blades can be substituted for flat handle spreaders at no extra cost in all Alvin patterns. Additional uses: buffet, snack or fruit knives.

†Prices subject to change without notice



**Pine** Golden brown pine cones nestle in boughs of forest green needles accented with touches of yellow and magenta on the purest of white translucent china trimmed with rich palladium. 5-pc. place setting. \$12.50\*



**PASCO BAVARIAN CHINA**



*by Lorenz Hutschenreuther—Since 1856*

\*Slightly higher South & West  
Write for illustrated literature and name of dealer nearest you.

PAUL A. STRAUB & CO., INC. 19 EAST 26TH ST. DEPT. B-9, NEW YORK 10, N. Y.

## A PHOTOMURAL FOR THAT BLANK WALL

CONTINUED FROM PAGE 80

Does the horizon line lie above or below the center to avoid cutting the picture in half?

Has proper lighting been used—at a 45-degree angle in the sunshine of mid-morning or mid-afternoon, unless special effects were sought in some moonlight or street-light scenes?

Are there adequate contrasts of size within the scene to create dramatic interest?

Does the photo have pictorial balance—a "balancing of masses?"

Does it reflect atmospheric quality, depth and "third dimension?"

And, as in all forms, do curved lines lend your picture grace, diagonals give it rhythm and action?

Are there vertical lines for dignity, horizontal ones for repose?

Let's assume that you have in hand the picture that you would like to transform into a decorative wall treatment. Your next decision is the all-important one: Where will your photomural be used?

Suppose your favorite photo is one of the majestic Bernini Colonnade in front of St. Peter's in Rome. A portion of this might be a dramatic choice for one wall of

your foyer, lending an air of graciousness to a usually small area. So, too, would be a bit of Versailles—balcony, grillwork and all. Or perhaps a scene of Charles II's flamboyant Cypress Gardens—to be reflected in a facing mirror wall to simulate an arboreal allée.

Woodland scenes are equally compatible with foyer, stair and dining area. In one home recently visited, plans were under way to use panels of the four seasons of the year as they transfigured a tiny glen nestled within the blue foothills of the Berkshires.

For any room that has a fireplace, especially a music room, an extremely effective photomural can be created from a panoramic view of sky and clouds floating upward from the dado. A dressing room wall might be the spot for a botanical study, a montage of undergrowth motifs or perhaps a group of waterfowl in flight.

Beside a low chest in one corner of the living room—or perhaps a screen—you might try slender vertical panels of nature studies treated in the style of Japanese ink wash. (Please turn to page 180)

Sofa by **Beachley Furniture Company, Inc.**, Hagerstown, Maryland



*Luxurious comfort is made to last with U.S. Koylon Foam*

Note the perfect tailoring, the smoothly defined lines in this sofa by Beachley Furniture Company. And because it's made with U.S. Koylon Foam, its beautiful lines are as long-lasting as its matchless comfort. For Koylon smooths itself out sitting after sitting, year after year... is self-ventilating, non-allergenic. Yes, for your assurance of quality, look for the U.S. Koylon label on fine furniture at leading stores everywhere. U.S. Koylon Foam is a product of United States Rubber Company, Rockefeller Center, New York 20, N.Y.





**U.S. Koylon**  
FOAM  
*Cushioning*



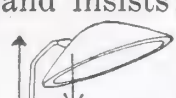

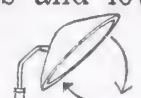
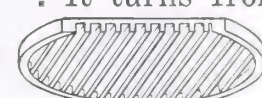

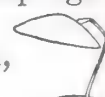
**United States Rubber**



*if YOU*  
*want*  
*something*  
 *lovely*  
*...and HE'S*  
*a practical*  
*soul*  




## YOU'LL BOTH LOVE A LIGHTOLIER

You, madame, want a good-looking lamp. Properly so. And this reading lamp is perfectly lovely in any setting. But your husband insists: "I want good light." We can satisfy him, too. Note, please: This lamp lifts and lowers . It turns from side -to- side . The shade tilts in any direction . This diffuser  filters out glare, acts like a venetian blind to keep light out of the eyes of anyone sitting across the room. Available in a wall  or desk model,  too, at the nicest stores everywhere. The lamp above without tray \$25\* in five colors. Worth *lots* more.

\*A bit more in the west.

THE LAMP DIVISION OF  
**LIGHTOLIER**   
 ARCHITECTURAL LIGHTING • RESIDENTIAL FIXTURES • PORTABLE LAMPS

**LIGHTOLIER**, Box 368, Dept. HB-96, Jersey City 5, N. J.  
 Please send me your free brochure showing me how to select the right lamps for every room, every eye-task.

Name

Address

City & State





3 PHOTOS BY FRITZ HENLE

Deserted tables in Venice café recall hot Latin noon.

## How to leave home and like it

By MARION GOUGH

One picture, we always say, is worth a thousand words. But because of a tragic flaw in our make-up which renders us totally incapable of taking a decent picture, we rarely travel with a camera. "How did you take this one," they ask us in astonishment, "through the bottom of a Coke bottle?"

We therefore roam abroad, free as the wind, unbuckled, unstrapped and unencumbered by light meters and filters and the sudden urgency to change film just as the sightseeing bus is ready to roll. Naturally, we are eyed with some suspicion by our traveling compatriots who appear to feel there is something un-American about leaving home-base without at least one Rolleiflex to check at the door of every museum.

We're ashamed of our shortcoming, of course. The bitterest pangs of remorse that ever strike us usually occur as we sit in the gloom of someone else's living room watching the *(Please turn to page 162)*



HARAN SELVIN

Portrait of Dutch housekeeping.

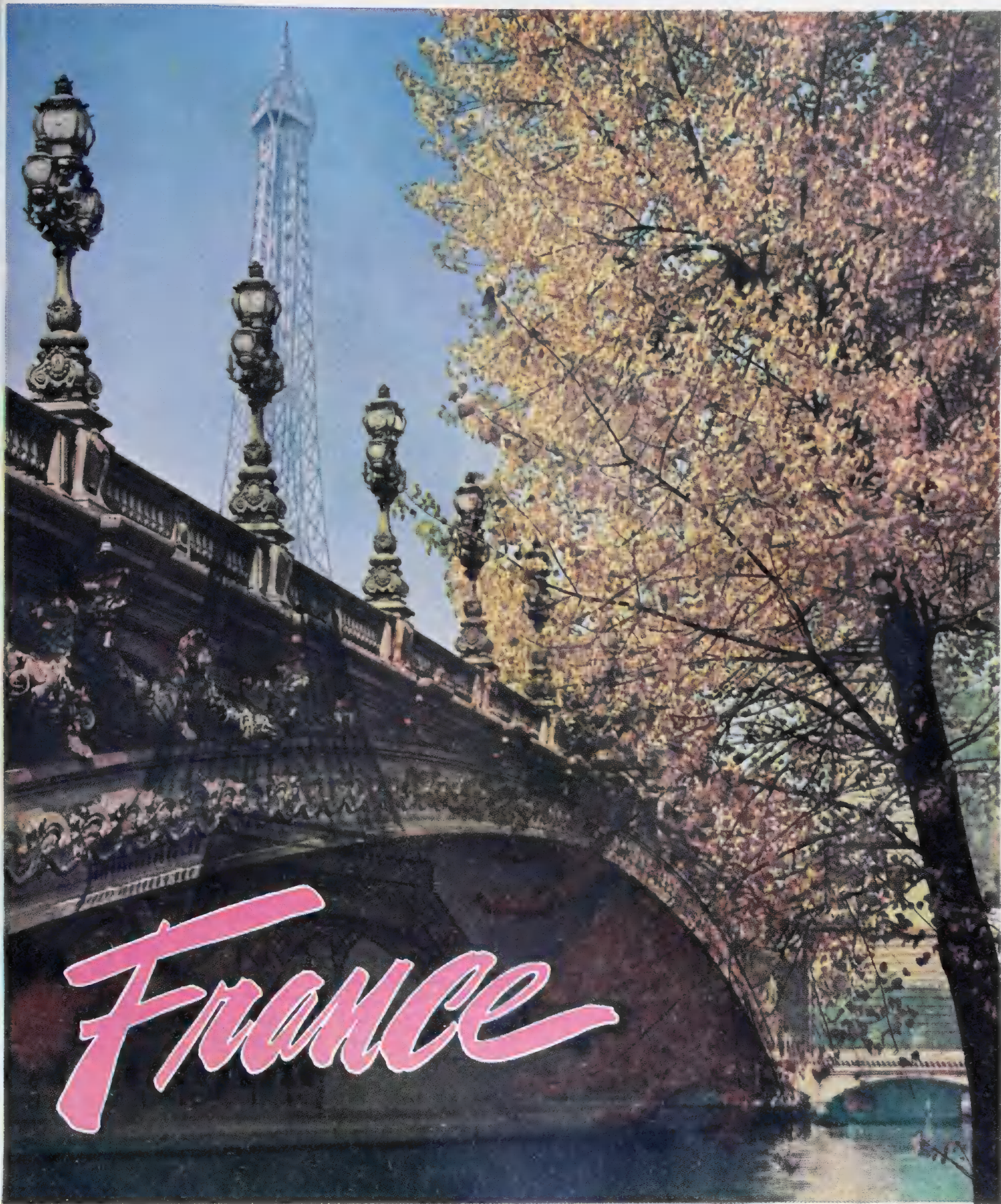
*Delicate memoir of Japan—Geisha, parasols.*



*Pattern of a sunny market evokes Martinique.*







*If you love life—  
you'll love France!*

France in the fall—what a *brilliant* time of year! When you can mingle with the smart International set at theatres, nightclubs and the opera . . . revel in the breath-taking beauty of palaces and parks . . . dine on the finest food in the world! Then how exciting to tour the purple-and-gold countryside of the Burgundy and Bordeaux regions, stopping en route at the colorful Dijon Gastronomical Fair. C'est la vie . . . come soon! Remember, too, from September to April, fares are less. See your travel agent; write: Dept. HB-6, Box 221, N. Y. 10, N. Y.



**FRENCH GOVERNMENT TOURIST OFFICE**

NEW YORK • CHICAGO • LOS ANGELES  
SAN FRANCISCO • MONTREAL





## *Floors of **OAK** will always reflect your good taste*



Entertaining the Browns for bridge? Or is it a buffet for the bride?

One of the greatest pleasures of home ownership is entertaining friends...and having your home admired.

Good taste...an indefinable something most people sense and appreciate...always draws compliments. And Oak Floors will always reflect *your* good taste because they harmonize so well with modern or

traditional architecture and every ensemble of colors, fabrics and furniture.

Best of all, the friendly, radiant beauty of your Oak Floors will last a lifetime. You'll always enjoy their easy upkeep...an occasional waxing is all that's needed to preserve that "new look."

Yet Oak Floors are not expensive. They cost less than most floors...give you more value and enjoyment than any floor.

**When you build, buy or remodel, insist on Oak Floors...sold by all lumber dealers.**

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION, MEMPHIS 3, TENN.

*Floors of*

**OAK**



# Culture begins at home

## **Culture is the way we live—the way we make that way of life beautiful**

Culture is beauty, and thought, and study, and creativity—brought home. It's the best that's been said, thought and done—right in our own living room. It's what we wear and why we wear it, it's what we eat and why we eat it, it's what we surround ourselves with in our daily life.

## **Culture is what we do when we don't *have* to do anything**

Culture is what we do with our leisure. It's what we do with a recipe when we don't *have* to do anything to it. It's what we do beyond any necessity for doing it except that it adds meaning and beauty to whatever we do.

## **Culture is now and here**

Culture will not repeat in America its history in Greece or Rome. Emerson has said it, and the person of culture knows it. He sees it in our factory work and in our workshops, in our tableware and in our fabrics.

## **Culture is personal and individual—or it is nothing**

Culture is not an affair of academies or authorities. It is each man expanding to his full growth, becoming all he is capable of. It's what he brings home by himself, to himself, everyday of his life.

*Another chapter in our never-ending story of how culture begins at home opens on the next page with How to Live in Your Living Room.*



# HOW TO LIVE IN YOUR LIVING ROOM

By the HOUSE BEAUTIFUL STAFF

When man once conceived the universe as turning around the earth, he was only slightly wrong. It actually revolves around one's home. All time and all space wheel in a great curve around one's chair in the living room, that point where one is freest to explore the universe.

This is not to say that the universe is small, but rather that one's living room is incredibly, heavenly large. For doesn't the living room offer the best environment to cultivate one's interest and one's self?

Virtually every act we undertake, whether we *must* do it or we *choose* to do it, can be illumined with interest and fascination, if we know something about it. And, miraculously, our interest increases, progressively and arithmetically, the more we know.

It is no coincidence that the word *culture* has the same root as the word *cultivate*. To cultivate is to promote the growth of a thing. Culture is the result of improving and refining the mind (and consequently life) by education and knowledge. The best habitat for cultivating the mind is in your own living room, where you can proceed, at your own pace, to investigate whatever interests you in the whole world.

To pursue culture is nothing less than to order our life

so as to savor life fully, to discover beauty where it might have gone unseen, to enlighten all our experiences by reflection and study until we have achieved understanding.

It is more than that. Culture means bringing within our own brief life span more than our own life's experience. It is imaginatively to live many lives—present and past.

It is this capacity to share other lives, to reflect with other men on the ways of their lives, that makes us most man-like and almost god-like. Within the limits of our own life, we can enjoy life unlimited—once we open the doors of perception and knowledge.

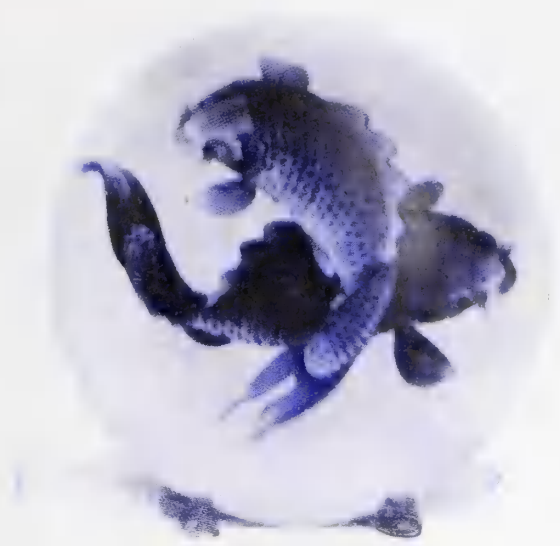
Where do we start? Right where we are.

The walk we take in the woods can be charged with awareness and interest in everything along the way. We can bring our walk home with us to the living room, where we can pursue it at ease in our arm chair in the nature writings of John Muir, John Burroughs and Joseph Wood Krutch, in the magical photographs of Ansel Adams and Edward Weston, in the esthetic contemplation of a twisted bough, in learning about the complex simplicity of a single wild flower. Thus we can walk where we have never been and see things we have never seen. And we can meet our great land as it was a century



PHOTOGRAPHS BY PINNEY BEECHER



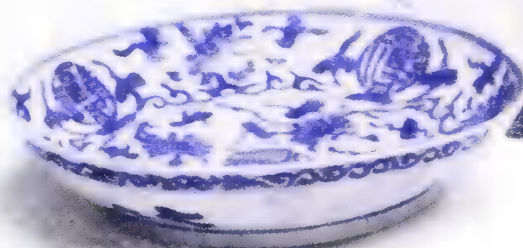
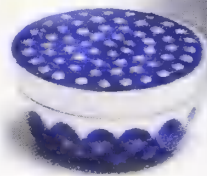
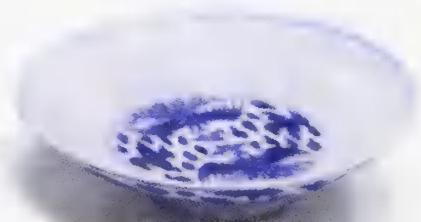


ago, through the eyes of the men who first discovered it.

Even the plates which hold the food we eat can be the springboard from which we take off to pursue a new interest. The purchase of one beautiful dish can produce a delight which leads to a thirst for knowledge about the history of such dishes, which in turn produces a desire for more such beautiful dishes.

It is the proper concern of the person of culture to want to surround himself with useful objects that are beautiful and beautiful objects which he subjects to useful purposes.

Where else than at home, in our dining room to be sure, can we live with such treasures as these blue and white porcelain dishes of the Orient in such intimacy that only then might we say we really possess them? And where better might we pursue and deepen our appreciation of them than in our living room surrounded by the best of books about them? Possession and appreciation are two sides of the same coin. We read about our porcelain in Sir Harry Garner's book with the close feeling of one looking at a family album. We know exactly the shade of blue he talks about, the forms, glazes and symbols of the Chinese, Korean and Japanese wares he refers to. It's only when we (*Please turn the page*)





## HOW TO LIVE IN YOUR LIVING ROOM

*continued*



frequently use the china of China for our meals, when we hold it against the light coming through the window, examine its stylized symbols and compositional perfection, that we begin to know something about it. And, oh, the pleasures of knowing, of becoming expert! How personal and alive such culture becomes! How alive life itself becomes when we use these potentials of our living room to extend our lives to distant times and other civilizations!

History belongs to the museum. Culture belongs to the home. When you have held and handled and read about the rare artifacts of man's early attempts to make useful objects beautiful, you gain a perspective about our own times. You

become a better equipped critic to judge present-day efforts at beautifying useful objects. You cannot get such culture from a museum display case: objects that are untouchable and distant are but footnotes to personal culture, valuable but somewhat aside. Culture must be kept alive, and it must be caught on the wing. It is not a butterfly, pinned to the wall and terribly still. It is not academic knowledge, unrelated to life and living. Nothing human or natural is alien to culture. And it does not matter where you find it or what part of it you make your own.

Cooking and eating constitute an immense world of culture (and we describe them elsewhere in this issue). The

The living room desk of a gardener pursuing his interest.

PHOTOGRAPH BY MAYNARD PARKER







intellectual pursuit of this never-to-be-ignored subject can best be done in the living room by reading the writings of such articulate gourmets as M. F. K. Fisher, Brillat Savarin, André Simon, by following the immense literature being published on nutritional research. We recommend to you the statement about all this on pages 96-99. A cultural attitude toward food is a perfect example of how the quality of our daily life may be enhanced and deepened whenever the mind is brought into full play.

Our interests need not be costly to be cultural. The objects we collect to spark our interests need not be collectors' items, rare and expensive. They may be shells or stones or butterflies collected with our own hands. They might be American ceramics, much of it as good as the best of the ancient Chinese, and even more challenging to collect.

Perhaps the examples we mention seem to you too closely identified with the "fine arts." If so, don't let them mislead you. One of the most meaningful collections we have seen is a grouping of old, scavenged locks, keys and escutcheons that make finer abstract compositions than far higher-priced abstractions on canvas by Jackson Pollock or de Kooning.

Imagine, for a moment, that you are making the proper study of man, which is man himself. That is to say, you have been reading some of the excellent anthropology books that are so numerous these days. You become intrigued with the variety of ways man has depicted himself through the ages and you start to pick up sculpted fragments of heads of different historical peoples. Here are images of man which man has conceived of himself, images which are as fascinating to study as a mirror held up to life.

Imagine these sculpted heads (*Please turn to page 153*)





*Here's a sensitive story on the magic,  
miracle and meaning of  
a family reading in the living room*

By RALPH G. MARTIN



*"Give us books," say the Children.  
 "Give us wings. You who are  
 powerful and strong, help us to  
 escape into the faraway. Build  
 us azure palaces in the midst of  
 enchanted gardens. Show us fairies  
 strolling about in the moonlight.  
 We are willing to learn everything  
 we are taught at school, but,  
 please, let us keep our dreams."*

*Books, Children and Men*  
 by Paul Hazard  
 (The Horn Book, Inc.)

**T**he soul of a child is a singing thing and its song is a song of wonder. Tenderness can touch it sometimes, love can reach it often, but how can you fuse a child's soul with your own, any time and always?

Is it as simple as reading a book together? It is in our family. When we settle down to read to our six-year-old Maury and four-year-old Betsy, we not only share their snuggling softness, but we share their imagination and understanding and quick laughter; we share the impulsive meeting of eyes mutually appreciating a mystery or a high excitement or a quiet beauty. There is a magic in this, a magic that mingles souls.

It's also the kind of magic that converts an ordinary rug into a flying carpet—and the key of it is wonder.

After all, what do children truly want from books? More than anything else, they want what you want—a good story. Only they want it more simply told. When they're caught by a story, they want it to speed straight to the end with a minimum of gush, a maximum of sheer enjoyment. They want to know what happens next.

Marge and I have watched the faces of our children as we have read to them (usually just before bedtime) and we know that books are not only a pleasure; they're a need, a mental and spiritual food. Books offer so many things: sense and sensibility, the carefully planted seeds of knowledge, a strong feeling of security and the special kind of joy and release available only to the children of the world who are not yet faced with the reality of the world.

The best of the children's books are those that thread their stories with curiosity, teasing at the romance of strangeness.

This strangeness can be full of the fact of now or the fancy of fairies. But whether fact or fancy, there must be one thing more, there must be some kind of beauty. This does not mean prettiness or even poetry, but it does mean a kind of intangible mood, a mood that brings a special feeling about trees into a fact book of lumber, a mood that must dress up a fable with phrases that stir the sensitivity and capture it (have you ever heard a little girl gasp at the description of a fairy's dress?).

Real life, imagination, beauty—here is the essence of children's literature, but not the formula. There is no formula. But there is a prime rule: Don't mix the different worlds of real life and imagination, don't tack a moral onto a pleasant poem, don't mix the medicine with the honey. Any such combination causes a hodgepodge of puzzlement.

During any family reading, identification is natural and quick. Maury is Pinocchio or the Crow Boy or the little boy in *The Biggest Bear* or the Jack in the beanstalk or John in the Pogo books or Hansel; and Betsy is Gretel or Cinderella or Madeline or Mei Li or Nurse Nancy or Wendy in *Peter Pan* or little Red Riding Hood or the girl in *A Little House of Your Own* or Kiki who learns to ice skate (the identification was quick enough for Betsy to wonder aloud when she was going to get *her* skates).

As another girl put it, in answer to a survey on why she read books: "I can be anything the book describes—a nurse, a doctor, an artist and even a wife."

This is good. The complication comes only when a nurse and a Cinderella are jumbled together somehow in a single story, the identification and the imagination tearing at each other. Just as you must search carefully for the sugar content of the children's books you buy—the sticky words and syrupy plots that still fill so many of them—so must you watch for the bad mixture of fact and fancy.

Many parents feel that the child will reach for what he wants in books and grow in his own direction and that the parents should mainly supply the wanted books at the wanted time. But the parents' job is much more than mere feeding of books for existent interests. The parents' bigger job is the opening of new worlds, new directions, stretching instead of saturating.

At any family reading session, a favorite question always is, "And what does that mean, Daddy?" Unless you are absolutely sure of your answer (and you'd better be, because children check up), then we recommend the ready reply, "That's an interesting question. Let's look it up together." For this we urgently advise the purchase of a family encyclopedia. The three best: *World*, *Compton's*, and *Britannica Junior*. You can't go wrong on any of them. There are some differences: *World* uses simpler vocabulary, *Britannica Junior* believes in larger, easier-reading (Please turn to page 186)



# Nature in our living room

The views of nature from our windows are friendly and full of detail. They have given us joy and spiritual release

By DOROTHY L. McFADDEN

We carefully placed our new home so that our windows looked off into the distance: down to the woods; off to the cultivated fields and occasional houses; then on to the folds of valleys and hills, hills and valleys intertwined farther and farther away; and finally to the vast sweep of ever-changing sky.

Friends drop in tired, hurried, certain that they have only a moment to say "hello." As they sink deep into the comfortable couch facing the view, in a moment or two we see them begin to relax. The strain vanishes from their faces, nervous hands are stilled, eyes become deep and quiet as they watch the flight of birds or the changing cloud shadows on dis-





tant hills. They stay. They talk of personal problems, of religion, discussing ideas we had thought would never interest them. Finally, they leave, reluctantly, visibly refreshed.

Such philosophising and intimate talk is usually unlocked only by campfire or hearth embers, not the modern living room. But we have this feeling of release in our house with "open" walls, through which the mind and soul reach out to trees and hills and sky. It has meant for me an almost physical sense of refreshment, deeply satisfying draughts of peace and serenity, a regaining of balance and perspective.

Since living with these great windows I feel, as the prophet Isaiah said, that suddenly "all is as new." I see the clouds, the vastness of the sky, the trees and hills as if I had never known them before. There is a comfort in the unchanging outline of the landscape pictured in each window, together with a fascination of discovery each time in new beauty, details for-

merly unseen. It is like a great musical theme with endless, harmonic variations.

The house, with its big windows, came at the time when I needed it most. I had gone through a period of nervous exhaustion which left me empty of all thought, with no urge to see anyone or do anything. My mind and spirit were blank. I had lost all interest in work, all desire to write or create anything. Planning this house was my only joy, my one small feeling of purpose, even though it seemed like a dream that would never come true. Yet since settling down here, our picture windows have given me over and over again what Anne Lindbergh calls "the time, the quiet, the peace, to let the pitcher fill up to the brim." Now, as the ancient Welsh minstrel said, "I know where to find a new song."

New interests come crowding into our days. My husband and I cannot keep up with them. We have tried to identify the birds that flew over our house on (*Please turn to page 141.*)

VIEW FROM MCFADDEN LIVING ROOM BY TED KOEPFER

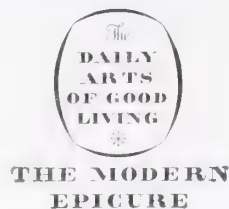




*The living room is not the only place  
in the home for the enjoyable  
pursuit of culture, for*

# COOKING IS CULTURE, TOO

By POPPY CANNON  
and ELIZABETH GORDON



If one is to live so that every minute counts, to be alert and alive instead of numb, then cooking and eating rank high as cultural matters. For nothing affects the very quality of life itself so much as our diet, our pleasure in it and what it does for us nutritionally.

This calls for connoisseurship as opposed to mindlessness. The person who cooks and eats just to assuage his hunger is living no more fully than an animal. The person who is interested in food on the many levels on which it is possible to take an interest is actually living more. For the more you know about food the more you can appreciate it—sensually and intellectually. When you are aware of its many-faceted nature you can see things you would not have seen before. You literally step through barriers as concrete as the sound barrier was for the airplane, into new worlds of interest and awareness.

The cuisine you accomplish from day to day, from place to place, whether cooked by yourself or others, is as tangible a manifestation of the quality of your life as your architectural surroundings, the books you read, the costumes in your wardrobe, the music you listen to, or the objects you rest your eyes upon.

In some ways it is more important than all these other things, for there are so many times in a day, and therefore in a lifetime, when food must have your attention as a necessity. So what incomparable luck that it can also be a fascinating subject and a never-ending intellectual pleasure! (Once you become aware of how fascinating the world of food really is you bemoan the years you wasted, for there aren't enough meals to be eaten in a lifetime to let you try all you want to taste.)

There are many levels on which you can pursue food as culture, each so different from the others, that it is almost as though they were different subjects. There is the gourmet point of view, which is the one most people first think of in connection with connoisseurship in food. This is the training of one's tongue, one's eye and one's nose to recognize small differences. Without this ability to distinguish small, subtle characteristics, it is impossible to develop as a critic, as an expert or as a cook. Without it you cannot pass a valid judgment about quality, analyze the taste of a dish for its component ingredients, or cook creatively.

This sensitive awareness is the cornerstone on which a cultural attitude toward food must be built. Without it, one cannot see things purely—which is to *really* see them—without prejudice, preconception or snobbery. This purity of approach lets you be just as gourmet about a snack as a banquet. It lets you be as precise about the frying of an egg as the making of a French sauce. Once you have developed this critical ability to discriminate, it illumines your every action—whether it be choosing the best brand



of canned tomato juice or deciding whether to serve those fresh pears raw or stewed, or how to use the leftovers.

Once you start paying attention to food in this critical way you open new areas of speculation. You make observations about how food expresses national and racial differences, how it reflects economic conditions. For instance, has it ever occurred to you that the reason France is such a cheese-producing country may be that they have so little refrigeration? Whereas we consume our milk *as* milk, thanks to our superb transportation system and universal refrigeration.

Thus the intellect comes into play, and you see food and cooking as an artifact, as living history. The folk wisdom and practices of any nation are embodied in their cooking traditions, and if you know how to analyze them you can learn much about their values: from the status of women in that society to the nutritional protection offered by the native diet.

The Germans have a proverb, "Was mann ist, mann isst,"—you are what you eat. Scientists have proved that many so-called racial and national characteristics—laziness, energy, persistence or instability often bear a direct relation to habits of eating. From whatever point of view, it would appear that the proper study of mankind is food. Whatever your interests, whatever your bent, all roads of inquiry seem to lead in one way or another back to food. Food is linked with every branch in the tree of cultural history.

Civilization as we know it, had its start when the hunters were joined or displaced by the food gatherers. It is not in the scrolls or hieroglyphics that man's earliest records are kept, but in the kitchen middens. The study of anthropology could be greatly enriched if more emphasis were placed upon the study of food and cooking habits.

How much more interesting—perhaps more fruitful—to think of the map of the world arranged not by races or national boundaries but by what cooking fat the people use. Pursue this idea and you arrive at a classification system like this: a Sour Cream civilization, the Butter areas as opposed to the Olive Oil areas, the Lard and Fatback sections, the Ghee (clarified butter) civilizations, the Nut Oil peoples (who use sesame, peanut, cottonseed, almond oils). By this system northern Italy would classify more properly with France, because north Italy cooks with butter rather than olive oil. Whereas some parts of France on the Mediterranean cook with olive oil, so would more properly classify with south Italy.

**W**hat is the value of such a point of view? It lets you think about food with more perspective. And it lets you be more creative when you cook. Such a philosophical frame of reference helps you to rationalize what fat flavors do for a dish, with which seasonings they marry well, what cooking temperatures associate with each, which fat blends

best when wine or cognac is to be used.

When you have developed this kind of realization, you can transpose a recipe from one language to another—which is to cooking what changing the key or improvising is to music. In short, it enlarges your understanding and broadens your ability and scope as a cook, for it frees you from the mindless, blind following of a recipe. For nothing is so dull as doing something by rote, especially if you don't understand *why* you are doing it.

**A** knowledge of cooking adds a new dimension to travel. It is, in the truest sense of the word, your passport into new areas and your introduction to people, things and places, which the ordinary tourist never sees. The American traveler who goes round the world looking for a "good steak," "a decent plate of ham and eggs" and "a cup of real American coffee" might almost as well have stayed at home. All the sight-seeing he can cram into his itinerary will not make up for this sad loss.

No one would consider visiting Paris without tasting at least a few Parisian dishes. A trip through Les Halles, the Paris food market, early in the morning is included even in unimaginative tours. Yet how many have come away from Haiti without ever having tasted their Black Rice, dark as caviar with the inky juices of the tiny wild jonjon mushrooms dried under the tropic sun and lending an earthy mountain fragrance as delicate and almost as aromatic as the truffles of Perigord.

Through travel you should come to possess, to call your own, many parts of the world other than that in which you ordinarily live. But as Goethe has said, you can possess only what you understand. You can not understand any country or people unless you know something about their food. You have not really experienced Barbados just because you have swum on its beaches. You should also have tasted its flying fish and dolphin steaks and dove peas too. Dove here is pronounced to rhyme with rove and written sometimes as "daube" the French word for braise, as in *Boeuf en Daube*. When you taste pigeon peas prepared in this fashion, you will guess that this very, very British Island, now known as Little England, was once in the hands of the French.

When you travel you should taste your way around the world, though you may have to work at it. Except in a very few spots—notably in France, Italy and Scandinavia—all the public eating places conspire to keep the visitor away from the fine specialties of the land. All over the world, and especially in those places that go after tourism, the curse of "continental cuisine" lies heavy—very heavy—upon the restaurants, hotels (*Text continued on page 174. Turn page for Guideposts to the Cultural World of Food.*)



## 16 Guideposts on the road that leads you to the Cultural World of Food

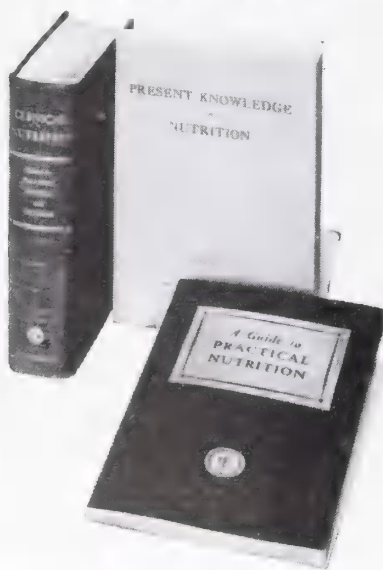
*continued*

PHOTOGRAPHS BY TED KOEPPER



Have you within the last year tried to cook in a foreign way? Just one recipe isn't enough. For cooking cannot be culture unless you understand the background and the whys of it. For instance, the Chinese cuisine is probably the world's most sophisticated. Do you know enough about it to discourse for five minutes, to cook a Chinese meal, to do an American vegetable by a Chinese method? There are many aids to help you.

*Are you trying to educate yourself in the realm of nutrition? This subject is very important, but it is so overlaid with misinformation from "popular experts" that you need to go direct to the first-line scientists and you need to freshen your knowledge each year. Here are some good books to begin on.*



Within the last month have you broadened your experience in the miraculous realm of processed foods? Have you tried one new mix, one new frozen prepared food, one new canned food? Don't let habit or snobbery cut you off from this world.

*Have you taken advantage of at least one "gift of the season" in your locality? Did you let the shad go by in the spring, or did you forget currants and gooseberries this summer? If you live in Florida, did you buy those fragrant Rock Melons? Being savvy about your own local "best" is part of food culture.*

Have you added anything recently to your cooking technique? Have you mastered Hollandaise—either the old way or the new way in a blender? Or tried Virginia Stanton's way of thickening sauce with soda crackers? Or how to mince without cutting yourself?

*Have you sipped something different: some new wine, a beer from another part of the world, or the new 'White Rock' vodka mixer. Or have you tried, in any long cool drink, that pink glorifier cranberry juice, known as "Cran"? Or why not try vermouth on the rocks, or some of the Italian aperitifs like Campari? And don't let the summer go by without trying a spiced iced-tea punch.*



Have you brought into your present at least one gastro-nomic remembrance out of your past? Have you, for instance, known again those big hominy grits, which now can come out of a can? Or have you tasted once more a thick brown lentil soup, or wilted lettuce, or corn bread served blazing hot together with ice-cold, old-fashioned buttermilk? Or have you cooked greens or stringbeans southern style with "sidemeat"? In foods, as in other forms of culture, the past is part of a rich experience.

*How many of these do you know well enough to properly describe them and know when to use them? Blue Lake canned green beans, new young early June peas with tiny onions, pascal celery, canned tomato aspic, glacé de viande, whipped butter, old-fashioned raggedy canned peaches, canned pineapple sticks, dried mushrooms, grenadine, soy sauce, Temple oranges, mangoes, mole sauce? None is rare; all can broaden your cuisine.*

Do you regard seasonings as a big wonderful world to play around in creatively? Have you discovered where shallots fit in between the flavor of onions and garlic? Have you discovered soy sauce as a marinade for meats? Have you become acquainted with the many things you can do with saffron?





Have you discovered the taste thrills of smoking—either hot smoking or cold smoking? (It is not the same as smoke curing.) It is a basically different way of cooking meat, fowl and fish—as old as the walls of China—and bears no resemblance to baking, frying or broiling. There are a variety of smokers on the market. (This one is electric and especially designed for fisherman.) You haven't lived till you have tasted smoked steak.



Have you found a kindred spirit with whom you can talk or with whom you can experiment? (If you'll pardon an awful pun, but we can't resist it: Have you got a "pan pal"?) At least half the fun in a cultural approach to food is talking about it, weighing the pros and cons of a point, discussing how to improve a method or a taste, exploring the history of a foodstuff, or the geographical progress of a recipe across the face of the globe. Lucky is the cook who has such a person to cook for daily. But one can have many such friends who can be entertained, or traveled with, or shopped with.

*Have you acquired any new utensil lately? It may be nothing more than a serrated knife which makes life so much easier in tomato season, or a parsley mincer, or a "Mouli" to julienne string beans. Or it might be larger like a thermostatically controlled griddle or the Gilbert Casserole. Or something big, strange and wonderful like an electronic oven? And if you aren't using a thermostatic fry pan you are literally in horse and buggy days.*

Have you within recent weeks really tasted—thoughtfully, carefully, analytically, critically—an uncooked food? We mean tasted it so fully, in depth, that you could write a page of description about it to explain it to a friend who had never tasted it. Without such sensitive awareness no cultural appreciation of food is possible. You must be able to know what a plain taste is, as well as isn't, whether it is sweet or sour or sweet-sour, whether fibrous or pulpy or both—before you can analyze a complicated taste made up of several ingredients and say, "There's too much mustard, too much sugar," or "it has dried out from too-long cooking."

*Have you, within the last six months, become acquainted with a new herb or a new seasoning? The world is so full of them you should not stand still, and they open up such understanding about other national cuisines. For instance, do you know the delicate celery-like lovage, or the cucumery borage which adds such exquisite flavor to drinks and salads? Have you met the lemony taste of soumac, which originates in the Balkans? And why not try Javanese galingal, or Chinese Pekin Powder which was the mother of the presently well-known mono-sodium glutamate?*

Have you found one new place to buy something good to eat? For instance, have you browsed through a food mail order catalog? Some very fine gastronomic friends can be found this way. Or have you gone to one of the fine gourmet shops that exist in our bigger cities?

*Have you wrung variations on some familiar theme by transposing one fat for another? For example, use olive oil some time instead of butter, or equal parts of olive oil and butter as they do in Tuscany, or make mayonnaise with corn oil, or try the effect of almond oil, sesame oil, peanut oil or soy bean oil in your salad dressing? Or flavor vegetables with ham drippings instead of butter? Or have a fling making clarified butter, called "ghee," the cooking fat of India and Pakistan, or the clarified chicken fat of Vienna which you can use like butter on bread or in cooking.*







DRAWING BY JUNE REYNARD

## The Ideal Music for Your Living Room

*Once upon a time it was called chamber music. Today it is better called living-room music, for that is exactly what it was composed for—to be played in the intimacy of one's own home*

**T**he most intimate, the most profound of all music has been known for centuries as *chamber music*, and it has afforded serious composers their most personal outlet. Its purity of balance and economy of thought have long created a spell of its own.

In chamber music we have Wordsworth's ideal of emotion recollected in tranquility. And it is more than coincidence that composers through the ages have reserved for this form their deepest utterances. It is the supreme distillation of their ideas, and the four string instruments are catalytic agents that purge their musical thoughts of all dross. Haydn, Mozart, Beethoven, Schubert, Mendelssohn, Schumann, Brahms, Bartok—all of them saved their best thoughts for chamber music.

Chamber music? A better term for this day and age would be "living-room" music. For that is what it is—music designed to be played in the intimate surroundings of one's



By HAROLD C. SCHONBERG

living room. And that, thanks to the phonograph, is exactly what takes place today in living rooms in Kansas City and Miami, Vienna and Calcutta, Tokyo and Melbourne. Haydn and Mozart would be pleased. Of all forms of music, without exception, chamber music lends itself ideally to the phonograph.

The reason is not far to seek. Most chamber music is the right length to fit the LP disc, and it also affords something unique in that phenomenon of post-World War II known as high fidelity. The aim of high fidelity is to approximate most closely the original source of sound. Now, to approximate most closely the original sound of an orchestral disc you will have to crowd the 102 players of the Philharmonic-Symphony into your living room. Obviously you can't, unless you are singularly blessed and have an apartment the size of Carnegie Hall. And that kind of apartment has not been seen since Commodore Vanderbilt was prowling the stock exchange.

But on a chamber music disc there need be no problem. You can, if you have a good record and good equipment upon which to play it, approximate the original source almost exactly. The sound is comfortable and it is real. Modern technology has, within the last three years or so, provided a breath-taking illusion of four string players actually at work. The sound is not mushy. Each instrument sings sweetly, clearly and separately, trembling in its high overtones; and playing together they twine in a trestle of sound at once delicate and full. The Budapest Quartet or the Quartetto Italiano could just as well be in your living room, making intimate musical conversation for you, bringing to your ears one of the supreme distillates of Western culture—chamber music.

Although chamber music embraces everything from three to nine players (and occasionally more), its chief glory is the string quartet—two violins, one viola, one cello, each sublimating itself to the greater glory of the whole. Chamber music has no virtuosity and nobody shows off. The instruments are partners and carry on amiable discussions, always with point and clarity. No distracting "programme" is present, no superfluity of color designed to cover up weaknesses in musical thought. Where opera singers may rant, where pianists and violinists may sport with arpeggios, where conductors prance, the string quartet goes its Grecian way, offering nothing but music. An opera like *Tannhaeuser* compared with a Mozart quartet is a barrage balloon filled with hot air against a permanently iridescent bubble.

(Please turn to page 143)

### **Basic record library of living-room music**

- BEETHOVEN: *Six Quartets (Op. 18)*. Budapest (Columbia).  
*Quartets Nos. 7-11*. Budapest (Columbia, 4 discs).  
 BRAHMS: *Three Quartets*. Budapest (Columbia, 2 discs).  
*Clarinet Quintet*. Wlach, Vienna Konzerthaus (Westminster).  
*String Quintet in G*. Stern, etc. (Columbia).  
*String Quintet in F*. Vienna Konzerthaus (Westminster).  
 DEBUSSY: *Quartet in G minor, Italiano*. (Angel).  
 DVORAK: *Piano quintet; Quartet in A flat*. Farnadi, Barylli (Westminster).  
 HAYDN: *Six Quartets (Op. 76)*. Schneider (Haydn Society, 3 discs). *Four Quartets (Op. 42, 77, 103)*. Schneider (Haydn Society, 2 discs).  
 MENDELSSOHN: *Octet for Strings*. Vienna Octet (London).  
 MOZART: *Quartets Nos. 14-10*. Budapest (Columbia, 3 discs).  
*Quartets Nos. 29-23*. Budapest (Columbia, 2 discs).  
*Clarinet Quintet*. Boskovsky, Vienna Octet members (London).  
 RAVEL: *Quartet in F*. Pascal (Concert Hall).  
 SCHUBERT: *Last Three Quartets*. Budapest (Columbia).  
*"Trout" Quintet*. Aeschbacher, etc. (Decca).  
*String Quintet in C*. Budapest (Columbia).  
 SCHUMANN: *Piano Quintet*. Rubinstein, Paganini (Victor).

### **Additional records of living-room music**

- BEETHOVEN: *"Archduke" trio*. Heifetz, etc. (Victor).  
*Last five Quartets*. Budapest (Columbia, 5 discs).  
 BORODIN: *Quartet in D*. Hollywood (Capitol).  
 BRAHMS: *Piano Quintet*. Curzon, Budapest (Columbia).  
*Horn Trio*. Jones, etc. (Columbia).  
 DVORAK: *Quartet in E flat (Op. 51)*. Boskovsky (London).  
*Quartet in F ("American")*. Hollywood (Capitol).  
 HAYDN: *Six Quartets (Op. 50)*. Schneider (Haydn Society).  
 HINDEMITH: *Kleine Kammermusik*. Fine Arts (Capitol).  
 MENDELSSOHN: *Piano Trio in D Minor*. Heifetz, etc. (Victor).  
*Quartets Nos. 2 and 5*. New Music (Columbia).  
 MOZART: *Divertimento in E flat (K. 563)*. Heifetz, etc. (Victor).  
*String Quintet in G Minor*. Budapest (Columbia).  
*String Quintet in E flat*. Budapest (Columbia).  
*Piano Quartets in G minor and E flat*. Szell, Budapest (Columbia).

(More records of living-room music on page 143)



*Man-made fibers and fabrics,  
coming of age, show a stylishness  
and maturing beauty worthy of  
the best in current decoration*



## The new sophistication of synthetics

There was a time when a material that smacked of the test tube was anathema to any decorator worth his salt. And rightly. Because it is never enough that a fabric or a floor or a wall covering be tough as stone, impervious to coffee stains, and easily wiped clean with a damp cloth. It must also be beautiful, visually appropriate, and adaptable enough to take its place gracefully with many different kinds of materials. And early synthetics, for the most part, were not. Remember the original hard shininess of rayon, the washed-out color and clamminess of young nylon, the kitchen glaze and glaring patterns of the first vinyls?

For this reason it is a measure of the maturity that synthetics have reached when you see them enthusiastically used by topflight decorators in rooms which are representative of the cream of current American decorating. For if there is one quality which characterizes today's best decoration, it is a growing sophistication of taste and judgment, an open-minded but selective combining of choice things from present and past, and from the whole world.

In these two rooms the synthetic fabrics stand on their own merit because they are fresh, well designed, adaptable, quite apart from their easy maintenance. They are showing the results of fruitful design experiment in their almost limitless colors, textures, patterns and weaves, frequently combined or blended with other materials. These are no esthetic misfits, for synthetics now belong, as certainly and appropriately as such old, natural standbys as silk, cotton, wool, and leather.



Decorator Harold W. Grieve saw the pretty potentials of U. S. Rubber's vinyl-coated, Breathable Naugahyde as well as its practicality for a little girl's room. He used it to cover chest, shutters and headboard, and for a draped bedskirt and spread. Accordion door is vinyl. "Butterfly" wallpaper is by Louis W. Bowen, Inc., New York.

*Furnishings of these rooms are described on page 172*



In this living-dining-family room, designed by William Pahlmann, rug, curtains, and blinds are DuPont nylon, tablecloth is DuPont Orlon, sofa and armchair upholstery is rayon, cotton and Lurex, and dining chairs (left) have seats of U. S. Rubber's "Trilok," a puckered fabric, woven of nylon, rayon and polyethylene yarns. The significance of synthetics here is not that they are durable, which they decidedly are, but that they were chosen primarily for their new beauty which now makes them unquestionable companions for fine modern furniture, antiques and elegant bibelots.

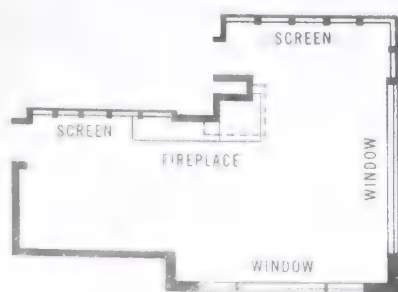
PHOTOGRAPHS BY MAYNARD PARKER







Framed in natural walnut uprights, covering two walls (see plan), a set of fine antique scrolls is integrated into the structure, making room itself a work of art.



Your living room  
can be a work of art





PHOTOGRAPHS BY MAYNARD PARKER

Faded silk keys room's color. Leather, silk fabrics and unexpectedly elegant rattan furniture are modern, yet create a mellowness associated with the past.

The greatest of all art for the home, we believe, is to make the home itself—its space, its walls, its integrated furnishings and decorating—a work of art. Perhaps nowhere is this truer than in the living room. Here is a fine example of how this might be done. Antique Chinese silk scrolls, installed in walls of natural walnut paneling become part of the architecture, and not simply incidental show pieces. Graceful rattan furniture of the McGuire Co. has a close, warm relationship with this living-dining room designed by Eleanor Forbes of Gump's in San Francisco. It is difficult to imagine one without the other, so unified and harmonious are they. They are a single composition, each necessary to the other, which is the essence of all art.



Details of furnishings on page 154







# Works of art in the living room

By FRANCES HEARD

The quality of this living room—and of the dining area within it—reflects the intimacy that one senses between the owners, Dr. and Mrs. James Ziegler, Jr., and their possessions. There is a living association here, not a museum or exhibition atmosphere.

The whole scheme depended upon their own personally collected oriental art and the antique furnishings garnered on annual trips abroad or more frequent visits to local shops in New York. Add to this their conviction that workably simple backgrounds showed their collection to best advantage and provided for comfortable, relaxed living, when all were integrated and made one.

Space was saved by building in bookcases. Folding cane-paneled shutters at the window allow for light control. Floors were stained a dark ebony and left bare except for fine modern rugs at the fireside and in the dining area, thus defining them as distinct areas. This handsome coordination of art, antiques and contemporary planning was by James Amster Associates, decorators.



Against a background of a six-panel, sixteenth-century Japanese screen, Venetian chairs by Lavezzo, covered in Thaibok silk, surround a marble-top, steel-base table by James Amster.



Chinese paintings of Ming period are hung against modern grass cloth from Murals, Inc. Silvery-beige monotone of Schumacher fabrics and rug by Edward Fields contrast with Chinese teakwood table. Desk above by Amster has etched steel base.

PHOTOGRAPHS BY EZRA STOLLER



Adjustable cane-paneled shutters fold over sheer nylon curtains and give the room an appropriate, almost oriental air. Similar caning conceals radiators. Ebony-stained floors have the quality of the dark furniture woods. Leather armchair, Wood and Hogan.







# When the ladies come, get up on a pink cloud

By VIRGINIA STANTON

House Beautiful's Party Editor

Entertaining for "ladies only" can be so much fun—if you approach it properly. For this is the one type of party where I feel I can go overboard and really "gussie up" the table. I pull out all the stops and have a lot of nonsense going on—in the décor, china, flowers, dishes made of frozen ice and the like. Women love it, even though many men would be made vaguely uncomfortable by it.

The food you serve need not be complicated, but it should be something a little different. Your guests probably get enough of that chicken patty routine at their club meetings. I always try to have a menu that can mostly be prepared the day before and just tossed together at the last minute.

Actually this luncheon I am going to tell you about would be good for "the boss's wife" or your mother and her older friends. I find that gals my own age (what am I saying!) can be happy with cold meats and a salad, but the older women like a little more pomp and circumstance, ceremony and attention.

This luncheon is supposed to lift us up to a pink cloud, literally and figuratively, so we drink a pink champagne all the way through. (I use Cresta Blanca.) The first course is cold jellied bortsch with sour cream and chives (out of tins and perfect colorwise and tastewise). This is followed by individual casseroles of chicken with ham and peas, accompanied by sourdough French bread. Dessert is fresh strawberries. Simple but not simple-minded!

With the champagne, before we go to the table on the terrace, I serve just a little item to nibble on. A good one is "Peanut Puffs," packed by G. H. Beurhaus Co., San Francisco. I use either saucer type champagne glasses or small Pilsner beer glasses. I ice two bottles (for four) to carry us through the whole event on that pink cloud.

(Please turn to page 160)

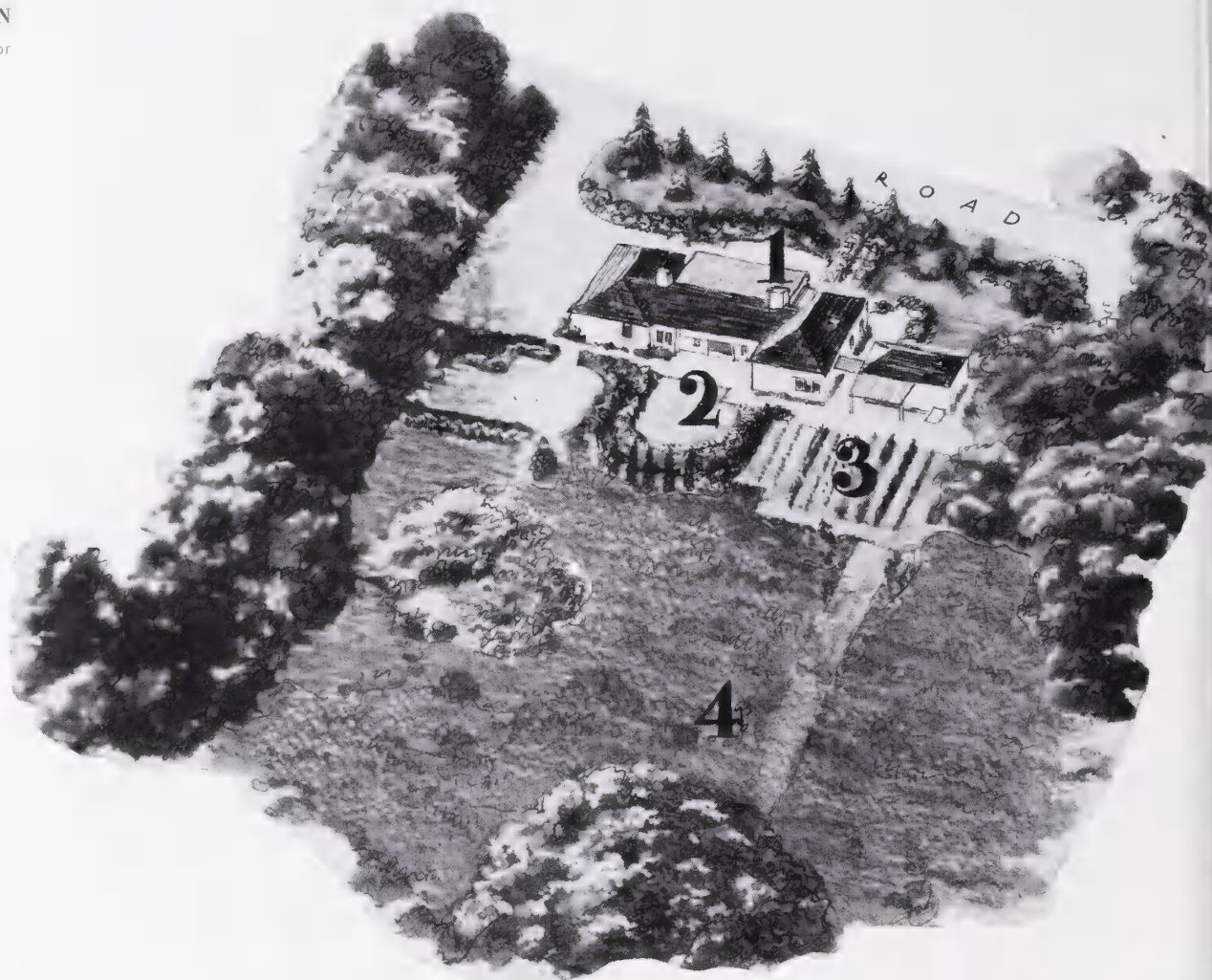
A table for a ladies' luncheon set on the penthouse terrace of the Harrison Godwins' apartment. (See the rest of the terrace on the front cover.) Table and chairs by George Koch & Sons. Wine glasses from Blenko Glass Co. Sterling is Towle's "Georgian." Milk glass bowls from Fenton Art Glass Co. Plates from Biot in France. Fabrics for mats, napkins and cushions from the dress goods department of Holman's, Pacific Grove, Calif.





# How a woman over seventy manages two acres

By JEAN LAWSON  
Garden Editor



Nancy Cook's garden is the finest example of horticultural finesse we've ever seen. Perfect in every detail, it would do credit to the bygone age of estate gardens. Yet Miss Cook, who designed and cares for the garden herself, has never been a slave to her two acres of Connecticut countryside. Instead, in these years since her retirement, she does only those things which give her pleasure. The key to her gardening success is simplification. This garden is the result of a lifetime's observation and innovation in doing things the easy way.

So successfully had she worked out the details of managing her garden, that during recent months when she was ill, its care went on much as usual, as she did the easy jobs with some help from members of the household and a man who worked a few hours in late afternoons each week. When we saw it again last month after a three-year interval, it had

almost the same fine finish as before. Only an occasional dead leaf or vine in need of pruning showed the lack of her attention.

Perfection like this is rare in gardens. Yet, Miss Cook does nothing which could not be done just as well in any small garden. Because her suggestions are so applicable to so many homeowners, we give you the most important ones below.

**1. Keep things compact.** Don't cultivate any more land than you need. When Nancy Cook laid out her new garden, compactness was her watchword. The two terrace gardens are only as large as necessary to allow a comfortable feeling of enclosure with vistas through the taller trees and shrubs. One lawn measures 1,000 square feet, the other 1,200. The first takes approximately 20 minutes to cut with a reel mower, the other 25 to 30 minutes. *(Continued overleaf)*





**1 Front terrace.** a cool oasis on hot days, extends out from the paving in a fault-free carpet of grass plentifully interspersed with white clover. Here, sheltered by an extension of the house roof, Nancy Cook and her friend Marian Dickerman enjoy a private world defined by a fence and given privacy and peace by a deep, luxuriant planting of trees, shrubs and perennials. There is no indication of the road which passes a few feet beyond the far fence. More important, there is no hint of effort; there are no frayed edges to indicate that the garden might get out of

hand. Here everything is perfection, from the immaculate lawn, to the trim hedges and the complete absence of dead flower heads, seed pods or scraggly, pest-ridden foliage. The secret of this horticultural finesse is largely management, backed up by a fine assortment of efficient tools and power equipment. But the plants themselves also play an important part in the well-groomed look of the garden. For the most part mature, shapely shrubs from a previous garden, they were all rated on their nuisance value before moving. Messy, troublesome plants have no chance here.

**2 Back terrace** is warm, uncovered contrast to the above, pocketing the faltering sunshine of winter and early spring. Equally compact in layout, it has less lawn, measuring 1,000 square feet as compared to 1,200 in the front lawn. Both areas are so small Miss Cook has to compete with her friends for the satisfaction of mowing them. Hedges, too, are low and short enough to make clipping with an electric trimmer just enough of a job to give one a feeling of accomplishment, not work. Grass between paving

stones in entrance to this terrace is one of the few luxuries in garden. But since she sees it daily from where she sits, either inside or out, Miss Cook feels it is worth the little extra time needed to trim it. Pot plants, which she sometimes groups on the terrace, are also in this category. Each terrace is enclosed with a sturdy fence and gates because she feels it is easier to fence out the rabbits than try to do away with them. Fences also help block view of natural meadow beyond, enhancing perfection of garden within.

ALL PHOTOGRAPHS BY GOTTSCHD-SCHLEISNER







Plastic shelter



Utility breezeway



Chemicals cupboard

**3** **Work center** of garden is breezeway between house and garden tool house. Here, in area sheltered from wind and rain by roof and angle of building, are all the small tools and chemicals which Miss Cook uses frequently. Spread out along walls and shallow shelves, they can be located in an instant, a fact which encourages their frequent use.

**Breezeway** shelves and brackets keep in readiness flower pots and trays, spray nozzles and siphon applicators including one just for weed killers, extra electric cords, a stack of stainless steel pails, measuring cups and spoons. Shelf on left also provides lightly shaded spot for starting plants from seed. Faucet at right is one of many installed to provide water at exactly the places where it is needed. Ramp facilitates moving of wheeled equipment such as lawn mowers, power sprayer and lawn cart into tool house.

**Garden chemicals** in small amounts are stored in tightly capped glass jars above bench where mixtures are prepared and loaded into pest equipment.

**Vegetable and cutting garden** is small, with only a few plants which give big yield for effort and space needed. Area is treated with Crag herbicide in early spring to destroy weed seeds as they germinate. Buckwheat hull mulch around plants discourages weeds, conserves moisture. Note overhead irrigation.

**Perennial bed**, a long, irrigated strip planted with iris, tulips, daffodils, lilies and daylilies, receives almost no attention, yet provides loads of flowers.

Vegetable and cutting garden



Perennial bed





## How a woman over seventy manages two acres *continued*

Vegetable and cutting garden is limited to tomatoes, lettuce, asparagus, chives, mint and parsley, a dozen or so marigolds, asters, heliopsis and small flowered zinnias and a row of floribunda roses. Other cut flowers come from a narrow bed of spring bulbs, peonies, daylilies, and lilies. Two apples and a pear tree supply enough fruit to keep her pleasantly satisfied.

These three cultivated areas, a small part of the two acres, are enclosed in tight fences as much for a feeling of intimacy as to keep animals out. Beyond the fences, natural meadows extend to property boundaries.

**2. Avoid nuisance plants.** Miss Cook suggests that gardeners determine in the fall the nuisance value of a plant and, if high, eliminate the plant from the next year's garden. She keeps in mind how each plant appears when young and when full grown and how it looks after blooming. This is particularly applicable to annuals and perennials, which she grows mainly for cut flowers. Spring bulbs she relegates to the cutting garden, feeling they are too messy and troublesome (*Please turn to page 156*)



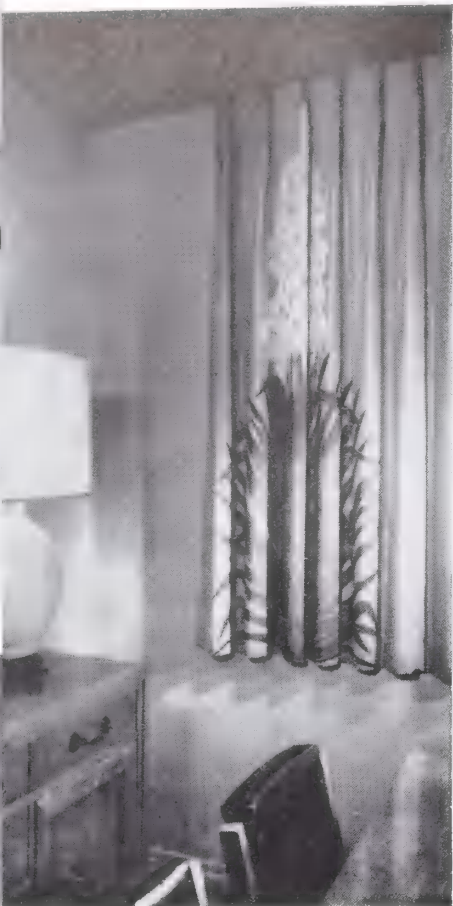
**4 Wild area.** the largest part of Cook property, extends in natural meadow from fenced-in terraces to boundary lines. Because it is unseen from house, meadow is left to care for itself. Path to shady nook under tree is kept low by early spring application of the growth retardant, maleic hydrazide. One trimming and a follow-up application in summer keep path "mowed" year around.

Crushed rock is used as a neat, carefree paving on all areas in garden which get hard use: driveway and parking space, work area, the many paths which lead from one part of garden to another. In addition to being as painless as any paving to care for, rock makes a fine textural and color contrast to choice shrubs in plantings. When Miss Cook

moved to her new home she brought with her only those shrubs from the old garden which had proved they could remain ornamental the year around with a minimum of attention. Among those which contribute to garden interest are the pyracantha on wall below, hollies, enkianthus, Thunberg spiraea, several viburnums, azaleas, taxus and lilacs.







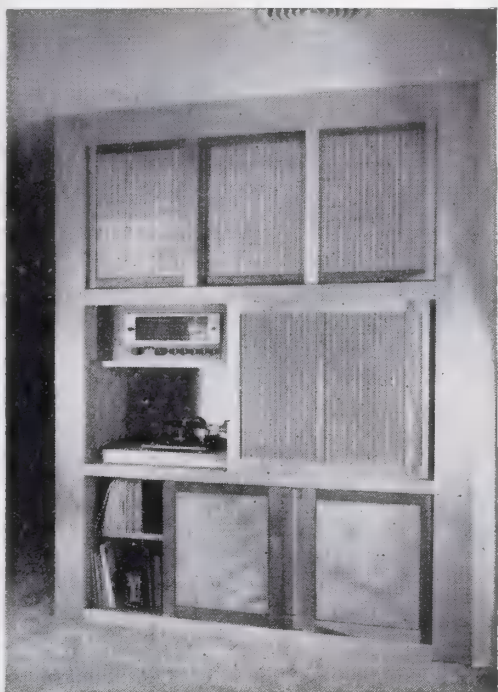
Harold Grieve's imaginative decorating has given Bing Crosby's week-end house in the desert a comfortable urbanity rarely found in a vacation place. Carefree materials like natural wood, caning, bamboo and iron are treated with stylish lightness. Curtains are screen-printed with spires of flowering yucca (left), but instead of covering the whole fabric in an obvious way, the motif is used only once at each side, giving a decidedly artistic effect.

## Decorating ideas from Bing Crosby's house

Bar in this living-dining-game room looks as stylish as the furniture. It is actually a refrigerator snugly framed in a boxing of beautifully finished wood. Working surface and drop-leaves are plastic-lipped to match the wood. Game table with built-in pull-out ash trays has a tough surface of chipwood.







Radio, television and paraphernalia for record playing are all built into one wall behind sliding panels of woven caning and satiny birch. These are all fairly rugged, typical vacation-house materials, but their colors, grains and textures are so skillfully combined here that the closed wall (right) becomes a beautiful pattern in the room. Arm-chairs swivel for TV viewing.

By SARA LITTLE



ALL PHOTOGRAPHS BY MAYNARD PARKER



The drying yard is an ingenious enclosure of louvers which screen the view of the laundry from the house and neighbors yet permit the flow of breezes. A vine will eventually cover one side. This fencing could be used to hide a clothesline anywhere.



# 7 secrets of furnishing a tract house

By MARION GOUGH

1. Strive for non-conventional ways of doing things. The obvious is fatal in a mass-produced, hence oft-repeated, floor plan.
2. Use one color in all rooms that can be seen together. Get variety in rooms like bedrooms which can't be seen from the rest of the house.
3. Avoid overscaled pieces of furniture. Get bold, smashing effects with color instead.
4. Avoid big patterns in fabrics and wallpapers.
5. Try for one-of-a-kind accessories and fine art.
6. Outside, create distinction by landscaping and architectural additions, like terraces, fences, trellises, paved paths, and parking space.
7. Vary the exterior paint or finish color from those of your neighbors.

The house on these six pages is a tract house—an excellent tract house, to be sure, in a development in South Bend, Indiana. There is many a sound argument for buying such a house. But because it is ready-built according to a mass-production plan, how do you overcome the hazard of uniformity? How can you confer individuality on a development house to keep it from looking like the other houses around it?

This particular house owes much of its distinction to the furnishing principles we list at the left. To avoid the usual and obvious "decorated" look and to increase the feeling of spaciousness, the fabrics in its most conspicuous, frequently seen rooms—living room, dining area, activities room—are all in values of one color. Blue was chosen here because it is a happy complement to the warm mahogany plywood paneling. This single color immediately establishes a distinctive, homogeneous character and is repeated in large or small quantities in every room in the house. Yet the effect is never monotonous. The scheme is kept lively with changes in shadings from sapphire to Bristol and with a variety of textures.

Wherever pattern is used in these moderately sized rooms, it is moderately scaled, never over-assertive. Strong color contrasts are limited to bedrooms and guest-room-study. (*Turn the page*)



A monotone color scheme immediately establishes the individuality of this tract-house living room and dining area, which are seen as one room. To decorate in one color is not easy, because you must have subtle changes in textures, patterns and shades in order to avoid monotony. But the serene result is well worth the effort.









Avoid clichés of furniture placement and ornament. In the activities room, or family playroom, a long, low chest is used as lamp table for chair-and-ottoman reading. Another ottoman is kept at fireside. Obvious treatment here would have been to flank hearth with chairs, separated by a coffee table. See the fresh look given the mantel by a marvelously shaped rooster weathervane and apothecary jars, set off-center. Window wall, instead of being kept wastefully empty, is a background for furniture. Below, game table is also used for dining.





# Furnishing a tract house *continued*



Notice that pattern, as in printed drapery of master bedroom (above and right), is moderately scaled and just pleasantly obtrusive. A vigorous, oversize print would have crowded room and disturbed restful flow of color. Desk is placed ingeniously at right angles to a window instead of flat against it, thereby serving as a side table for chair and ottoman. Besides its engagingly different look, the group furnishes a reading and writing area in small space. A pair of Dufy prints are framed in scale to "build up" the bed wall with color.



Blue runs through the house like a signature, but in the guest room-study it is accented by gold and the brilliant reds in the mosaic-patterned curtains and Chabor prints. Such strong contrasts would tire the eye in a more frequently used room. The sofa back is a brass-spindled headboard.

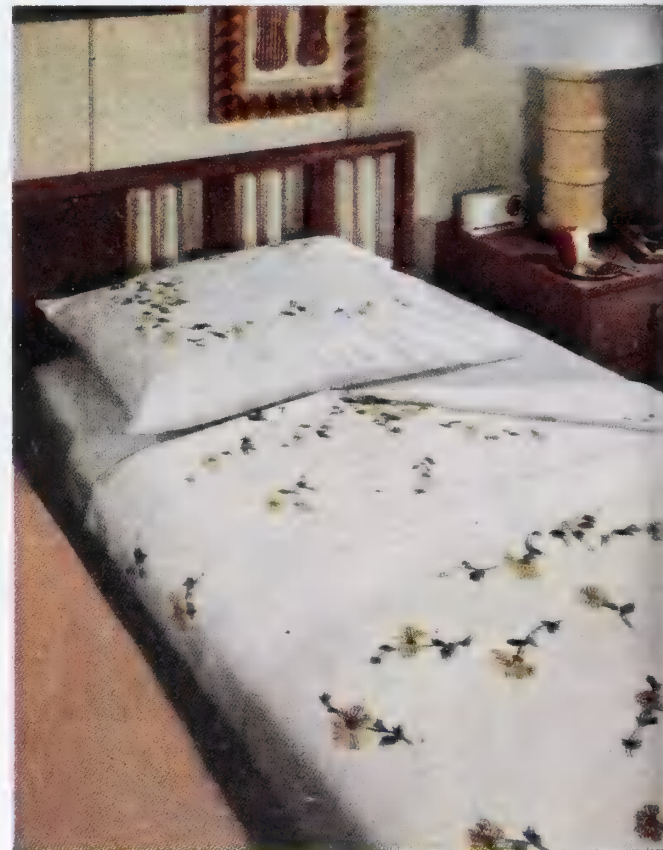
*Please turn the page*







The exterior of a tract house can be saved from looking like its neighbors by a distinguishing paint color or finish. But the most dramatic transformations are worked by landscaping and minor structural additions. Trees and shrubs can change the apparent face of a house. So can fences and well-placed trellises. Here, roof overhangs of living room (above) and master bedroom (right) were extended. An added little lath house created the stylish louvered wall.



A tract house does not usually excel in its architectural detail. So you must strive for perfection of detail in its furnishings. Girl's room is a document of effective practices. See beautiful tailoring of bedspreads and unexpected box-cushion bolsters. Musical instrument prints, provocative in themselves, are set in frames of marquetry. Even sheets and blankets are charmingly different.



## Furnishing a tract house *continued*

An unconventional choice of furniture, which is a variety of sympathetic styles and woods rather than one uniform style, contributes a pleasant new look which you feel you have never seen before. This fresh effect is further achieved by unhackneyed furniture placement. You see a long two-tier table extending like a room divider beyond a turn in a wall, a long chest or a desk placed next to a chair and ottoman as a lamp table, a sofa-bed placed parallel to a headboard instead of at right angles.

All the furniture is in the same medium scale, kept in proportion to the scale of the rooms themselves, so space never seems crowded. Low, horizontal furniture lines emphasize the height of the ceilings and the general feeling of airiness.

Wherever bold, impressive devices were needed to build up a wall or to create eye interest, as over sofas, beds, wall chests or fireplaces, the effects were achieved by strong color or provocative subject matter in good, carefully selected art. Paintings, prints, sculpture, handcrafted objects, and incidental accessories, down to the last ash tray, put the ultimate stamp of individuality on the house because they themselves are distinctive, in many cases one-of-a-kind pieces that one can see nowhere else.



T-shape plan provides for realistic separation of living areas. Central kitchen serves living and activities rooms. Plan and structure of this tract house will be discussed in a later issue.



Capitalize on the decorative value of your hobbies and interests, and you put a personal, individualizing stamp on a tract house—or any house. A corner of a musical daughter's bedroom looks like a little music room, furnished with a music stand and a small table.



For practical purposes this corner of the guest-study is a capsule office, created by a compact arrangement of desk, chest, and lamp pole. It is also a little fine art gallery.

Builder: **Place and Company, Inc.**  
South Bend, Indiana.

*Details of construction and furnishings on page 139*



# What you need to know before you paint your house

By DR. JOSEPH E. HOWLAND



## Words often used incorrectly

*Even painters and paint stores often use a single blanket term to describe several completely different types of paint. Failure to recognize this fact may lead a homeowner into serious painting trouble. For example:*

TERM	CORRECT MEANING	BUT OFTEN USED
Rubber-base	Any type of paint containing rubber or a rubber-like resin.	For a PVA, Latex or Acrylic paint.
Latex	A water-mix emulsion of Styrene-Butadiene particles suspended in water.	Any paint containing rubber.

TERM	CORRECT MEANING	BUT OFTEN USED
Emulsified Plastic Synthetic Resin	Alternate terms, equally correct for describing a PVA, Latex or Acrylic paint.	
Vinyl	A specialty coating made from vinyl chloride in solvents.	For Vinyl-latex, a water-mix rubber-base.
Masonry Paint	Any type of paint made for use on masonry: may be oil, rubber-base, cement paint, specialty coating or a silicone water repellent.	

## OPAQUE FINISH—

conceals the natural character of the painted material, substituting its own color, sheen and texture

WOOD			
Gloss Housepaint (oil or alkyd)		Flat House Paint	Rubber-Base*
WHITE	COLORS	WHITE & COLORS	WATER-MIX
Self-Cleaning One-Coater (for repainting only) Blister-Resistant Fume-Resistant Mildew-Resistant Tinting White	Tinting White Deep-Tone or Accent Colors Enamel or Trellis & Trim or Floor & Trim Barn Paint or Schoolhouse Red	Shingle & Shake or Ranch House	PVA or Vinyl-Latex Latex Acrylic SOLVENT TYPE Chlorinated Rubber or Chlorinated Resin *Its use on wood is new this year. Follow manufacturer's directions to the letter.



**T**hirty years ago it was easy. Houses were painted with "House Paint," usually mixed by trial-and-error on the job by the painter. He mixed a color to suit you and thinned the mix from an ever-present jug of "turps" until the paint brushed easily enough to suit him. But his whites weren't really white, and the colors were faded pastels—never bright and permanent.

Today we demand whites that sparkle, washing themselves clean with every rain, and bright colors only little more affected by the sun and the rain than the colors of the strutting peacock. Instead of *one* exterior paint, the chart below lists 24 types of opaque paints and 12 types of natural finish. Each is best for some one job.

Your problem of choosing the right paint for each job is harder, but the right paint is so right that the old-time painter still can't believe what he sees in the way of brightness of color and long life for the paint film.

Fail to steer your way safely through the potpourri of paints and you are likely to get only 35¢ or 40¢ for your painting dollar, becoming all too familiar with the business of burning and scraping off a paint failure because these new paints have such precise requirements. Know your way and you can keep a house new-looking—or make it weather gracefully—as you choose.

You start by answering these five questions:

1. Do you want to hide the surface—or have the grain and texture show? Opaque paint hides; natural finish

leaves the surface exposed to view but protected.

2. Must the house look always-new—or do you welcome the rich patina that comes with weathering? Opaque paint is to prevent weathering; natural finish permits natural aging (most successful with redwood, cedar, cypress, brick and concrete—materials already highly weather-resistant).

3. Do you prefer gloss or flat finish? You can have either, but the choice alters how soon you must repaint. Gloss opaque paint must be reapplied every 5 to 6 years; flat opaque paint every 4 years. Gloss natural finish survives only 9 to 18 months; flat natural 4 to 8 years.

4. Is the surface rough and porous or smooth and slick? Smooth surfaces can have opaque or natural finish; rough ones look best with flat opaque paint or a penetrating kind of natural finish.

5. Do you have any local paint problem such as mildew, frequent dust storms or sulphur fumes from industries—or are you introducing problems by insisting on certain color combinations? Special formulas solve local problems (see chart): color problems are often by-passed, if you forego using self-cleaning paint on walls directly over colors or natural finishes.

Now refer to the chart below on *What to Use Where*. Here you can learn the key words to look for on the label to be sure that you get the right product to meet the five choices you have just made.

*Please turn the page*

**NATURAL FINISH—** retains natural character of the building material, with or without change in color, as you prefer

WOOD				MASONRY AND STUCCO	
Penetrating Oils (flat finish)		Surface Sealer (gloss finish)		Penetrating	
COLORLESS	COLORS	COLORLESS	COLORS	COLORLESS	COLORS
"Colorless" Creosote Processed Oil	Creosote Non-Creosote Oil Alkyd Resin	Linseed Oil Varnish	Stain Wax Varnish	Surface Conditioner (used on old concrete or stucco before latex) Silicone Water Repellent	Creosote Non-Creosote Alkyd Resin Cement Stain or Acid Stain

MASONRY AND STUCCO				METAL	
Rubber-Base		Cement Paint (Note: a water-mix)	Specialty Coating	Metal Primer*	Specialty Coating
WATER-MIX PVA or Vinyl-Latex or Polyvinyl Acetate Latex Acrylic	SOLVENT TYPE Styrene-Butadiene Chlorinated Rubber or Chlorinated Resin	Cement & Stucco	Vinyl (not PVA-Latex) Epoxy Polyester	Zinc Chromate Red Lead in Oil Rust-Inhibitor Oil Iron oxide  *can use gloss or flat housepaint or rubber-base paint as finish coat	Vinyl (not PVA-Latex) Neoprene Epoxy Polyester



## Moisture—No.1 enemy of paint

**R**ain on the *outside* of a film of house paint does it no harm, unless the paint remains wet for days. Then it may soften and hump up into fat, round blisters 1 to 2 inches across. This type of blistering is not common, and it differs from the usual blistering in that the “bubbles” are so big—*always* lined inside with a shiny amber coating, as if varnished. This “varnish” forms because too little oxygen gets down to the old buried paint.

Rain—or any water—that gets *behind* a paint film can destroy its bond to the wood or masonry it covers. Exceptions are the exterior PVA, Latex and acrylic paints, also the silicone water repellents: They form films that permit water *vapor* (but not *liquid* water) to pass through them. Note, however, that the silicone water repellents are recommended for stucco and masonry *only*, *not for wood exposed to the weather*.

**Unseen moisture vapor is your main problem.** The major source of paint-destroying moisture often escapes notice. It is the steam from cooking, bathing and laundering. This moisture filters into the structure as invisible vapor. When it hits the colder parts of the wall, the vapor condenses into water, which is fatal for the usual paint film. Once the bond holding the paint to the wall is weakened by the water, the pressure of the accumulating moisture pops the paint into squashy blisters. Punch a hole in a blister and water pours out. Let the blister alone and its water gradually goes back into the wood or masonry or penetrates the paint film when drier weather arrives, but the blister remains. By midsummer the now waterless blister cracks and the paint peels off. The blisters usually have no definite shape, but look more like a skin that has been stretched to the bursting point.



**Ten gallons a day:** This is the load of paint-blistering water vapor that slips unseen into the walls unless you use exhaust fans, venting tubes and vapor barriers. Leaks that let in rain water are more spectacular but no more deadly.



**Painted too often?** Too-thick paint film blisters readily. Big, round blisters, though, are not common, indicate that moisture has precipitated destructive chemical reaction between Deep-Tone green used over too-new Self-Cleaning white.



Blisters are usually the first sign dramatic enough to be seen by the homeowner—but because, at this time, there is no moisture to be seen, he seldom thinks that moisture was the cause of the problem. Nor does he recognize that the failure occurred last winter, even though he may notice it for the first time in the spring.

Fresh paint is also the victim of moisture coming out through the wall. This is a typical sequence where there is such a problem: You repaint in the summer or early fall and blisters show up next year by late spring, peeling starting in July or August. This quick failure is why the homeowner so often jumps to the wrong conclusion, blaming peeling on "poor paint."

Paint that has weathered a year seems to be porous enough for the moisture to escape without ruining the film. This explains why the old paint didn't blister.

but the new paint did (with each successive repainting, the paint film also may be building up in over-all thickness—and the thicker the film, the more it does swell when wet). Or, perhaps the earlier painting didn't have to stand up to quite as much moisture. You may have added several moisture-making appliances—a dishwasher, a washing machine or dryer since the previous house-painting—and you may not have bothered to vent them.

Blistering—and so peeling—is most common where winters are cold enough to condense moisture vapor rapidly. A rough test of this can be made by observing the windows in the winter. If they frost-up, you can expect moisture troubles unless your house enjoys proper vapor-barrier protection or you take steps to prevent trouble. (Note: If your windows are double-glazed, this test is not so reliable.) See "How to keep walls dry," page 165.

*Please turn the page*

TWO PICTURES BY EZRA STOLLER



**Wood sucking moisture from soil?** Lumber in direct contact with the soil, or wet repeatedly by splashing mud, won't hold its paint. Problem aggravated here because boards are used vertically, making big wicks that pull water up the wall.

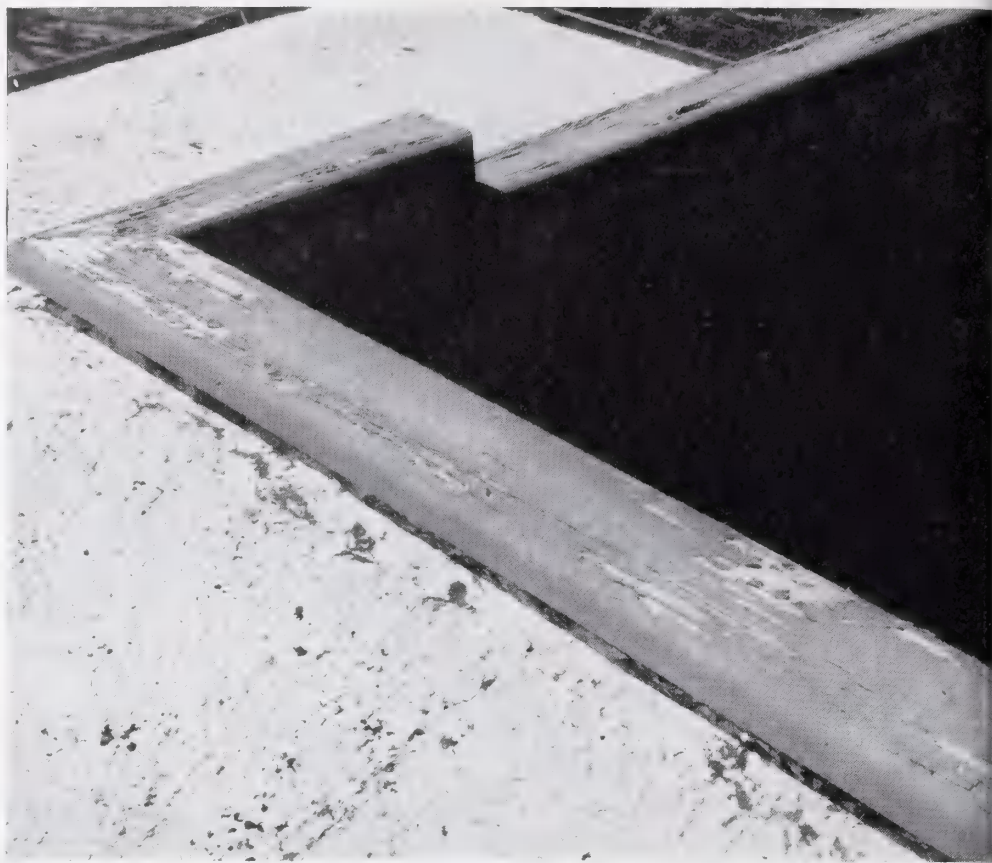
WILLIAM HOWLAND



**Expecting the impossible?** Non-waterproof type of plywood was exposed to the weather. Once moisture got into the wood, either as water vapor from indoors or as rain water via tiny cracks, the plywood was doomed to delaminate and buckle.



**Exposure too severe:** This wooden cap on a parapet wall shouldn't be painted with the usual types of house paint. Ice and snow piling up from roof at left keep the paint wet for weeks. Only one of the specialty coatings—epoxy, neoprene, polyester or vinyl (*not* vinyl-latex) can withstand such severe wetting.



## Good painting adds years of life

The best paint can be spoiled by a poor painter, and often is spoiled by his not noticing little details at the time of painting. Fortunately the rules of good painting are simple, clear and easy to follow.

You decide first whether or not a primer is needed or, to ask the question a slightly different way, whether the surface should get one or two coats of paint. Deciding is easy for new wood: always use a primer. Apply only one primer coat. Use the primer made to go under the finish coat you plan to use.

The primer has a specific job to do: On wood or masonry it satisfies the thirst that could otherwise suck the liquid "binders" from the finish coat. Paint that loses its binding liquids has a short life, because its pigments are stranded without anything to stick them to the surface.

### **Skip prime coat when repainting—but not always!**

Paint experts disagree. Most believe that the only time a prime coat is needed is when the old paint is in bad condition. Then the oil-satisfying powers of a primer are needed to seal off the bare surfaces. About the only rule that we can give you is that houses painted when they first need painting (no sooner, no later) stay freshest-looking and most trouble-free, if given just one coat of the right house paint at each repainting.

**Stick to same type of paint used last.** Many people when they see blistering or peeling, assume that they used the wrong kind of paint the last time they painted. This *may* be the cause of trouble, but before they switch to

another type of paint, they should check other possible causes. They shouldn't damn oil, alkyd, latex or whatever, because of moisture-caused blistering or a short life due to an inferior grade of the type of paint in question.

Switching *types*, when you do feel this is wise, should be delayed until the old paint film has weathered. Paint films, still physically fit, can do chemical battle with the newcomer. Or they may shrink and swell at a very different rate and cause blistering, or may be so slick they defy a toehold.

Switching *brands* is a different matter: With the exception of the PVA latex-base and the new alkyd oil-base paints, you are usually safe in buying the brand-name of your choice. Many paint experts prefer to use the same brand of PVA or alkyd to avoid the "indigestion" that sometimes occurs when one brand goes over another.

### **Six rules for applying opaque house paints to wood**

**1.** Banish moisture troubles *before* you paint—leaks that let in rain water or conditions that allow moisture from indoors to pass through the walls and collect behind the paint film. Opaque paint won't stay on surfaces that remain moist. Turn back to pages 124-125 for specific details on how to cure moisture troubles and send for free booklets mentioned in the "box" at the far right, if moisture problems are baffling you.

**2.** Give the paint something to "bite" into: Paint can't stick to dirty, greasy or slick surfaces. Scrub off all loose paint, also any dirt stuck to the surface. A wire brush does this best.





PHOTOGRAPHS BY RUDOLPH LEPPERT, JR.

**Overflowing gutters:** This is a common trouble. Leaves or ice block the gutter and the water overflows, keeping the wood wet for days. Or gutter, or roof holding it, may have sagged (most likely to occur at big, unsupported corners).

**Lack of storm door:** Single doors are hot on the inside, cold outside, and seldom include a vapor barrier, so moisture from air indoors moves swiftly through them, may condense under paint film, push it off in blisters that shred when dry.

Greasy dirt calls for scrubbing with detergent and water. Use a laundry detergent like *All* or *Tide*. This same solution is useful when scrubbing away some of the paint film under the eaves or where otherwise protected from the usual washing action of rains (few people do this, unfortunately: most merely repaint, then wonder why the paint in these areas eventually chips or peels off).

3. Spread the paint so that it covers the square footage planned for it. Follow the directions on the label. Don't tamper with the mix (no thinner, no extra oil!). If more thinner or more oil could be added to the mix without cutting the life of the paint film, the paint manufacturer would have been happy to do it or to advise it in the directions on the label to cut the cost of the paint.

Many old-time painters object to using the paint as it comes from the can. They prefer to thin the paint until it flows easily. They object most strenuously to the new alkyd types of house paint, finding them naturally more "tacky" to the brush, because of their varnish-like toughness—you may have to insist that they do not dilute the paint automatically with their turpentine supply. Just recall that a reputable paint manufacturer tests each new formula for years in exposure tests in various parts of the country before he offers it for sale. Why let the painter attempt to doctor it by trial-and-error mixing by look, feel or smell?

Brushing or roller applicator is safer than spraying, especially if the old paint is in bad condition.

Beware of applying too little (*Please turn to page 171*)



For details on how to protect your paint from moisture the National Paint, Varnish and Lacquer Association offers two free booklets: "How to Rescue Your House From the Menace of Moisture," and "How to Win Your War Against Water." Write to Lonore Kent, 1500 Rhode Island Ave., N.W., Washington, D. C.



# A new servant awaits you, Madame!

By LAURA TANNER

*The embroidery attachments for sewing machines are wonders of ingenuity. You can embroider at the same time you do your basic functional work*

Automatic sewing has reached such heights of development that now the amateur can accomplish with ease all types of stitching from simple straight seaming to professional-looking hand trimming. Nor do you have to be a mechanical genius, for intricate engineering has solved the know-how for you. Limitless decorative designs are yours if you can push a lever or a button, read a simple chart, or drop a disc into a slot. Every woman who likes to sew has a wealth of creative possibilities within her grasp. And all with a speed unheard of with human hand.

The ingenious "hidden hands" within your sewing machine (there are several that accomplish the same end results through different methods) not only do tedious sewing on of buttons, make precise buttonholes, darn and mend, but send forth a flow of hundreds of embroidery stitches of seeming convent-taught perfection. By combining stitches you can build up design richness. By stitching with two-thread colors decorative possibilities increase. Such familiar stitches as the satin stitch, the zigzag, overcasting, and the scallop, which take long practice to perfect by hand, are but a few of the many stitches that can be turned out. They may be thickened, thinned, elongated, tapered, all with unfailing precision by controls which you operate yourself, thus investing a mechanical device with a personal quality.

*These discs and dial are your magic guide for effortless embroidery*



The White comes with 5 double discs with a fancy stitch on each side. Easy-to-work controls widen or lengthen stitches or let you switch design without removing disc, to produce rich diversity of decorative stitches.

On the Singer, 5 automatic stitches are already built-in. They are controlled with levers which can combine with 24 extra discs to give unlimited scope to design creativeness.

The Elna and Necchi depend on single or double discs. Drop disc into proper slot and thrill to flow of incredible stitches.

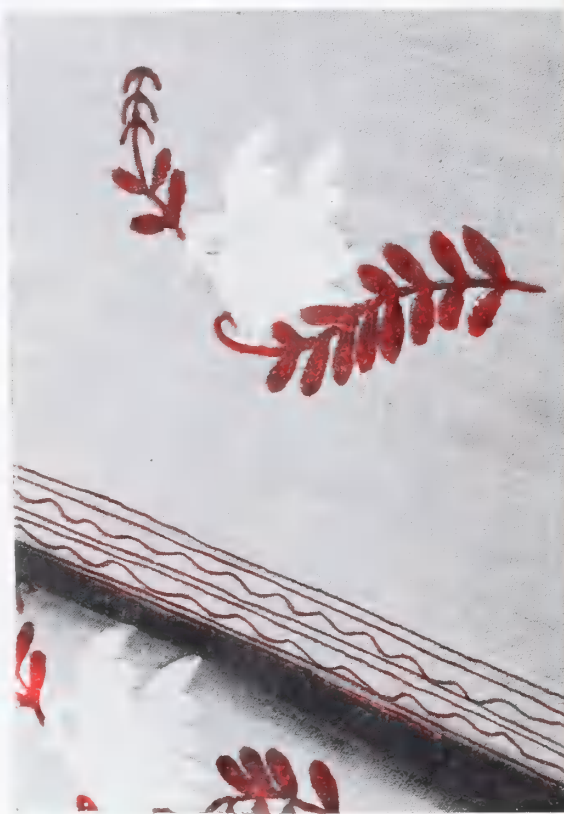
The Pfaff builds its designs into the machine, gives you a dial guide to 40 stitches. Set key numbers designated on dial, and embroider away to your heart's content.





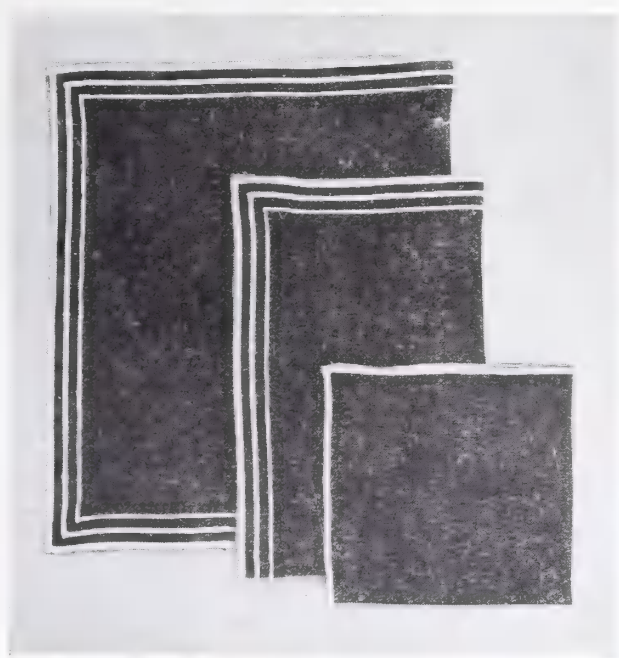
Use dressmaking details to trim drop of table cloth. Gay border could also deck a dressing table skirt or a bedspread flounce.

The same stitch you would use for darning makes the fine feather-like mat filler for the bird below. Band of stitches hems while it decorates.

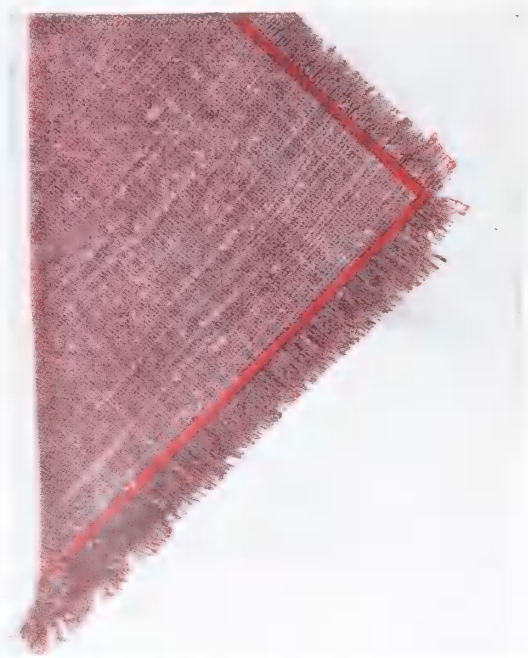


You can edge a napkin with a satin stitch without folding and hemming. Monograms are as easy as writing your name. You can embroider on leather, appliqué on sheer materials for shadow effects, thread your needle with fine metallics for extra sparkle. These machines are a boon to the woman who makes her clothes, as well as a source of inspiration for personalized home furnishings.

Buy the machine of your choice, take time to learn its possibilities and its limitations. Understand it and it will be a good servant to you. It works quietly and speedily to follow your instructions with uncanny precision. On these pages and the next two, we show you a few of the many ways this new servant works for you to enhance your home-furnishing possessions.



Charcoal linen mats and napkins are trimmed in rows of graduated satin stitch. Closeness of stitch binds fabric, omits hem. Worked on a Singer.



Napkin of Vicray Belgian linen is mechanically decorated with satin stitch worked close to fringe to give it body and prevent raveling.

*Please turn the page*



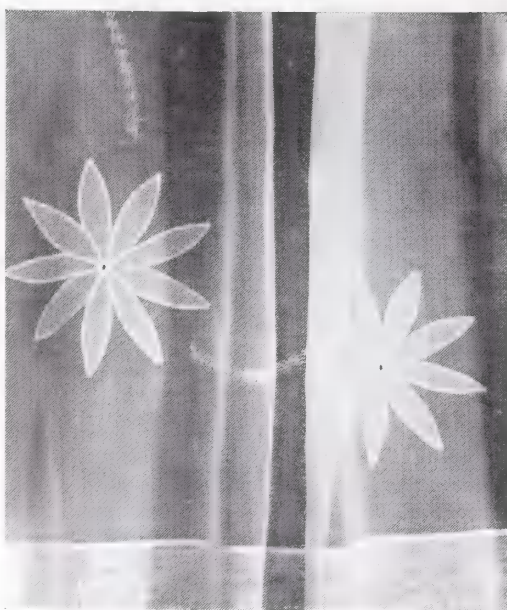
## A new servant awaits you, Madame!

*continued*



Seven different stitches and a scallop on the hem edge decorate this percale pillow case and sheet (Dan River). With an automatic machine, this is the easiest kind of ornamentation, offers great variety. Worked on a Necchi.

Precise scalloping worked in two colors, with a satin stitch with arrowhead terminals, plus a shaped variation of the satin stitch, combine to give the felt table cover (left) a colorful decoration. Embroidered on a Pfaff.

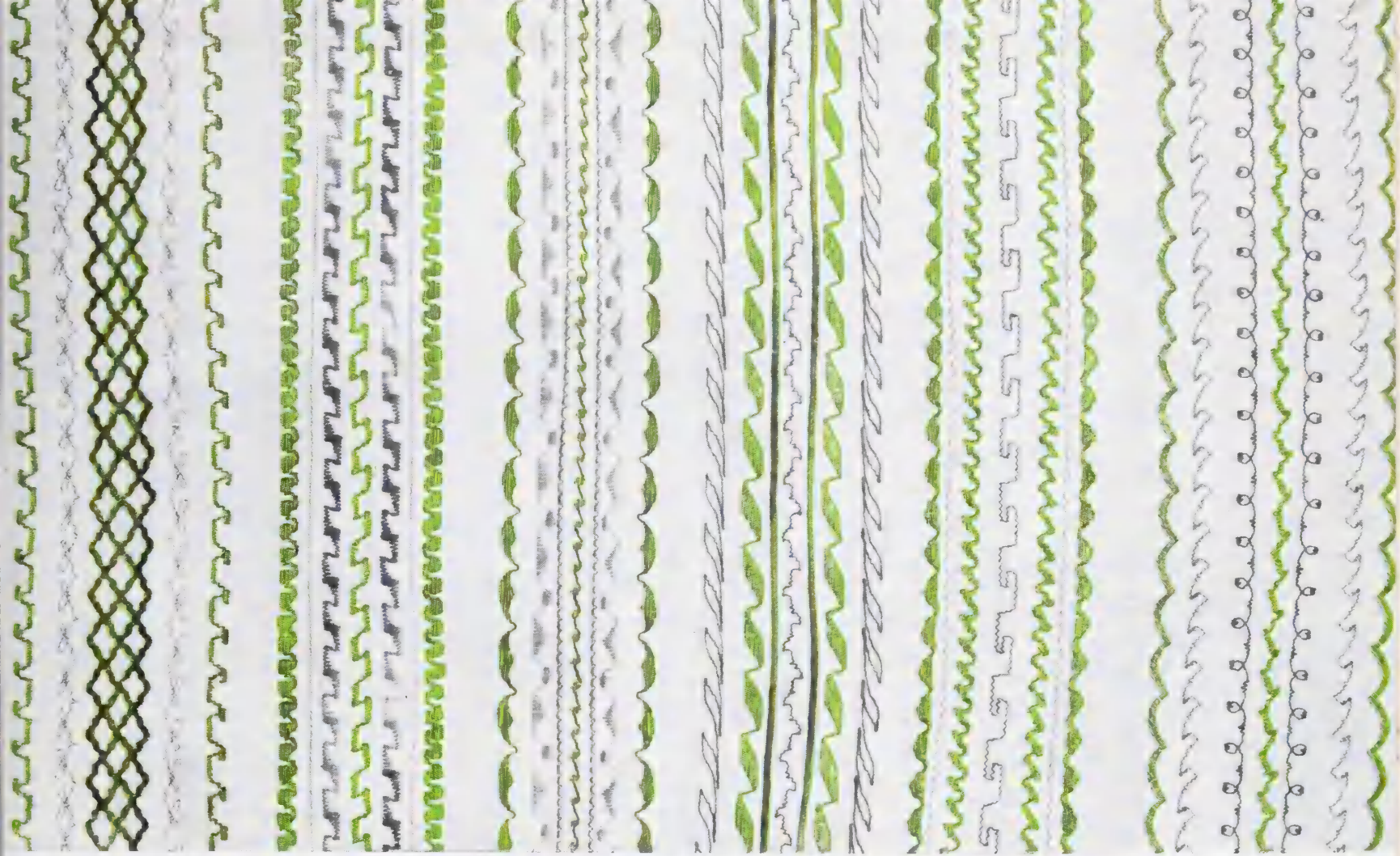


Start with stock organdy curtains (these are Berkshire's), and scatter appliquéd organdy petals over them connected with airy vine stitch. Worked on an Elna portable.



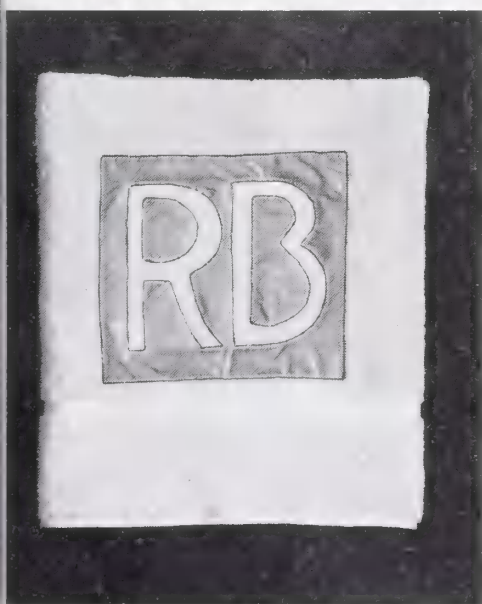
The linen towel (above) looks like finest hemstitching. Pulled threads make openwork bands that are kept from ravelling by a zigzag stitch. This was embroidered on a Singer.





Sampler of stitches is a fine example of how effective repetition of the same stitches can be. There are actually only 23 different stitches here, yet effect is rich and diversified. In color combinations, you can see the endless possibilities for banding slip-cover skirts, for pillows and table and bed linen. These are possible with a Necchi.

*More information on page 145*



Monogramming on heavy bath towel works lightning fast with Everfast chintz cutouts, held in place along block with a feather stitch. Imperial Martex towel, Elna machine.



Your sewing servant appliques with finesse and durability. Monogram of satin ends with flourishes of satin stitch which also holds down the fabric. Made on Singer Automatic.



The material you use, along with the thread, changes character of embroidery. Bordering bands are done with a coarse cotton thread on hand-woven Mexican cotton.



Frosty and refreshing, smooth and delicately flavored Canteloupe Freeze clings to the dasher of this handsome, copper-trimmed electric ice cream freezer by Silex. Italian straw mats, red "Primavera" bowls and Italian saucers from Bonniers; napkins from Carole Stupell; "Starfire" silver by Lunt Sterling.





Ice cubes are instantly reduced to snowy mounds with the Waring Ice Jet.

By NANCY CRAIG

## A reviving art: making your own ice cream

*Thanks to electric freezers and electric ice crushers, it takes no muscle to make better ice cream than you can buy*

Among America's favorite desserts, ice cream takes second place only to pie. How much of the latter's popularity can be traced to the *à la mode* serving is a question. But it's certain that the delicacy, which Charles I of England once reserved for the exclusive use of the royal table, is today a typically American dessert. More ice cream is consumed in these United States than anywhere else in the world. And with ice cream production at an all-time high, the home-made ice cream of nostalgic memories—the special treat in grandma's day at family gatherings, church socials and harvest picnics, is enjoying a glorious revival. Today's electric ice crushers and electric ice cream (*Please turn to page 184*)



You may select chopped, shaved or crushed ice if you have an Oster Ice Crusher.

PHOTOGRAPHS BY GEORGE LAZARNICK



Berries top America's favorite vanilla ice cream, made in Alaska Hand Freezer. Scroll plates by Steuben.



Apricot walnut ice cream ripens in Dolly Madison freezer. Apothecary jar, U.S. Glass; dish, La Cuisiniere.



Grapefruit ice cream with Cointreau is made in Kitchen Aid freezer attachment. Knife from La Cuisiniere.





*The hide-away—as immemorial as Mother Goose.*



*Every child's wish—a monster of his very own.*

# P lay ideas from



*Is he the ticking crocodile from Peter Pan?*

PHOTOGRAPHS BY G. M. JELlicoe



*A four-masted schooner? A jungle? Who really knows!*





*Here is a giant figure to dream on . . .*



*. . . to ride on, to exercise mind and body.*

*Children are the first romanticists. They fire the world about them with their fantasy. They create romance and mystery with the slightest encouragement. Let us give it to them with these . . .*

## Sweden that inspire a child's imagination

By ROBERT MOSHER

When we are young, it takes no effort of the imagination to build a great fortress out of sand, to dream galloping horses in the scudding clouds. But slowly that age of fantasy gives way to an age of realism, many times brought on by our own adult presents of playthings that stifle the child's imagination by being too literal, too realistic. How often do we see a child turn from a toy truck, for instance, with all the equipment of a real one, to an old cigar box, which is truck, plane, boat, *everything*?

Here in the fanciful constructions of Swedish designers are things to fire the imagination, to take a child through the difficult age of adolescence, when fantasy is most subject to atrophy and the gift of dreaming may be lost forever, to an adulthood with an unimpaired sense of romance, adventure and invention.

Here, too, are ideas that might rekindle the imagination of an adult, recall for him the half-forgotten world of childish wonder. Here are ideas that might urge him toward a jaunt of exploration, along with his children, in search of driftwood to be turned into a tall, ranging giraffe or a giant rabbit, a log into a galleon, a hippopotamus or nothing at all. It might be kept as a weathered form, a point of departure for playful dreams, to be changed by the fancy into one thing or another.

*(Please turn to page 154)*





# The New Musical Culture



*To partake of it freely is  
the pleasure and privilege of the person of culture.*

*And what a pleasant privilege it is!*

By RICHARD WILLIAMS

**I**n the course of my work, I have come to know a number of artists in the world of music. I know one conductor who is a marvelous musician, an artist of the first rank, possessing comprehensive musical knowledge. As a man, however—well, as a man he is extremely limited. He has practically no interests outside of music: what does interest him is petty gossip, plentiful eating, and a little trouble-making. I do not believe he has read a book in years, and as for looking at a painting, you couldn't drag him near one.

I know another man who responds with heart and soul, with every quiver of his nerves, to musical experience. He himself will tell you that he knows nothing at all about music. He is right: he knows nothing. But he loves it, loves it with blind affection and little discrimination. He has only the vaguest ideas of what period Chopin lived in, and I am sure he could not tell you whether Ravel or Debussy was the older composer. He cannot read a note or play an instrument.

Which of these two men is the more "cultured"? *You* answer the question. I've got my own idea. Let's use the answer as a convenient springboard for the observation that it is possible to be musically knowledgeable, to have the specialist's discernment, the technician's critical judgment, the professional's assurance; in short, to know music as a plumber would know the drainage system, without being in the least cultured. Knowledge of an art as a craft is no assurance of a rounded personality or of that fullness and sensitive equilibrium which denotes the cultured man.

However, this rule doesn't work the other way. I know of no one to whom I would apply the word "cultured" who does not in one way or another, to some degree or another, respond to music. Shut music out, do without it, and you are a person partially blind to the panorama of living, partially deaf to the voices of life. You live on a special diet instead of partaking in full. This may not be a bad definition of culture: the ability to partake in full.

What is the use of art? What is the use of music? Art sensitizes our skins, sharpens our perceptions, deepens our emotional responses. If it means anything at all to us, it serves us by helping us to live heedfully. (*Please turn to page 149*)





**Wouldn't you know she'd choose a Bigelow...** You've seen her race horses in the "charmed circle" at Belmont ... her convertible outside the smartest restaurants. When she furnishes her town house she shows the same instinct for elegance: Bigelow is the broadloom she chooses. Designed by noted carpet stylists, loomed of superb yarns, Bigelow brings flawless taste, matchless comfort to your home ... and, of course, a Bigelow carpet has the lasting beauty that goes hand in hand with the best.

*Shown: Luxurious Waikiki and tweed-textured Mission Trail. See them and other fine Bigelow carpets at leading stores. Suit by Vera Maxwell.*



**Bigelow**


*Number 1 name in Carpets*



You'll have luxurious beauty . . . long wear, too,  
in upholstery with **Du Pont Nylon**

Once you've seen upholstery with Du Pont nylon, you'll notice something special about it right away . . . deep, rich, lustrous beauty. And nylon makes a fabric behave so well, too, for all its high-style air. When it comes to wear, you can count on sturdy nylon upholstery to keep its beauty year after year . . . with the slightest of care. For luxurious beauty, long, long wear, see upholstery fabrics with Du Pont nylon in a glorious range of new colors, weaves, textures.

DU PONT MAKES FIBERS, DOES NOT MAKE  
THE FABRICS OR FURNITURE SHOWN HERE.

FROM THE  **Heritage  
Henredon** COLLECTION COMES THIS SMART CHAIR,  
UPHOLSTERED WITH DU PONT NYLON AND RAYON. SEE IT AT THESE  
AND OTHER FINE STORES: W & J SLOANE, NEW YORK; HALLE BROS.,  
CLEVELAND; THE J. L. HUDSON CO., DETROIT; RICH'S, ATLANTA;  
JOSKE'S OF HOUSTON; J. W. ROBINSON, LOS ANGELES.



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

DU PONT FIBERS OPEN YOUR HOME TO MODERN LIVING



## HOW TO FURNISH A TRACT HOME

CONTINUED FROM PAGE 121

Following is a list of construction materials and furnishings used in the house built by Place Homes, Inc., South Bend, Indiana, as shown on pages 116 through 121.

### CONSTRUCTION INFORMATION

**ROOFING:** Roof sheathing, Georgia-Pacific Plywood Co., Portland, Ore.

Asbestos roof shingles, Philip Carey Mfg. Co., Cincinnati, Ohio.

**SOFFIT SHEATHING:** The Upson Company, Lockport, New York.

**EXTERIOR WALL SURFACES:** Cedar shingles, Creo-Dipt Co., Inc., North Tonawanda, New York.

**INSULATION:** For walls and ceilings, Certain-teed Products Corp., Ardmore, Pa. Vapor barrier for concrete slab, The Visking Corp., Plastics Div., Chicago, Ill.

**WINDOWS:** Window frames and sash, Wadsworth Millwork Corp., Wadsworth, Ohio, built of redwood, California Redwood Association, San Francisco, Calif.

**GLASS:** Pittsburgh Plate Glass Co., Pittsburgh, Pennsylvania.

**SCREENS:** Aluminum screens, Durall Products Co., York, Pennsylvania.

**WEATHERSTRIPPING:** Allmetal Weatherstrip Co., Chicago, Illinois.

**INTERIOR WALL SURFACES:** Philippine mahogany plywood wall panels in living room, entry, kitchen and activities room, Roddis Plywood Corp., Marshfield, Wis. Plasterboard for all ceilings, National Gypsum Co., Buffalo, N. Y. Hardboard wall panels in bedrooms, The Masonite Corp., Chicago, Ill. Ceramic tile #103 in baths 1 and 2, The Mosaic Tile Company, Zanesville, Ohio.

**DOORS:** Interior flush panel mahogany, Mohawk Flush Doors, Inc., South Bend, Ind. Aluminum door out of living room to front terrace, Glamor Glass Wall-Dor Corp., Chicago, Ill. Shutter doors in activities room, Decor at Grand Rapids, Inc., Grand Rapids, Mich.

**FLOORING:** Kentile Corktone #804 in kitchen, playroom, laundry and service hallway, Kentile, Inc., Brooklyn, N. Y.

**LIGHTING:** Light fixtures for the house and garden, Lightolier, Inc., Jersey City, N. J. Single light fixture used in storage closet of bedroom hall adjacent to large bath, J. C. Virden Co., Cleveland, Ohio.

**FIREPLACE AND CHIMNEY:** In activities room, The Majestic Co., Huntington, Indiana.

**HEATING & VENTILATING:** Year-round air-conditioner, Chrysler Airtemp, Dayton, Ohio. Floor registers, Standard Stamping & Perforating Co., Chicago, Ill. Transite heat ducts, Johns Manville Corp., New York, N. Y.

**WATER HEATER:** A. O. Smith Corp., Milwaukee, Wisconsin.

**PLUMBING FIXTURES:** American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.

**BATHROOM ACCESSORIES:** General Chrome, Inc., Bridgman, Michigan.

**MEDICINE CABINETS:** Standard Steel Cabinet Co., Chicago, Ill., Philip Carey Co., Middletown, Ohio.

**ROUGH HARDWARE:** Ring and anchors, F. D. Kees Mfg. Co., Beatrice, Neb. Steel nails, American Steel and Wire Div., U.S. Steel Corp., Cleveland, Ohio. Aluminum nails, Nichols Wire and Aluminum Co.,avenport, Iowa.

**CLOSET ACCESSORIES AND HARDWARE:** L. A. Darling Co., Brandon, Mich.

**DOOR HARDWARE:** Locksets, Dexter Lock Co., Grand Rapids, Mich.

**PAINTS AND STAINS:** Shingle stain, Creo-Dipt Co., North Tonawanda, N. Y. Paint, Pratt and Lambert, Inc., Detroit, Mich. Kolorfleck on interior walls, The O'Brien Corp., South Bend, Indiana.

**ADHESIVES:** Miracle Adhesives Corp., New York.

**COUNTER TOPS:** For kitchen, laundry and bathroom No. 2, The Formica Co., Cincinnati, Ohio.

**KITCHEN AND LAUNDRY EQUIPMENT:** Appliances (wall refrigerator, counter top range, dishwasher, built-in oven), General Electric Co., Louisville, Ky. Wood kitchen cabinets, Kitchen Maid Corp., Andrews, Ind. Sinktops, Cincinnati Builders Supply Co., Cincinnati, Ohio; Ingram-Richardson Co., Beaver Falls, Pa. Chopping block, Sesenich Corp., Lancaster, Pa.

### FURNISHINGS

All furniture by member Companies of Grand Rapids Furniture Guild, Grand Rapids, Michigan.

#### Living Room and Dining Room

**FURNITURE:** Oval dining table, tambour front cabinet, two-tier server and 4 chairs, Grand Rapids Chair Co., Grand Rapids, Mich. Two-tier wood and brass table, Johnson Furniture Co., Grand Rapids, Mich. Lamp tables beside sofa, Baker Furniture, Inc., Grand Rapids, Mich. Cocktail table, John Widdicombe Co., Inc., Grand Rapids, Mich. Sofa, Schoonbeck Co., Grand Rapids, Mich. Tub chair and Lawson chair, Ralph Morse Furniture Co., Grand Rapids. Club chair, Mueller Furniture Co., Grand Rapids.


**FLOOR COVERING:** Carpet "Emberglow," James Lees & Sons, Bridgeport, Pa.

**LAMPS:** Blue and white lamps by sofa, Abels Wasserberg & Co., Inc., New York. Pewter lamp on two-tier table, Frederick Cooper Studios, Inc., Chicago, Ill.

**FABRICS:** Draperies, "Flora Borealis" printed cotton, Jofa, Inc., New York (Please turn to page 152)

TROPHY


AN ORIGINAL MASTERPIECE  
FOR YOUR MODERN BEDROOM  
—IN DRAMATIC GREY WALNUT



Genuine Solid Walnut  
and walnut veneers in warm  
gray decorator tones.  
Open stock in bedroom  
and dining room and  
living room tables.

Ask your dealer to  
show you this group or  
write for descriptive  
folder to Dept. B.

**HICKORY** MANUFACTURING COMPANY  
HICKORY, NORTH CAROLINA







You can have a beautiful, convenient  
Habitant bedroom for under \$275.

*A new kind of loveliness  
that flatters tender budgets*



smart Habitant twin love seat  
group, including tables, may  
cost you as little as \$360.

*Habitant* **KNOTTY PINE** *"Co-ordinates"*

It's fun to buy Habitant knotty pine 'Co-ordinates'. You choose each piece separately, creating just the right groups and combinations to suit your own taste and needs. Habitant knotty pine 'Co-ordinates' are so attractive and functional, so completely delightful to live with. And you'll love the prices. Yet Habitant is built for a lifetime. Habitant's lustrous hand-rubbed finishes give you a choice of the nostalgic, comfortable mellowness of Smokey Pine or the suave silver tones of contemporary Pewter Gray. Be sure to see Habitant. Soon!

YOU'LL BE DELIGHTED with our attractive new brochure on Habitant knotty pine 'Co-ordinates'. It tells the fascinating story of Habitant—is full of idea-photos. 25c please.



*Habitant Shops, Inc.*

BAY CITY 3, MICHIGAN

For 35 years Habitant has been devoted exclusively to the creation of outstanding beauty and individuality in knotty pine furniture.



YOU'LL FIND

## NATURE IN OUR LIVING ROOM

CONTINUED FROM PAGE 95

*Habitant*  
KNOTTY PINE  
*'Co-ordinates'*

AT THESE LEADING STORES.

See them soon! You'll be delighted!

Albany, N.Y.  
Allentown, Pa.  
Alpena, Mich.  
Ansonia, Conn.  
Atlantic City, N.J.  
Aurora, Colorado  
Aurora, Ill.  
Baltimore, Md.  
Battle Creek, Mich.  
Bay City, Mich.  
Belleville, Ill.  
Binghamton, N.Y.  
Birmingham, Ala.  
Birmingham, Mich.  
Birmingham, Mich.  
Boulder, Colo.  
Bridgeport, Conn.  
Charlevoix, Mich.  
Charlotte, N.C.  
Charlottesville, Va.  
Chattanooga, Tenn.  
Chicago, Ill.  
Chillicothe, Ohio  
Columbia, S.C.  
Columbus, Ohio  
Cumberland, Md.  
Dallas, Texas  
Danbury, Conn.  
Davenport, Iowa  
Dearborn, Mich.  
Decatur, Ala.  
Des Moines, Iowa  
Detroit, Mich.  
Detroit, Mich.  
Dover, Delaware  
Dunkirk, N.Y.  
Durham, N.C.  
Elmira, N.Y.  
Ferndale, Mich.  
Fort Wayne, Ind.  
Fresno, Calif.  
Gadsden, Ala.  
Geneseo, Pa.  
Geneva, N.Y.  
Green Bay, Wis.  
Greensack, N.J.  
Hastings, Neb.  
Hempstead, L.I., N.Y.  
Herkimer, N.Y.  
Holland, Mich.  
Houlton, Me.  
Jackson, Mich.  
Jackson, Miss.  
Jacksonville, Fla.  
Kalamazoo, Mich.  
Kansas City, Kan.  
Knoxville, Tenn.  
Lincoln Park, Mich.  
Long Beach, Calif.  
Los Angeles, Calif.  
Louisville, Ky.  
Madison, Wis.  
Manchester, Conn.  
Manhasset, N.Y.  
Michigan City, Ind.  
Milburn, N.J.  
Milford, Conn.  
Milwaukee, Wis.  
Minneapolis, Minn.  
Minneapolis, Minn.  
Mobile, Ala.  
Montgomery, Ala.  
Mt. Clemens, Mich.  
Muncie, Ind.  
Nashville, Tenn.  
Nashville, Tenn.  
Newark, N.J.  
New Castle, Pa.  
New Haven, Conn.  
New Orleans, La.  
New York City, N.Y.  
Norwich, Conn.  
Omaha, Nebraska  
Passaic, N.J.  
Petersburg, Va.  
Pittsburgh, Pa.  
Plainfield, N.J.  
Pompton Plains, N.J.  
Pontiac, Mich.  
Poughkeepsie, N.Y.  
Rahway, N.J.  
Reading, Pa.  
Richmond, Va.  
Riverhead, N.Y.  
Rochester, Minn.  
Royal Oak, Mich.  
Saginaw, Mich.  
St. Louis, Mo.  
Scranton, Pa.  
Shreveport, La.  
Sioux City, Iowa  
Somerville, N.J.  
South Bend, Ind.  
Springfield, Ill.  
Springfield, N.J.  
Stamford, Conn.  
Stamford, Conn.  
Stoneham, Mass.  
Toledo, Ohio  
Toronto, Canada  
Traverse City, Mich.  
Tucson, Ariz.  
Uhrichsville, Ohio  
Utica, N.Y.  
Virginia Beach, Va.  
Watertown, N.Y.  
West Chester, Pa.  
Westbury, R.I.  
White Plains, N.Y.  
Wilkes-Barre, Pa.  
Wilmington, Del.

John B. Hauf, Inc.  
C.A. Dorney Furniture Co.  
Alpena Furniture Co.  
Spector Furniture Co.  
Atlantic Furniture Co.  
Friend Furniture Co.  
Ward & Jones Furniture Co.  
Gomprecht & Benesch  
Gustke & Sons Furniture Co.  
C.E. Rosenbury & Sons  
Stegmeyer Furniture Co., Inc.  
The Fair Store  
Loveman, Joseph, & Loeb  
Triangle Furniture Co.  
Lewis Furniture Co.  
Fairchild's  
Geo. E. Nothnagle & Son, Inc.  
Hess Furniture Co.  
Belk Brothers Company  
Gilmore Hamm & Snyder  
Frank Moore & Company  
John M. Smyth Company  
Ebenhack & Son  
Devine Street Furniture House  
F.G. & A. Howald Company  
John J. Hafer  
240 Decorative Center  
Henry Dick & Son  
Healey-Eckmann  
Daly Brothers  
Robinsons Furniture Co., Inc.  
Davidsons  
Englander's (also Northland)  
Randall & Leon Furniture, Inc.  
Nap & Spence  
H.C. Ehlers Co., Inc.  
Style-Craft Interiors, Inc.  
Edgcomb's Furniture  
Triangle Furniture Co.  
Schumacher's  
Turpin's  
Moss Furniture Co.  
Chapman-Burrows, Inc.  
Lynch Furniture Co.  
Schauer & Schumacher  
Huffman & Boyle Co., Inc.  
Swan's Furniture Store  
Abraham & Straus  
H.G. Munger & Co., Inc.  
The John Good Co.  
Dunn Furniture Co.  
Vermeulen Furniture, Inc.  
Rice Furniture Co.  
Albert Hugo Associates  
Stewart & Clarke Furniture Co.  
Pat O'Leary Associates  
Fowler Bros. Co.  
Dobbs, Inc.  
The Rogers Co.  
W. & J. Sloane  
Hubbuck In Kentucky  
Frautschi's, Inc.  
Watkins Bros. Inc.  
W. & J. Sloane  
Shon Furniture, Inc.  
W. & J. Sloane  
Wayside Furniture Shop  
Klode Furniture Co.  
Boettels  
Dayton's  
Adam Glass & Co.  
Loveman, Joseph, & Loeb  
Triangle Furniture Co.  
C. Cree Gable  
Bradford Furniture Co.  
H. Cohen Furniture Co., Inc.  
L. Bamberger & Co.  
The J.R. Frew Co.  
H.M. Bullard Co.  
Emile Jorde, Inc.  
W. & J. Sloane  
Silberman's Inc.  
Union Outfitting Co.  
Miller & Dobrin Furniture Co.  
Ruckers, Inc.  
Marietta Chair & Furniture Co.  
L. Bamberger & Co.  
Huffman & Boyle Co., Inc.  
Lewis Furniture Corp.  
Luckey, Platt & Co.  
Koos Brothers  
B.J. Smith Furniture Showroom  
Jack Thompson Furniture Corp.  
Jacob Meyer, Inc.  
Orlen Ross  
Triangle Furniture Co.  
Herzog Furniture Co.  
Esquire Home Furnishers, Inc.  
Webber's Furniture Co.  
Kaplan Furniture Co.  
Bundrick's Inc.  
Weaver-Moe Furniture Co.  
Granetz Furniture  
Shidler Bros., Inc.  
A. Dirksen & Sons  
Huffman & Boyle Co., Inc.  
P. Silberman, Inc.  
W. & J. Sloane  
Barbo's, Inc.  
Treuhaff Bros.  
T. Eaton Co. LTD  
Wilson Furniture Co.  
Barrow's Furniture Co.  
LaPorte Furniture Co.  
E. Tudor Williams, Inc.  
Camp Furniture At Hilltop  
Frank A. Empsall & Co.  
Kauffman's  
Westerly Furniture Co.  
W. & J. Sloane  
Fowler, Dick & Walker  
H. Feinberg Furniture Co.

their journey south, some of them pouring over the horizon by the thousands like black smoke from an unseen volcano. We had never seen so many butterflies before as those that fluttered above the flowers on our terrace, and were astonished to read that some of these delicate creatures also migrate annually to warmer lands. The clouds and constellations, which my husband as an old sailor knows familiarly by name, are now becoming my friends as well.

**R**EFERENCE books are piled high on our tables, and we are exploring the nature shelves at our library for more to read aloud. It fascinates us to watch deer, pheasants, woodchucks and other wild life while sitting in armchair comfort, though it seems almost wrong when we read stories of naturalists lying on cold, rough ground for hours to catch sight of some creature. Not that we see the families in their burrows or learn all the secrets of their daily life, as the patient scientist does in the field. But we surely get as much fun out of watching the deer eating apples at the edge of our lawn, or a greedy cock-pheasant in all his stunning plumage consuming every bit of seed we had put out on the ground for the smaller birds.

One night, sitting at supper by candlelight with the floodlight illuminating the terrace beyond the window, we suddenly saw a pair of foxes run across the grass. Soon they reappeared romping almost under our eaves, quite oblivious to the brightly lighted stage with its unseen audience.

Watching the wing patterns of so many birds against the sky has sent us in search of information about bird flight. Birds are as varied in their journeys through the air as are people walking down a city street. Some cut straight through to their destinations; others pause and seem to watch what goes on below; and still others, like the gay gold-finches, go dipping merrily

along full of gay chatter and song.

The swallows remind me of skiers soaring off after a long jump, for they seem to take off from the roof just over our heads.

One morning after a heavy rain we watched a hawk sitting immobile for some twenty minutes with his great wings outstretched, drying them off in the first rays of the sun. Books like Gordon C. Aymer's *Bird Flight*, with its exciting photographs, make one begin to understand something of wing structures and appreciate the variety and beauty of fluid line which has never yet been equaled by man. Seeing birds soaring and taking advantage of wind currents reminded me of Hannah Reitsch's autobiography, *Flying Is My Life*, in which she describes so vividly the ecstasy of sail-planing alone, of watching for birds to point out to her the best updrafts of air to raise her ever higher.

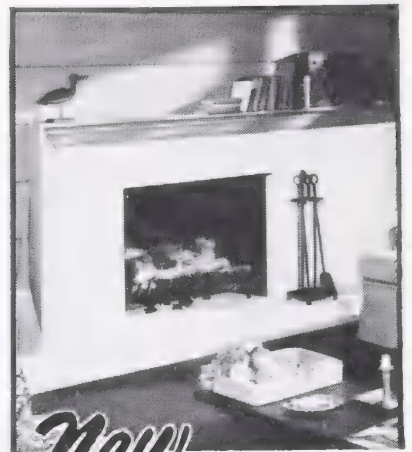
The pictured changes of weather and seasons on our windows is another constant delight to us. Years ago when we lived in Puerto Rico we enjoyed watching the great fluffy clouds along the horizon and the changing light on the mountains from dawn to sunset. But there was no variety in the tropical foliage of grapefruit trees and palms; they were always green.

**H**ERE WE have staged for us a drama with an unending number of settings, each different and fascinating in its own way. In the fall, the edges of our meadows are bright with goldenrod and purple asters. The deepening colors on the trees, suddenly more brilliant one morning than ever before, are perhaps the climax of the play. Yet I am not one of those unfortunates who bemoans the time of falling leaves as a sad season. I love to watch them whirling in the wind, and as the trees become more bare I make new discoveries: There are houses on distant hills that I had not seen before, and the great

(Please turn the page)



DON'T LITTER!  
KEEP AMERICA  
BEAUTIFUL

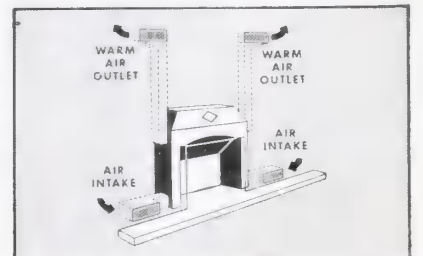


## New FIREPLACE

**Circulates Heat . . .  
Warms All the Room**

Especially designed for the modern home, the new Heatilator Fireplace is the only fireplace that gives you all 3 of these features . . .

● **Circulates Heat.** Cool air from floor level is warmed in the double walled firebox—then circulates gently to every corner of the room, even adjoining rooms.



● **Will Not Smoke.** A scientifically designed steel form, the Heatilator unit does away with guess-work and rule-of-thumb construction methods. Adds little to cost of finished fireplace.

● **Damper Seals Air-Tight.** The new Pressure-Seal Damper seals the chimney throat air-tight when the fireplace is not in use. No costly house heat escapes up the chimney. No chimney downdrafts can chill the room. And in the air-conditioned home, it is an absolute necessity to prevent the loss of expensive summer cooling as well as winter warmth.



**Ideal for every purpose . . .**  
homes, basement rooms, camps or cabins. Ask your building material dealer or mail coupon for free booklet.

## HEATILATOR® FIREPLACE

HEATILATOR INC.  
459 E. Brighton Ave.  
Syracuse 5, N. Y.

Send me booklet on new  
Heatilator Fireplace.



Name.....

Street.....

City.....Zone.....State.....



## NATURE IN OUR LIVING ROOM

CONTINUED FROM PRECEDING PAGE

trunks of ancient oaks nearby are now splendid in their stark lines. Roads appear that were once hidden, birds' nests show up in trees, the stiff little catkins remaining on the birches make a decorative design, once blurred by many leaves.

**B**ARE BRANCHES against the sky or a full moon over the black hilltop tracery of winter trees make me reach for some of my choice books of old scissor-cuts. I am always amazed at the fine lines these artists could preserve with their skilled hands, and looking at the delicacy of the trees they reproduced brings me to a **much** fuller appreciation of nature's own silhouette artistry.

Studying trees without their leaves has taught me much about their form of growth, and I am constantly surprised at the variety of colors visible all winter long in their branches. Until we sat at these windows, I had no idea there were so many delicately rosy twigs, so much yellow besides that of the willows, nor so many buds evident long before the arrival of spring. I had always hibernated during the cold months, turning my back on all the beauty of our winter landscapes, peering out only when there was a beautiful snowstorm or ice sparkling on the trees. How much I have been missing!

The occasional thick fogs give me a strange feeling of mystery, as if their curtain had shut me off entirely from the real world and some sudden rift might show me an eerie magic realm. There is an absolute quiet about such a day that reminds me of the uncanny stillness during black-out alerts of the last war. I would not want to walk about in the fog, but I thoroughly enjoy its quality from behind my glass walls. The clouds of dust before a summer squall, the sunshine lighting up distant hills through curtains of rain nearby—all are captivating to watch, stimulating to the imagination, giving one a feeling of swoops of endless space.

I truly wish we had more snow here in the winter, for it changes the picture so completely and produces ever new wonders. A snowstorm at night brings our terrace floodlight into play so that we can watch the glistening bits whirled and tossed in the air currents under our deep eaves. Each shrub and tree has its own way of catching the flakes: The little white pine near the window collects them into

wads of cotton in cupped needle-fingers; the hemlocks bear their soft loads lightly, ready to let them slip softly to the ground at the first touch of sun or breeze. The wild cedars, which I had at first thought ugly, amuse me with their clumsy, clownish attitudes under heavy snow costumes.

We eventually do tire of the long winter months. I wander from window to window, looking at my flower beds and shrubs to see whether their straw mulch is blowing away, and planning for spring when I can garden again. I watch my husband out there pruning our apple trees, shaping their forms with an artist's eye. Even when the winter rains beat upon the glass, I look out dreamily planning the flowers to be planted soon, deciding where we can best admire the berries of a mountain ash, the dark foliage of a purple-leaved plum.

God made the hills and valleys of our distant view, but we ourselves can design and shape the garden pictures close at hand. The terrace is surrounded by banks of iris. We chose iris not only for their exquisite flowers, but because the pattern of their leaves (sword-lilies, the Germans call them) define the terrace edges from spring throughout the fall. Here and there in the border we planted new varieties of day-lilies that open at sunset and do not close until sunset the next day. We enjoyed their golden brilliance under our evening floodlight, as well as against the soft blue of the hills during the day. Close to the windows we placed evergreen shrubs that grow low upon the ground; they will never interfere with the framing of our views, yet give welcome green to look at throughout the year.

**T**HEN ONE day new birds are at our feeding stations, and our windows disclose the first pastel colorings of spring. Its color and form are much too delicate to be captured in paint or words. We watch almost with bated breath, fearful that the violent winds might discourage all these tiny leaves and tear them into threads, yet somehow they survive. Soon the wild cherries, hawthorns and viburnums are blossoming down the hill, the dogwoods extend branches layered with white, and the apple trees are in full bloom all around the house.

Our windows have changed the actual routine of our days. Even before I get out of bed I can see

the foliage on the nearby hills and enjoy the sunrise colorings in the sky. Only those who have been ill for months at a time can truly appreciate the joy of a bedroom with large expanses of window looking out into unspoiled country.

As my husband and I go about the house, we may stop suddenly at the living-room window to enjoy a mother doe with her fawns as they graze quietly just below the terrace. My husband proudly notes the progress of his new lawn, while I inspect each flower bed under the windows to exclaim over seedlings just come up or blossoms newly opened. Even among kitchen tasks our eyes stray constantly through the big window to an awakening world of fields and hills, cloud formations, birds in flight. Before bustling off for a day in the city, such moments are of real value, for as Emerson said, "We require such a solitude as shall hold us to its revelations when we are in the street." I look forward all day to coming back to our windows with their healing peace.

**E**VEN IF I am at home all day, whenever I feel tired, too hurried or troubled, I take a few moments to sit before the living-room window looking at "the hills from whence cometh my help," restoring my spirit. I cannot help wondering what life would have been in a house like our present one, when we were bringing up our children. Wouldn't there have been many moments when one glance out of these great windows would have restored my peace of mind, given me a greater serenity to share with them and strengthen them, too? Would this not have given me some of the values so needed by young mothers and summarized so beautifully by Anne Lindbergh in her *Gift From The Sea*: "Space for significance and beauty. Time for solitude and sharing. Closeness to nature to strengthen understanding and faith in the intermittency of life: life of the spirit, creative life, and the life of human relationships"?

We look forward to sundown, my husband and I, when we can sit quietly together over tea or sherry and talk about our small happenings, watching the sunset glow and the light fade out until the hills gradually disappear. As it gets dark, friendly windows light up in the distance, planes wink their signals at each other as they pass

back and forth, and an occasional tall shaft of a searchlight wanders about picking out clouds and losing them again in the blackness. As we eat our dinner by candlelight looking out at the stars, we bow our heads in thanks that we may live so closely surrounded by the beauties of God's world.

## BOOKS TO READ

*An American Year*, by Hal Borland. Simon & Schuster, 1946. \$3.50. With beautiful black and white illustrations by contemporary artists. Delightful style, vignettes of country life and landscapes.

*Bird Flight*, by Gordon C. Aymar. Garden City, 1938. With excellent photographs. Fascinating information on the evolution of birds, wing structure, migration. (Second-hand stores only.)

*Cream Hill*, by Lewis Gannett. Viking, 1949. \$3.50. Especially chapters I and IV, concerning the changes in vegetation on one farm through the centuries, and where our wild flowers came from.

*A Cup of Sky*, by Donald Culross, Peattie & Noel Peattie. Houghton Mifflin, 1950. \$2.50. Using St. Francis' Hymn to Creation as inspiration, each chapter gives a wealth of information on the wind, fireflies, hummingbirds, butterflies, pollen, etc.

*Hammond's Guide to Nature Hobbies*, by Dr. E. L. Jordan. Hammond, 1953. Stimulating and full of concise information and bibliographies. \$2.95.

*The Stars, a New Way To See Them*, by H. A. Rey. Houghton Mifflin, 1952. \$4.50. Easy way to learn the stars and constellations. *The Stars in Our Heavens, Myths and Fables*, by Peter Lum. Pantheon, 1948. \$3.75. Stories from all over the world and all ages.

*The Strange World of Nature*, by Bernard Gooch. Crowell, 1950. \$3. Unusually detailed information of the life of snails, insects, etc.

*This Green World*, by Rutherford Platt. Dodd, Mead, 1954. Photographs. \$6. An indispensable book about the growth and structure of trees and flowers, also identification of trees in winter, etc.

*Those of the Forest*, by Wallace Byron Grange. Flambeau Publishing Co., Babcock, Wis., 1953. \$4.50. A book to be read slowly and marked well for future reference. It is full of information on wild life in Wisconsin in one particular preserve, from day to day.



# THE IDEAL MUSIC FOR YOUR LIVING ROOM

CONTINUED FROM PAGE 101

How to listen to chamber music? The best way is to listen to it as music. This is not so simple as it sounds. Many people have to rely on a story or on extra-musical facts of one kind or another. Forget all the talk and all the props. Just settle back and listen. And don't make a career of listening; leave that to the critics. But when you do listen, listen! Let the music flow through you until it is part of you. Then put it away, and after a while such hearings you will have an old musical friend. Each additional hearing, until death do you part, will turn up additional beauties. You cannot grow tired of a great string quartet; it is inexhaustible. You can respond to a Mozart string quartet, you can respond to a Beethoven string quartet. There is really no technical difference be-

tween a quartet and a symphony except in the number of players involved. Mozart is a fine composer with whom to walk hand in hand into the world of chamber music. So is Schubert. So is Beethoven except for the last five quartets.

If I were starting a collection of chamber music discs I would begin with music of strong melodic appeal, harmonic richness and emotional warmth. A work like Schubert's "Trout" Quintet for piano and strings is ideal. Its opening movement, with its irresistible upward flourishes from the piano, bubbles along with constant invention. When the soaring melody of the slow movement starts its insinuating caress, wandering from key to key and plaintively sighing, the effect is positively melting.

Genius works with simple means.

(Please turn the page)

## Additional Records

RAVEL: *Piano Trio*. Heifetz, etc. (Victor).

SCHUBERT: *Quartets Nos. 7 and 8*. Vienna Konzerthaus (Westm.).

*Octet*. Vienna Octet (London).

SCHUMANN: *Quartets in F and A*. New Music (Columbia).

SMETANA: *Quartet in E minor ("Aus meinem Leben")*. Hollywood (Capitol).

## Adventurous records of living-room music

BARTOK: *Six Quartets*. Juilliard (Columbia, 3 discs).

BEETHOVEN: *Quintet for Piano and Winds*. Serkin. Philadelphia (Columbia).

*Septet*. Vienna Octet (London).

BOCCHERINI: *Four Quartets*. New Music (Columbia).

BLOCH: *Four Quartets*. Griller (London, 3 discs).

*Piano Quintet*. Harris, Walden (MGM).

BRAHMS: *Piano Trio in B*. Fournier, etc. (Westminster).

CHAUSSON: *Concert for Piano, Violin and String Quartet*. Casadesu, etc. (Columbia).

DVORAK: *String Quintet in G*. Vienna Konzerthaus (Westm.).

FAURÉ: *Piano Quartet in C Minor*. Rubinstein, Paganini (Victor).

FRANCK: *Quartet in D*. WQXR (Polymusic).

*Piano Quintet*. Aller, Hollywood (Capitol).

HINDEMITH: *Quartet No. 3*. Hollywood (Capitol).

MOZART: *Quintet for Piano and Winds*. Serkin. Philadelphia (Columbia).

NIELSEN: *Quintet for Winds*. Copenhagen (London).

PROKOFIEFF: *Quartet No. 2*. Hollywood (Capitol).

SCHOENBERG: *Four Quartets*. Juilliard (Columbia, 3 discs).

SCHUMANN: *Piano Quartet in E flat*. Horszowski, etc. (Columbia).

SHOSTAKOVICH: *Piano Quintet*. Aller, Hollywood (Capitol).

SIBELIUS: *Quartet in D Minor ("Voces Intimae")*. Griller (London).



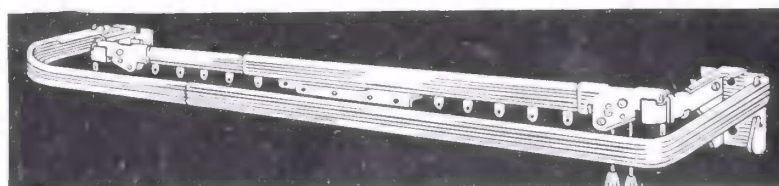
## Eastern makes the rods that make the window!

There's more to an attractive window than meets the eye. Our hostess is holding the "beauty secret" of her picture window . . . Eastern's Duotrax Traverse Rod. It's *two* tracks in one rod . . . right and left draperies ride on *separate* tracks . . . *smoothly* . . . *can't jam or stick!* Extends to 200". Just one of Eastern's "window wonders" at your favorite department, hardware or variety store.



(Above) For even heaviest cafe curtains, Eastern's Lok-Seam Cafe Rod holds the answer. Gracefully fashioned of *seamed* tubing . . . *won't sag or twist*. Brass, white or black finish. Extensions to 120".

(Below) Eastern's Coronet Combination Traverse & Valance Rod carries *both* draw draperies *and* valance. One ingenious fixture that does the work and adds the glamour of two! Extensions to 150".



Curtain and Drapery Hardware Division  
THE EASTERN VENETIAN BLIND CO., BALTIMORE, MD.  
Also makers of AirLume aluminum awnings, DecorLume venetian blinds



Schubert's writing here is clear and transparent, but every note forms an organized and unforgettable pattern that soon will sink into your memory as if etched upon it. The variations from which the quintet derives its name are flashing and brilliant, with a piano part that is sheer jugglery. Notes are showered like so many rainbow-colored droplets.

**T**HE LAST three string quartets by Schubert also will provide a nucleus for a collection of chamber music. These three quartets, available in a single three-disc album, are the products of a man who very likely was the most natural melodist who ever lived. For concentrated, unflagging lyricism there is nothing exactly like these works. You need know nothing at all about music to respond to their perfect melodic arches—here, I promise, you will have a truly great experience.

The first two of the set—the “A Minor” and the “Death and the Maiden” Quartet—have a family resemblance in their elegiac sadness. The last one, in G major,

has an extra dimension. It is stronger, more broadly conceived, thicker in texture, with agitated tremolos and massive quality found nowhere else in Schubert's chamber music. At that, the slow movement of this G major returns to the simplicity of the earlier quartets, and there is no more touching expression of sadness and resignation anywhere in music. Not just in Schubert's music; in *anybody's* music.

What a wealth of material to explore in the repertoire of chamber music! Take Beethoven, whose sixteen quartets are the cornerstone of it. His six quartets of Op. 18 are fledgling works. But already a new voice has here begun to proclaim mightily; and in Op. 59, the three “Rasoumovsky” Quartets, so named because they were composed for a Russian prince of that name, the thunderer is in full cry. Not that the music is loud; chamber music never is. But the message is titanic, and listening to this music you get the impression of *size*, of a spirit that wants to overspill. Yet this man who swept away all musical convention could also

express pity and tenderness, as you will discover in the slow movement of the F major Quartet (Op. 59, No. 1). He also had sheer animal spirits, and the kinetic finale of the last “Rasoumovsky” Quartet has been leaving listeners limp for over a hundred years. You breathe a little faster when the movement is over, and your pulse races in emphatic response. This is music of unbounded virility; and that, perhaps, is the key to all Beethoven. He was the most masculine of composers—strong, proud, exulting in his strength.

The last five Beethoven quartets offer certain problems. The composer was in a different world when he wrote them. This is not a figure of speech. Because of his deafness, and because of his psychotic temper, Beethoven was removed from normal humankind and lived in a tonal world of his own, his brain tormented by mighty ideas that he struggled to get down on paper. His voice in these works alternates between cryptic statements and extensive developments. There are explosions of titanic energy and a type of symbolism

that push the art of music to as introverted a sphere as it has ever attained. All that was, and all that was to be, is contained in these Beethoven quartets.

**N**ONE OF them is easy to comprehend, but you will be missing music's Parnassus if you do not make the effort. Each of us has his favorites among the last five quartets. Mine is the C sharp minor (Op. 131, with its opening contrapuntal passages, seemingly so vague; but on familiarity so magnificently organized), the wild, darting four-note theme that later occurs; the profundity of the slow movements, the fevered propulsion of the finale.

You will get out of all his music exactly what you put into it. It contains the summation of Beethoven's musical and emotional (and very possibly religious) experience and you must give it the respect it deserves. But as you enter Beethoven's world through the last five quartets you will find your own world enriched and expanding.

Mozart does not have this kind (Please turn to page 151)

# Rise Stevens

## Comments on Diamond Phonograph Needles

*“Nothing less than the best will suffice for those interested in hearing phonograph records played properly. My listening experience has convinced me that the diamond phonograph needle is superlative in terms of quality and economy.”*



PLAY SAFE  
PLAY DIAMOND

Be sure your phonograph has a **DIAMOND**

# TETRAD

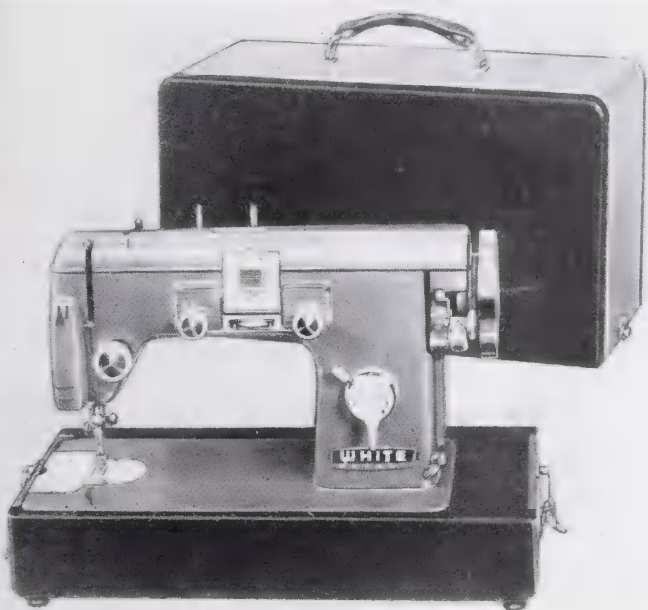
WORLD'S LARGEST  
MANUFACTURERS  
OF DIAMOND STYL

For further information write to: Dept. HB3 • 62 St. Mary St., Yonkers, N. Y.



# A NEW SERVANT AWAITS YOU, MADAME!

CONTINUED FROM PAGE 131



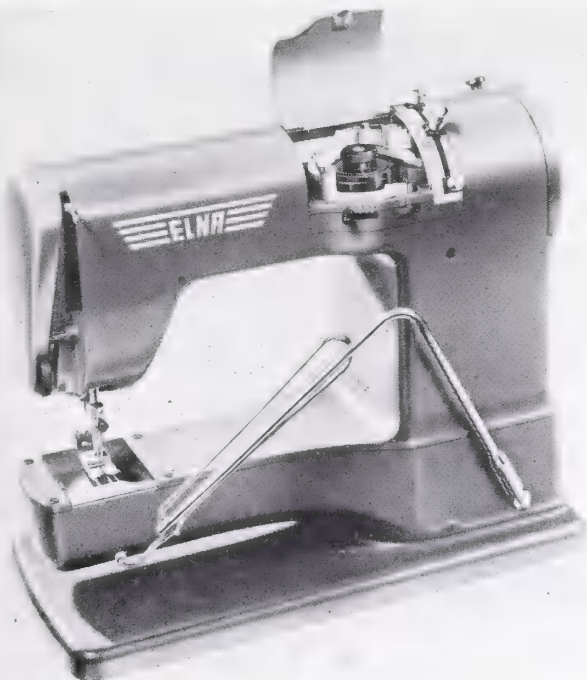
The automatic rotary White machine embroiders with uncomplicated smoothness. Its simple dials and controls make sewing easy for amateurs.

u chose a trusted servant for home only after careful in- gation and weighing of assets. will do the same when you t an automatic sewing machine. h, unlike a human servant, is erve you for years and years. e the price of the portable s is comparable, and the cost he consoles varies with their ing, you will decide the merits

of each on its mechanical difference.

The ones shown here are all auto- matic swing needle types capable of everything from straight sewing to an infinite variety of embroidery stitching. All are capable of turn- ing out beautiful work. Their basic differences are in manipulation. Some have discs to insert, one has levers to push, another has only a dial from which to set the controls.

(Please turn the page)



The Elna Supermatic drops single or double discs into its "miracle brain" for multiple stitches. Never outdated, for you keep acquiring new discs.



**EXCITING  
NEW RHYTHM  
IN FABRIC  
AND  
WALLPAPER DESIGNS!**

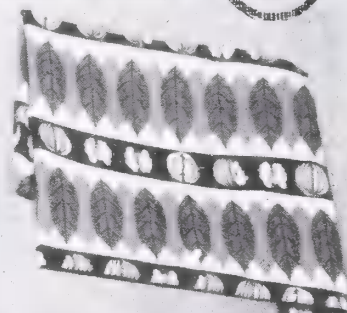
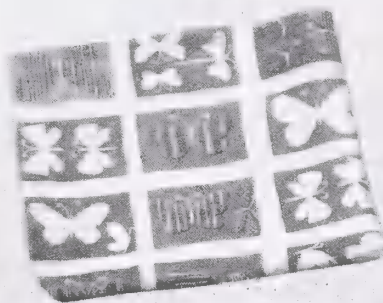
## Schumacher's Haitian Collection

designed by VERA

Exotic, rhapsodic designs and colorations that will lend tropical splendor to contemporary decors. Choose from seven handprinted patterns on linens and sheers, two unusual woven textures and four companion handprinted wallpapers.

Available through decorators and decorating departments of fine stores.

Quality is a Schumacher Tradition.



F. SCHUMACHER & CO., 60 W. 40 St., N. Y. 18, N. Y.  
FABRICS • CARPETS • WALLPAPERS • WAVERLY FABRICS



HAVE FUN WITH THE

# NEW WURLITZER ORGAN



A few minutes at the keyboard and you're playing your favorite melodies—it's that easy to play the New Wurlitzer Organ! Hear the wonderful true organ tone. You'll agree—no thrill compares with playing the New Wurlitzer Organ.

It's fun now and years-ahead fun tool

It's so  
EASY TO PLAY  
the New  
Wurlitzer Organ



## Wurlitzer Organ LESSON-LOAN PLAN

low-cost trial offer

Here's what you get:

- A Wurlitzer Organ in your home
- Weekly lessons
- Music material

No Extras  
Nothing More To Pay

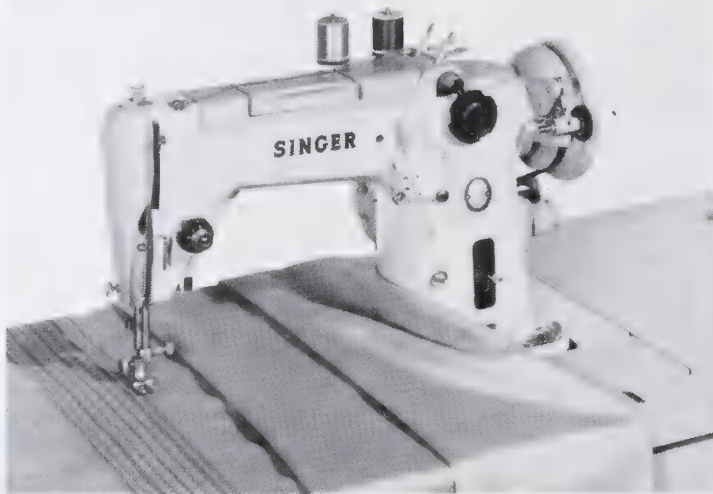
**MAIL  
COUPON**  
for full details

The Rudolph Wurlitzer Company  
DeKalb, Illinois—Dept. HB-956  
Please send information on Wurlitzer  
Organ Lesson-Loan Plan.

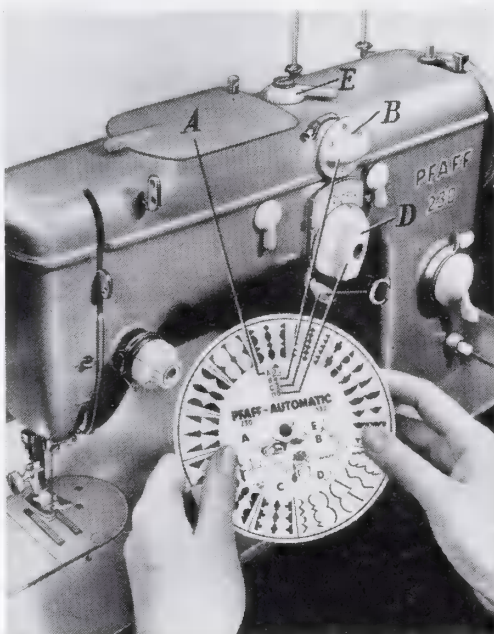
Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

## A NEW SERVANT AWAITS YOU, MADAME!

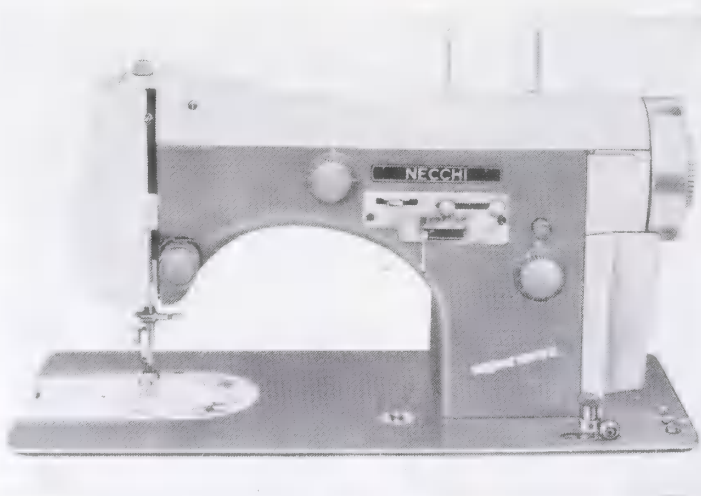
CONTINUED FROM PRECEDING PAGE



The Singer automatic has built-in controls whose levers work with a "flick of the finger." Additional (24) fashion discs increase creative design possibilities.



The Pfaff automatic sewing machine has no attachments to affix or store. Everything is built-in. Select any stitch from dial, and you are set to go.



Because it was the first embroidery machine, the Necchi is almost a generic term for automatic stitching. Takes drop-in discs for varying stitches, is not portable.

(Please turn to page 149)

## ROXBURY'S SOUTH TWEED carpeting with the AVISCO® Integrity Tag



is found at these and  
other fine stores:

<b>ALABAMA</b> Birmingham Rhodes-Carroll Furniture Co. Decatur Hunter Furniture Co. Mobile T. S. Wall & Sons	<b>MINNESOTA</b> Duluth Beck's Furniture Duluth Goldfinch Minneapolis Union Furniture & Carpet Co. St. Paul Famous
<b>ARKANSAS</b> El Dorado E. B. Garrett Furniture Co. Little Rock Arkansas Carpet & Furn. Co.	<b>MISSOURI</b> Kansas City R. D. Mann Carpet Co. Kansas City Mehorney Furniture St. Louis Famous
<b>CALIFORNIA</b> Bakersfield Ball Carpet Co. Fresno Golden State Rug Co. Los Angeles International Broadlooms Los Angeles Tabash Rug & Carpet Oakland Lewis & Lewis Sacramento Aram's House of Carpets San Francisco Lachman Bros.	<b>MONTANA</b> Great Falls E. B. Johnson Carpet Co.
<b>COLORADO</b> Denver The Carpet Mart Denver Marvin's Carpets Denver Sanders and Sons	<b>NEW JERSEY</b> Passaic Star Paterson John Donahue Rahway Kohler Newark Kresge Newark W. Wilderott
<b>CONNECTICUT</b> Bridgeport Nothnagle's Hartford G. Fox & Co., Inc. New Haven The Chamberlain Co., Inc.	<b>NEW MEXICO</b> Albuquerque Universal
<b>FLORIDA</b> Miami Causey Carpet Co. Miami Jordan Marsh W. Palm Beach Carpet Craft Co.	<b>NEW YORK</b> Albany D. O. Latham Latham Latham Mineola Mineola Rug & Carpet Schenectady Schenectady & Carpet
<b>ILLINOIS</b> Decatur Brinkoetter Tiling Co. Marion Cox Furn. Co. St. Peters Holz Furn.	<b>OHIO</b> Cleveland Regal Floor Covering Portsmouth E. E. Floor & Wall Springfield Ab
<b>INDIANA</b> Bloomington Bloomington Floor Covering Evansville Capitol Rug & Linoleum Co. Ft. Wayne American Home Equipment Corp. Geneva Hanni Furniture Lafayette Reifers Michigan City Service Floors Company	<b>OKLAHOMA</b> Tulsa Shannon Furniture Co.
<b>IOWA</b> Des Moines Home Carpet & Furniture	<b>OREGON</b> Medford
<b>KANSAS</b> Dodge City Johnson's Furn. Store Wichita Hellum's Furn. Store	<b>PENNSYLVANIA</b> Harrisburg Pomeroy Lancaster Oblent Philadelphia Sneller Philadelphia Frank & Scranton Scranton Martin Lees Carpet
<b>KENTUCKY</b> Elizabethtown Niceley & Galvin Lexington Carmichael Carpet Co. Louisville J. Bacon & Sons Mt. Sterling Murphy Floor Covering Co. Owensboro Peter Macdonald Inc. Interiors	<b>RHODE ISLAND</b> Providence Murray Trink
<b>LOUISIANA</b> Baton Rouge May Brothers New Orleans Dixie Furn. Co.	<b>SOUTH CAROLINA</b> Greer Grady Cox Furniture
<b>MASSACHUSETTS</b> Pittsfield England Brothers Inc. Quincy Roser & Kent Co. Springfield Forbes & Wallace West Bridgewater Old Homestead Rug Co.	<b>TENNESSEE</b> Chattanooga Nathan L. Roberts Carpet Co. Nathan L. Roberts Carpet Co.
<b>MICHIGAN</b> Detroit New York Linoleum & Carpet Co. Lansing McCormick Furniture Oak Park Oak Park Floor Coverings Pontiac Spencer Floor Covering	<b>TEXAS</b> Amarillo House of Carpets Beaumont Andrew Brown Carpet Co. Dallas House of Carpets Ft. Worth Jones & Co. Houston Finger Furniture Houston Trice Floor Covering San Antonio O'Krent Floor Covering Wichita Falls Acme Rug
	<b>UTAH</b> Salt Lake City Southeast Floor Covering
	<b>WASHINGTON</b> Seattle Pitzers Carpet Spokane Northwest Floor Covering Tacoma Meyer Floor Covering
	<b>WISCONSIN</b> Ft. Atkinson Bartlett Furniture Co. Kenosha Aoyan Rug Milwaukee Lehnen's Furniture Milwaukee Sloane Furniture

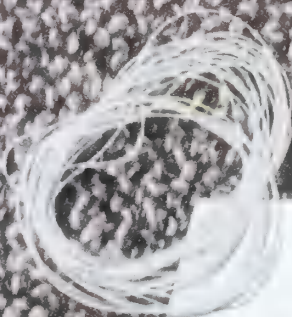




**SPICE** in black-and-white for modern settings



**HOMESPUN** look: dull gold with Early American



**AVISCO®**

## This tweed carpet is a smart investment— AVISCO is the reason

You buy carpeting for keeps, so you look below the stunning surface. Avisco rayon fibers, especially planned for carpet use, make more than beauty possible.

The high-quality standards of Avisco rayon aren't limited to the basic fiber, but apply to construction and depth and density of pile as well. That's why superb value is symbolized by the Avisco Integrity Tag. That tag is awarded only to tested and approved carpeting, no matter what its price.

Take Roxbury's South Tweed, for example. It looks handsome, behaves handsomely (home or commercial shampooing leaves it resilient) and it costs only about \$7 a yard. For quality carpeting at any price, look for carpeting that bears the golden Avisco Integrity Tag.

American Viscose Corporation,  
350 Fifth Avenue, New York 1, N. Y.

**AVISCO  
INTEGRITY  
TAG**

*Roxbury's South Tweed with the Avisco Integrity Tag at fine stores opposite*





Isn't this just what  
your living room needs?

Here is the exquisite simplicity that gives a room fresh, inviting charm.

There is subtle excitement, too, in this *Cantonesian Collection* . . . white brass pulls against exotic Manteika walnut . . . a thousand years of Oriental culture and infinite patience in the flawless detail . . .

The designs are distinctive and *completely modern* from the abundant storage space to the protective finish on the gleaming wood surfaces.

Notice the chests. You can use them side by side or (without legs) one above the other. As for the comfort of the upholstered pieces—you'll decide that is a luxury you can't live without!



Heritage  
Henredon *fine furniture*

CUSTOM QUALITY AT PRACTICAL PRICES · Factories at High Point, Mocksville, Morganton, N. C.



**Write for the name** of a store near you where you can see the entire Cantonesian Collection.

For an illustrated booklet, describing dining room, living room and bedroom furniture in our modern and traditional groups, send 25¢ to Heritage, Dept. HB9, High Point, N. C.



## A NEW SERVANT AWAITS YOU, MADAME!

CONTINUED FROM PAGE 146



Scale can be achieved on the automatic sewing machine, as shown here in this large bird with his topknot of glittering sequins. Placed strategically, birds face each other on these panels of hand-woven Mexican cotton draperies. Worked on a Necchi.



## THE NEW MUSICAL CULTURE

CONTINUED FROM PAGE 136

Art does not guarantee the good life; it does, however, guarantee a more intense life. It drives us on to explore the great emotions and the universally applicable thoughts which its practitioners have produced. Such exploration never comes to an end. Art, then, is an exercise in dissatisfaction. It is a setting-up exercise which leads to exhilaration.

Now, the cultured response to art is made up of both knowledge and emotion. We need to combine the two men, the musician and the amateur. We need to combine the sensuous with the intellectual, and find the proper equilibrium. All emotion without knowledge might easily become hysterical. All knowledge without emotion makes Jack a dull boy. But of the two ingredients the ability to respond with our senses seems to me the more important. In the end there is really only one valid test: It is the goose-pimple test. It is the ability to look at a painting and be overwhelmed by it so that you forget where you are, forget that your feet hurt; it is the ability to listen

to the last movement of Brahms' *Fourth Symphony* and feel your face become flushed and perspired, forgetting that you are sitting in an uncomfortable chair.

I am deeply convinced that all arts are interrelated. The music lover may not be particularly interested in sculpture or poetry. But if he were interested, he would respond. The sensitizing process which allows us to be receptive is not turned on and off at will. True, "you can't know everything," but you are either receptive or you are not. Culture does not belong to the specialist.

In some ways, however, music offers the most inviting road to culture. Being so largely an art of emotion, it enables us to make our responses pliable, fluid, and quick acting. It is the least earthbound, the most general of the arts. It does not tell a story, has no plot, does not portray a subject. It is not bound to any one language and need not be translated. It has nothing to do with "real life" and therefore helps us marvelously well (Please turn the page)



## How to find time for your mate by KitchenAid

Actually you're still the same person you were when you married... you still like to go places together... do the things you used to do... or maybe ask somebody over. But what about those everlasting stacks of dirty dishes?

Simple! Let KitchenAid take over... *automatically*, to give you the time to do all those things, *together!* But, why a KitchenAid? Aren't dishwashers pretty much the same?

You might ask your friends who own a KitchenAid... or a dealer... why a KitchenAid is different! They'll show you how it *washes* and *rinses*—with the big, exclusive Hobart revolving wash arm that works so thoroughly... the only dishwasher that washes odd shaped pieces like gravy boats, salt and pepper shakers or crystal chandelier parts. It dries—with a separate power-blower that leaves no cloudy areas. *No other dishwasher has these exclusive features.*

'Nuff said. Except, of course, that your new KitchenAid comes in any style you wish. So you can be sure it will fit your kitchen as it fits your way of life—beautifully!

## KitchenAid®

The Finest Made... by 

For information, write Dept. KH,  
KitchenAid Home Dishwasher  
Division, The Hobart Manufacturing  
Co., Troy, Ohio. Canada: 175  
George St., Toronto 2.

The World's Largest Manufacturer of  
Food, Kitchen and Dishwashing Machines



For easier  
homemaking,  
get a step stool!  
For quality, get

**COSCO®**



**Model 4-M \$13.95**  
(\$14.95\*)

■ Bring your homemaking up to date! Get a modern, two-in-one step stool . . . and tell the man you want Cosco! Here's America's favorite step stool . . . smartly styled, sturdily constructed, tested to support 1,000 pounds.

"Swing-away" steps are extra roomy and rubber treaded. All edges rounded or turned under. Tubular steel legs. Floor-protecting gliders. Sparkling chromium or fashionable black enamel finish. Washable, wearable Duran upholstery in red, yellow, green, pink, turquoise and charcoal gray. At department, furniture, hardware stores. Get yours now, and be sure it's Cosco . . . America's top step stool value!

"It's a seat!  
It's a ladder!"



4-A Step  
Stool  
\$9.95  
(\$10.75\*)



40-A  
Step Stool  
\$16.95  
(\$17.95\*)



5-D  
Bath Stool  
\$4.95  
(\$5.45\*)



Kitchen  
Stool  
\$5.45  
(\$5.95\*)

\* Free in Colorado and west.



Look for  
this seal  
when you buy!

## THE NEW MUSICAL CULTURE

CONTINUED FROM PRECEDING PAGE

in living above the everyday and to feel emotions more permanent than the immediate thrill.

There is a practical consideration, too: Music in our country today is easily available, so easily in fact that you can hardly avoid it. I call your attention to a new and very stimulating book by Jacques Barzun, dean of the Graduate School of Columbia University. The little book is entitled *Music in American Life*. Barzun speaks of "music unlimited," and sketches the role of the machine, the mass media of communication, the radio, the record, and the juke-box in present-day culture. He feels that the music made available by the machines falls on such willing ears because we are experiencing today "an increasing resistance to words" and we desire to skip from the world of words.

**T**HERE is but one way to learn to use and to enjoy music: That is to listen to it. No amount of reading about it, no amount of explanation will provide a substitute. Only the thing itself, experienced in full, can evoke a true response. All short cuts are fakes. You must give yourself up to the experience of listening without the fear of not understanding the music and without the restriction engendered by the feeling that the music is "over your head." Over your head and into your heart—that's quite possible. Certainly, often the music will be over your head in the sense that you cannot keep your mind on it, that you float through it in a vague way, and that occasionally you will even be bored. But the more you listen, the more you learn how to concentrate, the less will you be bored and the more frequently will you respond.

I believe that the beginner in music should listen to a relatively limited repertoire, experiencing each composition a number of times. The twice-told tale is the best musical story. The more familiar you are with a piece of music (I am assuming that we are talking of good music), the more you will enjoy it. Unlike a book, which you read once or at the most twice, music can stand frequent repetition. Remember also that what you hear is not music but the work as interpreted by a performer. The various interpretations further assure your continued interest. Really you won't enjoy a composition to the full until you know it. And that is why records are so ef-

fective, why millions of new phonographs have been installed in homes, why the record business is growing at such a rapid pace.

As a balance to listening, we should consider making music. At the height of the Renaissance, the cultured man or woman did not specialize. He was expected to paint, to write poetry and to play music. That ideal is practically unattainable in our age. But one need not go to the other extreme, the extreme of passiveness, and have the machine to do everything.

Being able to play a musical instrument is another way of sensitizing our ability to respond to art—and that is true even if you play badly. Here, too, the statistical evidence is heartening. Obviously the fact that the sale of musical instruments has increased sharply, even within the last three or four years (the latest figures show sales this year 15 per cent ahead of last year, which is quite a lot!), is an index to the growth of our culture. The standard piano, still the most popular of all musical instruments, is at least holding its own in sales. The small piano is increasing in popularity, along with the small electric organ. In addition, waves of popularity for this or that simple musical instrument sweep at one time or another over the country. These fads often die as rapidly as they spring up. We've had sudden crazes for the recorder, then for the guitar, and now for the accordion. People want to play; to be sure, they want to play without having to practice and they're looking for short-cuts. But the desire is there—and that's the most important thing.

**M**ANY thousands of people today harbor a passionate love for music. Music is their all-consuming hobby, their major interest after nine-to-five. There is hardly a town in our country without some sort of music-making, if only a small amateur group. Records can be bought in the supermarket or ordered by mail. Naturally, all this enthusiasm is delightful. But, as I have said, even greater promise for cultural health lies in music as being an introduction to other arts, to all art. The function of art is to turn detail into order, to bind many small experiences into a garland of significance, to give dimension to the flatness of every day. To partake of it in full is the privilege of the cultured human being. And what a privilege it is!



## THE IDEAL MUSIC FOR YOUR LIVING ROOM

CONTINUED FROM PAGE 144

surging passion in his chamber music. Mozart's time was not ripe for it, nor did Mozart have the revolutionary instincts of Beethoven. Yet the D minor String Quartet is, in a way, a revolution in miniature, pointing right at the romantic movement that was to come a half-century later.

This D minor Quartet is one of the six so-called "Haydn" Quartets, a group of works that Mozart dedicated to his elder contemporary. (Haydn listened to them in peer amazement and then told Mozart's father: "Before God and an honest man I tell you that your son is the greatest composer known to me either in person or by name." An unselfish tribute from a very great composer and very great man.)

ALL OF the Mozart quartets from Nos. 14 to 23 are miracles of design and pellucid writing. So are his magnificent series of string quartets; don't miss the String Quartet in G minor, which is the chamber-music counterpart of the minor Symphony: the same inimitable grace, the same melodic

inspiration, the same workmanship and imagination. And the Clarinet Quintet can bring you to the threshold of tears.

A note about the lists on page 101: I have selected 60 discs and album sets that encompass a complete repertoire from the first composer to write string quartets as we know them today (Haydn) to some of our contemporaries. The list is divided into three categories. A and B are bread-and-butter, the all-time classics. Perhaps List A is, on the whole, a little more assimilable than List B (though some items on the latter are there for the purely arbitrary reason that there was no room for them on List A). List C contains some items somewhat off the classical mainstream, but not one work on it lacks interest.

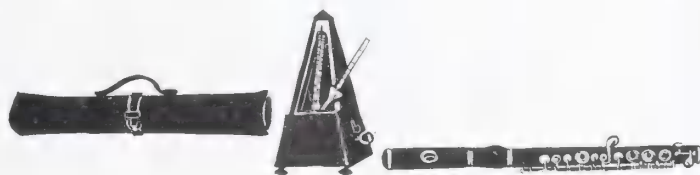
Certain works should be singled out as basic to any collection of

Chamber music. Schubert, Mozart and Beethoven come first. The Haydn quartets: happy music, humorous music, not a neurosis within miles; and such compositional mastery! Schumann's Piano Quintet, an apex of multi-hued romanticism. The Brahms Clarinet Quintet, with its low-pitched autumnal beauty (one of the supreme masterpieces). Dvorak's Piano Quintet, the sunniest, jolliest piece of its kind in the repertoire, and if it does not make you wiggle with pleasure, your emotions are probably calcified. Try it: it's a real "sleeper" that many collectors have passed over, ignorant of its marvelous spirit and its pleasant melodic appeal.

Modern music may not be everybody's cup of tea. Those interested in sampling the best of the modern chamber music repertoire are hereby directed to the six

Bartok quartets, preferably Nos. 4 or 5. They explore a new universe of sound. Bartok, a mild little man, was a tiger in his music, lashing out with abandon and not caring if his claws drew blood. He reveled in dissonances and odd effects like sweeping glissandi (slides) on the strings. His is not "pretty" music to listen to, but what's a phonograph for? You can play the music in short doses, familiarize yourself with the unconventional ideas and build up your toleration for dissonances.

IT MAY well be that these Bartok quartets, to a certain type of mind, may supply an emotional and intellectual jolt that will shake the listener to his molars. It may also be that some listeners will never respond to his message. We all bring to music our own backgrounds and prejudices, and Bartok may be too wild for tastes conditioned by the nineteenth-century idiom. If so, no great harm has been done. There are always Mozart, Beethoven, Schubert, Brahms and the others, and they are good for a lifetime.

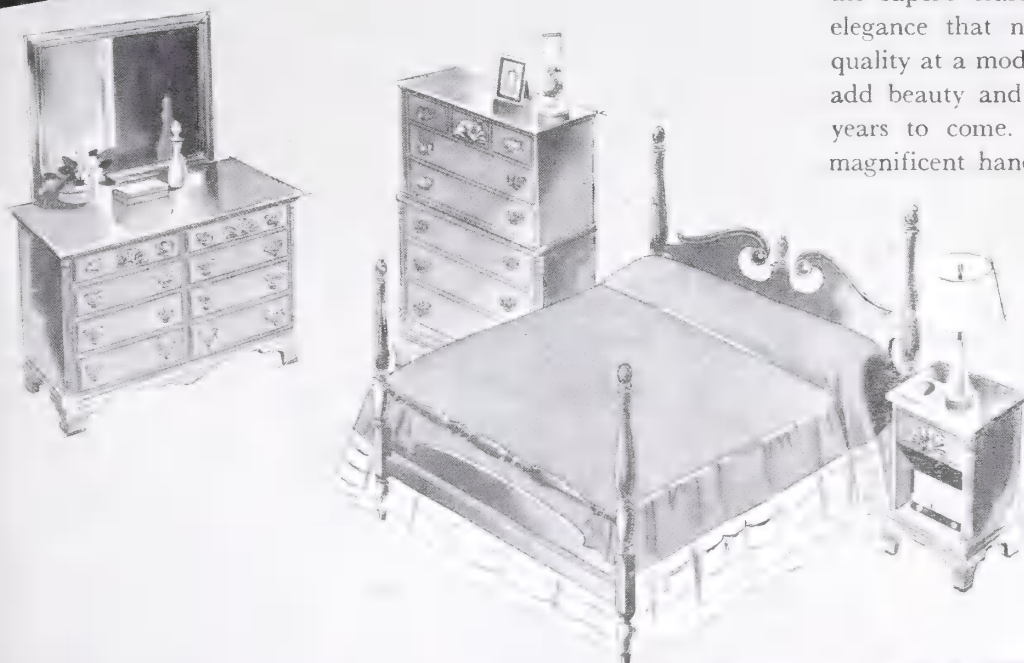


New from  
**HUNGERFORD**

## Exquisite 18th Century Styling

Hungerford's newest note in traditional 18th Century styling—beautiful inverted shell carving—inspired by the superb craftsmen of the past. Here is bedroom elegance that never grows old. Here is old world quality at a moderate price . . . classic grace that will add beauty and distinction to your home for many years to come. Choose from a wide collection in magnificent hand rubbed solid mahogany.

AT FINE FURNITURE STORES EVERYWHERE



FOR COMPLETE INFORMATION AND DEALER NEAREST YOU • WRITE DEPT. 9-H S. R. HUNGERFORD CO., INC., MEMPHIS, TENNESSEE



## HOW TO FURNISH A TRACT HOUSE

CONTINUED FROM PAGE 139

York. "Poodleglas" and "Fiberglas" glass curtains. Cameo Curtains, Inc., New York. Linen sofa pillow coverings. F. Schumacher & Co., New York. Blue herringbone covers for 4 chairs and sofa, butterfly damask cover for tub chair. J. H. Thorp & Co., Inc., New York. Changeable blue cover for Lawson chair and club chair. Cheney Greeff & Co., Inc., New York.

**ACCESSORIES:** Sofa pillows. "Lazyback." Nettle Creek Industries, Richmond, Ind. Painting over sofa. "Three Portuguese Fishermen" by Leonid, Durlacher Brothers, New York. Framed print. "Flowers" by Picasso. New York Graphic Society, Greenwich, Conn. Glass pear, opaline box, 2 ash trays and cigarette cup. Evans lighter in crystal, blue bubble vase, 2 sapphire decanters. Warren Kessler, New York. Two antique mahogany and brass boxes. Flint & Bradley, Inc., New York. Blue stoneware vase and black tray. America House, Ltd., New York. White bowl on cocktail table and ironstone bowl in cabinet, courtesy of Ries Furniture Co., South Bend, Ind. Plates and gravy bowl in cabinet. "Blue Danube." Lipper & Mann, Inc., New York. Two crackleware ginger jars, 2 pewter canisters in cabinet, 2 brass Benares-ware covered boxes on server and brass compote. The Fan Co., New York. Head (Gothic reproduction). Museum Pieces, Inc., New York. Plant. Joseph L. Bauman. Landscape Architect, South Bend, Ind. Sapphire blue finger bowls, blue tile, marble compote and pewter plates. Blarney Cottage, South Bend, Ind. Blue goblets. Imperial Glass Corp., Bellaire, Ohio.

### MASTER BEDROOM

**FURNITURE:** Springs and mattress, "Beautyrest." The Simmons Company, New York. Bed frames, Harvard Mfg. Co., Cleveland, Ohio. Chests and bed chests, Baker Furniture, Inc., Grand Rapids, Mich. "Patrician" caned headboard and desk. Grand Rapids Chair Co., Grand Rapids, Mich. Chair and ottoman, Ralph Morse Furniture Co., Grand Rapids, Mich. Leather-covered table, Imperial Furniture Co., Grand Rapids, Mich. Desk chair, John Widdicomb Co., Inc., Grand Rapids, Mich.

**FLOOR COVERING:** Fibre E. Broadloom, "New Yorker E Line" carpet, Spinning Wheel Rugs, Inc., New York.

**FABRICS:** Printed Fortisan and cotton "Bed of Roses" drapery fabric, F. Schumacher & Co., New York. Glass curtains of white Dacron, Robertson Factories, Inc., New York. Bedspread fabric, taffeta on desk chair, cover for chair and ottoman. J. H. Thorp & Co., Inc., New York, N. Y.

**LAMPS:** Bed lamps, Warren Kessler, Inc., New York. Lamp on chest and desk lamp, Frederick Cooper Studios, Chicago, Ill.

**ACCESSORIES:** "Lazyback" pillows on bed, Nettle Creek Industries, Richmond, Ind. Portable television set, General Electric Co., Syracuse, N. Y. Transistor radio, The Magnavox Co., Ft. Wayne, Ind. Clock, Warren Kessler, Inc., New York. White porcelain cigarette lighter, Evans Case Co., No. Attleboro, Mass. Blue ash tray and green stone box, House of Italian Handicrafts, Inc., New York. Antique lacquered box and inkwell, Flint and Bradley, Inc., New York. Mille Fleurs bottles and foxhead stirrup cup, Mottahedeh Creations, Ltd., New York. Needlepoint book ends, Blarney Cottage, South Bend, Ind. Black lion book ends, Interiors Import Co., Inc., New York. Window blinds, Venetianaire Corp. of America, Mt. Vernon, N. Y. White shell ash tray, House of Italian Handicrafts, Inc., New York. Plant, Joseph L. Bauman. Landscape Architect, South Bend, Ind. Picture, "Ile de la Cite" by Jean Dufy, New York Graphic Society, Greenwich, Conn.

### GUEST STUDY

**FURNITURE:** Desk, chest and ottoman, The Widdicomb Furniture Co., Grand Rapids, Mich. Headboard, Kindel Furniture Co., Grand Rapids, Mich. Cocktail table and tub chair, Baker Furniture, Inc., Grand Rapids, Mich. Desk chair, Brower Furniture Co., Grand Rapids, Mich. "Beautyrest" springs and mattress, The Simmons Co., New York, courtesy of Ries Furniture Co., South Bend, Ind. Bed frames, Harvard Manufacturing Co., Cleveland, Ohio, courtesy of Ries Furniture Co., South Bend, Ind. Lamp tables, Imperial Furniture Co., South Bend, Ind.

**FLOOR COVERING:** "Sunburst" rug, Karastan Rug Mills, New York, N. Y.

**FABRICS:** "Tasserae" draperies, L. Anton Maix, New York. "Bali Stripe" cover for tub chair, Boris Kroll Fabrics, Inc., New York. "Boltaflex" cover for desk chair, Bolta Products Div., The General Tire & Rubber Co., Lawrence, Mass. "Cohama" bedspread fabric, Cohn-Hall-Marx Co., New York, N. Y.

**LAMPS:** Brass table lamps, Frederick Cooper Studios, Chicago, Ill. Lamp-ole, The Stiffel Co., Chicago, Ill.

**ACCESSORIES:** "Lazyback" pillows, Nettle Creek Industries, Richmond, Ind. Portable typewriter, Royal Typewriter Co., New York. Wall clock, Warren Kessler, New York. Weathervane, "Sacred Cod." The Downtown Gallery, New York. Pewter candy box, brass and wicker cigarette box, Richards, Morgenthau & Co., New York. Black penholder and ash tray, Peb's, Ltd., New York. Evans lighter, Evans Case Co., No. Attleboro, Mass. Pencil cup, The Fan Co., New York. White ceramic cigarette box on desk, 3 covered jars and pewter coffee service, America House, Ltd., New York. Head of Young Athlete, Museum Pieces, Inc., New York. Black and white Egyptian ash trays, Interiors' Import Co., New York. Table radio, General Electric Co., Syracuse, N. Y., courtesy of Englewood Electrical Supply Co., South Bend, Indiana. Black tray, Enchanted Cottage, South Bend, Ind. Cups and saucers, Bonniers, Inc., New York. "Silver Spray" spoons, Towle Mfg. Co., Newburyport, Mass. Pictures, "Flowers" by Moura Chabor, Art for Interiors, New York. "Portrait of Dr. Cachet" by Van Gogh, New York Graphic Society, Greenwich, Conn.

### GIRL'S ROOM

**FURNITURE:** Chest, night chests and headboard, Johnson Furniture Co., Grand Rapids, Mich. Round table and two arm chairs, Grand Rapids Furniture Co., Grand Rapids, Mich. Tub chair, Mueller Furniture Co., Grand Rapids, Michigan.

**FLOOR COVERING:** "Debonair" carpet, Trend Floorcoverings, Inc., Chicago, Illinois.

**FABRICS:** Sheets and pillowcases, Wamsutta Mills, Inc., New Bedford, Mass. "Poodleglas" and "Fiberglas" curtains, Cameo Curtains, Inc., New York. Taffeta cover for tub chair, J. H. Thorp & Co., Inc., New York. Antique satin of bedspread, F. Schumacher & Co., New York. Stripe trimming on bedspread and on armchairs, Jofa, Inc., New York. Blanket, North Star Woolen Mill Co., New York.

**LAMPS:** Table lamps, Frederick Cooper Studios, Chicago, Ill. Brass floor lamp, Warren Kessler, New York.

**ACCESSORIES:** Window blind, Venetianaire Corp. of America, Mt. Vernon, N. Y. Mirror, courtesy of Ries Furniture Co., South Bend, Ind.

Pictures of musical instruments, New York Graphic Society, Greenwich, Conn. Antique box, Flint and Bradley, Inc., New York. Pear pin cushion, peach tree pin cushion, watch dish and clock face dish, Peb's, Ltd., New York. Antique music rack, Yale R. Burge, New York. Recorder and metronome, Elbel Brothers Music Store, South Bend, Ind. Violin made by Johann Tantzel, 1776, courtesy of Robert Van Stryland, South Bend, Ind. Wooden dish, America House, Ltd., New York, N. Y.

### GUEST BATH

**FURNITURE:** Wicker chair, courtesy of Ries Furniture Co., South Bend, Indiana.

**FABRICS:** "Luxor" towel, Wellington Sears Co., New York. Shower curtain, I. B. Kleinert Rubber Co., New York, N. Y.

**ACCESSORIES:** Glass and soap dish, Enchanted Cottage, South Bend, Ind. Covered brass box and Mille Fleurs bottle, Mottahedeh Creations, Ltd., New York. Talcum powder shaker, Peb's, Ltd., New York, N. Y.

### MASTER BATH

**FABRICS:** Curtains, Bates Fabrics, Inc., New York. Towels, "Martex," Wellington Sears Co., New York, N. Y.

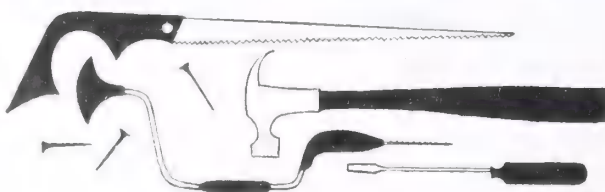
**ACCESSORIES:** Hamper, National Vulcanized Fibre Co., Wilmington, Del. Framed butterflies, Feika Imports from Marian Gibney, New York.

### ACTIVITIES ROOM

**FURNITURE:** Low chest, Baker Furniture, Inc., Grand Rapids, Mich. Lamp tables, extension card table, chair and two ottomans, Widdicomb Furniture Co., Grand Rapids, Mich. Two-door server, Kindel Furniture Co., Grand Rapids, Mich. Cocktail table, Imperial Furniture Co., South Bend, Ind. Open arm chair, John Widdicomb Co., Inc., Grand Rapids, Mich. Sofa, Ralph Morse Furniture Co., Grand Rapids, Mich. Caned back arm chairs, Brower Furniture Co., Grand Rapids, Mich. Bookcase, courtesy of Ries Furniture Co., South Bend, Indiana.

**FABRICS:** Blue and white glazed drapery chintz, Arthur H. Lee & Sons, Inc., New York. Curtains, white Dacron, Robertson Factories, Inc., New York. Cover for cane-back arm chairs, Bolta Products Div., General Tire & Rubber Co., Lawrence, Mass. "Trade Winds Blue" leather cover for open arm chair, Blanchard Bros. & Lane, Newark, N. J. Fabric on sofa, chair and two ottomans, Boris Kroll Fabrics, Inc., New York, N. Y.

**LAMPS:** Antique French bracket lamp, courtesy of R. W. Dunfee, Interiors, South Bend, Indiana. Lamps, Abels Wasserberg & Co., Inc., New York.





**WALL COVERING:** "Knott Weave" ceiling paper, Katzenbach and Warren, Inc., New York, N. Y.

**ACCESSORIES:** Record player, courtesy of Ries Furniture Co., South Bend, Ind. Rooster weathervane, The Downtown Gallery, New York. Painting, "Teignmouth Ferry" by Helene Marshall, courtesy of Durlacher Bros., New York. Lion plaque, white stone ash trays and key, Interiors' Import Co., Inc., New York. Sake jug and brass compote, The Fan Co., New York. Shell-shaped vase and model cannon, Blarney Cottage, South Bend, Ind. Round wooden cigarette box and coffee service, America House, Ltd., New York. Cups and saucers, Bonniers, Inc., New York. Green stone cigarette box, ash tray and amethyst goblet, House of Italian Handicrafts, Inc., New York. Black and white marbelized cachepot and wall clock, Mottahedeh Creations, Ltd., New York. Brass olive oil canister, Peb's, Ltd., New York. Picture, "Fruit" by Hofer, New York Graphic Society, Greenwich, Conn. Television set, The Magnavox Co., Fort Wayne, Ind., courtesy of Ries Furniture Co., South Bend, Ind. White bowl, courtesy of Ries Furniture Co., South Bend, Ind. Two blue glass apothecary jars, courtesy of R. W. Dunfee, Interiors, South Bend, Indiana.

**KITCHEN**

**FURNITURE:** Wicker chairs, courtesy of Ries Furniture Co., South Bend, Ind. "Cosco" electric utility table, Hamilton Mfg. Corp., Columbus, Ind., courtesy of Ries Furniture Co., South Bend, Ind.

**FABRICS:** Curtains, Bates Fabrics, Inc., New York, N. Y.

**EQUIPMENT:** Electric coffee pot, "Coffee-matic," Universal Electric Appliance Co., Inc., Landers, Frary & Clark, New Britain, Conn.

**HOW TO LIVE IN YOUR LIVING ROOM**

CONTINUED FROM PAGE 91

close at hand and always close by in your living room, available at exactly the time that you have time for them—inviting you visually to pay attention to them mentally. Handling them, turning them over, seeing them in juxtaposition to each other is a pleasure that adds to your reading pleasures. To a stranger they are merely a decoration. To you they have immense significance. And they are yours—to rearrange, to light, to think about in depth and at length.

Once we have learned how to live in such multiple layers in our living room, its walls become wider than the world, for they include more than our own. Our horizons push back farther than our sight

Toaster, hand mixer, electric tea kettle and table clock radio, General Electric Co., Bridgeport, Conn., courtesy of Englewood Elec. Supply Co., Inc., South Bend, Ind. Black muffineer, Peb's, Ltd., New York.

**ACCESSORIES:** White dish, courtesy of Ries Furniture Co., South Bend, Ind. Picture, "Clown" by Kutter, New York Graphic Society, Greenwich, Conn. Two "Counterpane" ceramic buckets, Glidden Pottery, Inc., Alfred, N. Y., from Richards, Morgenthau & Co., New York. Black and white teapot and cups and black and white vase, The Fan Co., New York, N. Y.

**TERRACE OUTSIDE  
ACTIVITY ROOM**

**FURNITURE:** All wicker furniture and folding aluminum table, Ries Furniture Co., South Bend, Ind. Copper chaises with Saran webbing, Arvin Industries, Inc., Columbus, Indiana.

**ELECTRIC ICE CREAM FREEZER:** Silex Co., Hartford, Conn.

**ACCESSORIES:** Mexican pitcher and glasses, Enchanted Cottage, South Bend, Indiana.

**PLANT MATERIALS:** Joseph L. Bauman, Landscape architect, South Bend.

**TERRACE OUTSIDE  
LIVING ROOM**

**FURNITURE:** Molla, Inc., New York, New York.

**POTTING SHED**

**ALL EQUIPMENT:** Courtesy of Joseph L. Bauman, Landscape Architect, South Bend, Indiana.

**GARAGE SHOT**

"Sky Hawk" sports car and "Pinehurst" station wagon, Studebaker-Packard Corp., South Bend, Ind.



**micarta**  
laughs with teen-agers...  
*it's party-proof!*

Micarta-surfaced furniture stays fresh and young—always! It laughs at carelessness . . . presents a continually bright, smooth surface through years of lighthearted activity. You'll find it in rich, warm wood grains and in a variety of colors that produce striking decorative effects.

Get *beautifully* practical Micarta surfacing on all the furniture you buy.

For names of manufacturers, write United States Plywood Corporation, P. O. Box 126, New York 46, N. Y.

**Westinghouse**   
**micarta**®  
DECORATIVE SURFACING

distributed by UNITED STATES PLYWOOD CORPORATION  
largest plywood organization in the world

can take us, for they are as distant as the first thought. Here we can look inward to ourselves, as well. We can explore any subject on any level, historically, scientifically, artistically, politically, geographically or economically.

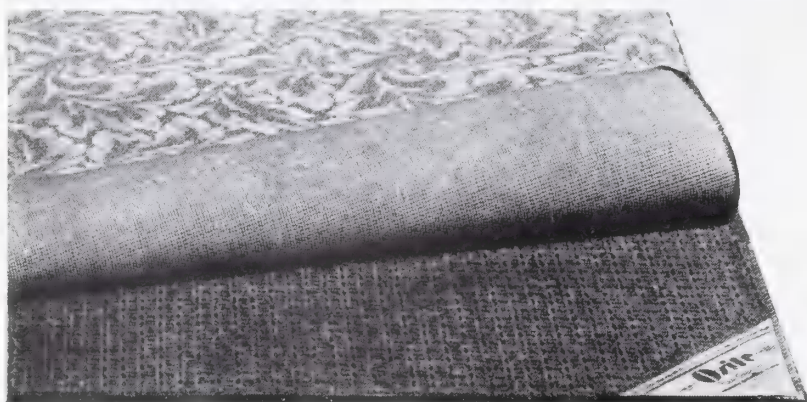
What we are saying is no more and no less than this: Culture begins at home, or it ends there. Unless the adventures of the human spirit become a part of ourselves, they have no meaning or existence; they might as well never have happened. We bring them (and ourselves) to life by bringing them home and making them our own. And once brought home, do they not then open up the whole wide world for us?





**GENUINE  
OZITE  
CARPET CUSHION**

more than  
doubles  
the life  
of your  
carpets

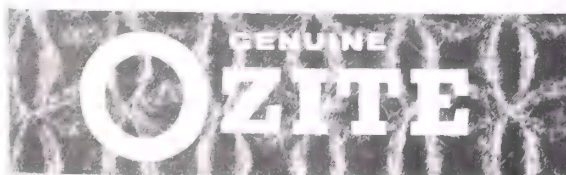


A century of stern craftsmanship has highlighted the fact that a carpet cushion can be either too firm to protect against the abrasion of footsteps, or too soft and spongy to absorb the impact of sharp heels.

The perfection of genuine Ozite is achieved through millions of interlocking hair fibers, scientifically measured to insure proper cushioning for your carpets.

Ozite readily absorbs impact, retains its resiliency under the heaviest traffic and remains springy for life.

For almost a century the makers of **OZITE** have been developing a master's skill in the selection and blending of the finest cattle hair, creating an excellence in quality which has made Genuine **OZITE** the standard by which all other carpet cushions are judged.



Every  
square yard  
proudly bears  
the name

## YOUR LIVING ROOM CAN BE A WORK OF ART

CONTINUED FROM PAGE 105

The living room on pages 104 and 105 was designed by Eleanor Forbes and exhibited by Gump's of San Francisco and the McGuire Company at the 1956 American Institute of Decorators show in San Francisco. Its structural materials and furnishings come from the following sources:

### Construction Materials

**WALL AND CEILING TRIM:** Solid walnut, American Walnut Manufacturers Association, Chicago, Ill.

**PANELING:** Genuine walnut plywood, Hardwood Plywood Institute, Chicago, Ill.

**FINISH:** Woods on walls and ceiling treated with "Deft," a semi-gloss, protective wood sealer and finish, Desmond Brothers, Los Angeles, California.

### Furnishings

All available from Gump's, San Francisco, California.

**ART:** Twelve 18th-century Chinese panels painted on silk, antique jade collection in cabinet, stone and bronze pieces, Gump's San Francisco, California.

**FURNITURE:** Rattan dining table, dining chairs, coffee table, end tables, armchair and ottoman, designed by Eleanor Forbes for the McGuire Company, San Francisco. Sofa, walnut wall cabinet, leather-faced chests, bookcase and mosaic-top

brass table, custom-designed by Eleanor Forbes for Gump's, San Francisco.

**FLOOR COVERING:** Heavy weave rug, imported from India, D. N. and E. Walter and Company, New York.

**FABRICS:** Sofa upholstery, "Linen Texture," Dan Cooper, Inc., New York. Chair and ottoman upholstery, natural linen corduroy, J. H. Thorp and Co., Inc., New York. Cushions covered in Siamese silk by Thaibok Fabrics, Ltd., New York. Leather on chairs and cabinets, Lackawanna Leather Co., Hackettstown, N. J.

**BLINDS:** Slat curtains of walnut strips, Cal-Craft Wood Fabrics, San Francisco, California.

**ACCESSORIES:** Sterling silver reproduction of 18th-century coffee pot, Frank M. Whiting Co., The Ellmore Silver Company, Inc., Meriden, Conn. Sterling and ebony pipkin, Allan Adler Silversmiths, Los Angeles, Calif. "Hannah Hull" sterling silver dessert and serving spoons, Tuttle Silver Co., Inc., No. Attleboro, Mass. Crystal bowl and serving dishes, Steuben Glass Division, Corning Glass Works, Corning, N. Y. "Winrock" china, Sascha Brastoff Products, Inc., Los Angeles. Tray of Guatemalan mahogany, Robert Stocksdales, Berkeley, Calif. Decanters and glasses of Swedish Orrefors crystal, Fisher Bruce and Company, Philadelphia, Pa. Linen napkins, Irish Linen Guild, New York, N. Y.

## PLAY IDEAS FROM SWEDEN

CONTINUED FROM PAGE 135

And the creating of this fanciful play-yard sculpture can be fun for the whole family. The first step is to find the materials. They are all around you and often free for the taking, but you must learn to see them. Most of us have already unknowingly found some source of supply for materials.

How often, while on a jaunt to the country or sea shore, have you or your children seen in the silhouette of an old gnarled tree or a piece of driftwood the suggestion of a familiar or totally imaginary form? Next time this happens, stop and investigate. Maybe you have found the makings of a wonderful piece of playful sculpture.

And, too, the process of looking will open up a world of discovery. Look along the windswept beaches or down a back country road that you might never have bothered with before. The higher reaches of the mountains are rich with imaginary treasure. Possibly there is a

field being cleared of trees near by. Never ignore the riches to be found in the city dump. Here, in the discards of others, you might find great treasure just waiting for you to reclaim it and produce some kind of a miracle.

However, there are some restraints you should observe. You should know just what you are looking for, so as not to waste time with inappropriate material.

First, if it is a tree-form you are out after, it should be thoroughly sound and free from rot and large checks or cracks. You should test each branch to be sure that it is strong enough to take the abuse of strenuous play, for if one should break while a child is on it, serious injuries could result. Actually it is wise to avoid tree sections that are very old and brittle.

Next you should look for forms that can be pruned and smoothed into interesting compositions; of course, the more imaginative the



original form, the more romantic will be your result.

If you should find a discarded barrel as shown on page 134, the same qualifications of soundness should apply. The principal things to avoid are splinters, large cracks and jagged points upon which children could easily harm themselves.

After you have collected the materials out of which you plan to create such fanciful fun, let yourself go. Everything is possible: a sly crocodile, a brutish boar, a big horned what-have-you. So make the most of them.

Putting it all together will require a few basic tools and materials, all of which can be obtained from the local lumber yard or building supply dealer.

**F**IRST, assemble the pieces, removing all loose bark and smoothing off the rough edges with a sharp chisel or heavy rasp. Cuts necessary to make teeth, eyes, ears or jagged tail should be planned so that these features will not break off with use. So, don't try to make the details too fine in scale. Let them be simple, stylized suggestions of the effects you want.

For example, two big creases cut in the end of a log, one perpen-

dicular to the other, forming an upside down T, will suggest a nose and mouth more effectively than a number of smaller, more realistic attempts. Remember that you are creating an effect out of rough material and because of this you should work in the nature of the material itself.

**A**FTER YOU are satisfied with the components, you will be ready to assemble them. Generally speaking, your animals will be more stable, if their legs can be well anchored. Therefore, you should plan the legs 30 inches to 3 feet longer than you will want them to appear so that part of them go securely into the ground. Don't pour concrete around them; simply bury them, taking care to tamp the earth firmly around each leg, applying some water as you do so. This will help to compact the earth. When wooden members are set into concrete in a position where moisture is present, the concrete will hold the moisture and rot the wood. In normal soil, without concrete, moisture will drain away. It is a good idea to thoroughly soak the portions of the legs that will be buried with a creosote preparation, but take great care not to let the oil get on exposed parts of the

legs, since it will stain the children's clothing.

To connect the various parts of your animals, have your lumber dealer cut one-half-inch round reinforcement steel in 6- and 8-inch lengths. (He has a cutter that can do this easily so don't attempt to do it yourself.) Now drill holes into each of the two pieces you wish to join in such a manner that the steel dowels can form a joint.

You may have to experiment a little with the size of the holes, as you will want them to be tight, just the right size so you can drive in the dowels without splitting the wood. Where you are joining large legs, eight inches or more in diameter, you may need two dowels in each joint. This will take a little care in drilling the holes to be sure that they align, since you will split the wood, if you force the dowels into holes that are too far out of line.

If reinforcement steel is not available, you may use half-inch steel pipe for the dowels. However, the reinforcement steel is better, because it has a pattern of lugs on its surface that create a more positive bond with the wood than the smooth-surface pipe.

Where smaller pieces of wood are to be joined, you can buy 30

penny nails. Holes just a little smaller than the nails should be drilled completely through the first piece to be joined and a little into the second to avoid splitting. If you have some very special conditions of joining your logs that the dowel method here described does not solve, you should consult your lumber or hardware dealer. He has a number of ingenious devices used in the building trade, one of which may solve your problem.

The end result should be a firm, self-sustaining structure that will take the wear and tear of strenuous play, and in no way inhibit the exercise of mind or body.

**C**OLOR can be applied in the form of exterior wood stains. There is a large selection of these which can be combined to create effects from pink noses to purple tails. Keep in mind that these are objects of nature in nature. So use colors subtly, keep the tones low in scale and grayed. As a final finish over the stain apply a clear wood preservative such as "Wood Life" or any other of the similar products on the market. This will soak in without leaving a shiny surface and will protect the wood from becoming water soaked. Apply succeeding coats, one each six months.

## Screens on these windows



**Pella**

**WOOD  
CASEMENT WINDOWS**

Made by makers of famous PELLA MULTI-PURPOSE WINDOWS and WOOD FOLDING DOORS

## ROLL UP AND DOWN!



Built-in ROLSCREENS, the original *inside* screens, roll up and down like window shades. Dual glazing, the inside "storm window" also stays in place the year 'round...insulates against summer heat and winter cold.

Just imagine!...never again need screens and "storms" be put up, taken down, painted or stored! A special swing-out hinge lets you wash the exterior glass from indoors. Also ideal for enclosing porches and remodeling. Send 25c for helpful 20-page LIBRARY OF WINDOW IDEAS. Distributors in U. S. and Canada.



### MAIL COUPON TODAY!

ROLSCREEN COMPANY, Dept. H-82, Pella Iowa

GENTLEMEN: Please send me...

- ☐ Free literature on Pella Casement Windows.
- ☐ Helpful 20-page book "Library of Window Ideas" for which I enclose 25c.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_





Sheer, full draping curtains make your fireplace a showplace . . . provide absolute protection against flying sparks. Exclusive Unipull glides curtains open or shut with one hand — nothing to lift or move when tending your fire. Many attached and free-standing models and finishes available . . . plus a complete selection of matching Flexscreens, andirons, firesets and other accessories. Complete ensembles begin as low as \$39.75 (screens only, from \$19.75) — so why accept anything less than the true Flexscreen? Send 25c for 32-page style catalog.

BENNETT-IRELAND, Inc.  
956 Bank St., Norwich, N. Y.

*Flexscreen*  
REG. U.S. & CANADA PAT. OFF.

This Unipull Tab is found only on the true Flexscreen.



## HOW A WOMAN OVER SEVENTY MANAGES TWO ACRES

CONTINUED FROM PAGE 113

GOTTSCHO-SCHLEISNER



Handy on either terrace are handsome antique copper bowls containing twine, wire and such small tools as Miss Cook may need for adjusting equipment or minor repair jobs.

**SELIG**  
MEANS MODERN



No. 580 Chair and Ottoman

From our Holiday Group of luxurious lounge chairs, sculptured generously of foam rubber, in a refreshing variety of new fabrics. At leading furniture and department stores everywhere.

SELIG MFG. CO., INC. Leominster, Mass. Monroe, La.  
showrooms 192 Lexington Avenue, New York • 407 American Furniture Mart, Chicago

for the shrub border. From her old garden Miss Cook selected only those trees and shrubs which had given her top-notch ornamental performance with a minimum of ailments. No trees with shedding bark or an annual cascade of fruits or seed pods to be cleaned up, no chronic magnets for insects. She took, quite literally, the cream of the crop, the best of the plants she had known, and arranged them in informal, easily cared for groups.

Among the pines and spruces, which provide a year-round, fine-textured green background for the garden, are such flowering shrubs as doublefile viburnum, snowball, lilac, enkianthus, Thunberg spiraea, azaleas, dogwood and pyracantha, all relatively trouble-free, as well as the rose Else Poulsen, which blooms generously all summer. Phlox and Aster-Frikarti give summer color to the border. In the foreground a low clipped hedge and incidental taxus plants give year-round definition to the garden. So carefully have the evergreen and deciduous plants been combined, the garden never looks bare, even in winter.

**3. Take advantage of power equipment.** The low taxus hedges which define Miss Cook's garden in strong green lines and do so much to give it a feeling of perfection take only two leisurely hours each to clip with her handy electric hedge trimmer.

Even more important in her garden scheme is the 25-gallon electric sprayer with which she douses trees and shrubs in one operation in mid-May, early June, and sometimes in early July.

Another favorite power tool of Nancy Cook is a lawn edger, which skims along the borders.

**4. Make full use of modern garden chemicals.** The garden chemical companies are Miss Cook's favorite friends. She uses their products plentifully and is always on the lookout for new chemicals which will do the job better in her garden.

With a lawn fertilizer cart she dusts the lawns with Scott's all-purpose Cope, which contains chlor-dane for the soil insects. She keeps fermate in one duster and, as the

(Please turn to page 159)



**SEE** lustrous carpets glowing with the warmth of brilliant, permanent colors . . . carpets that can take more rugged wear than your family could give in a couple of centuries . . . carpets safe from moths, carpet beetles, other insects, mildew . . . thanks to nylon, the strongest, toughest, longest wearing fiber used in carpets today.

**FEEL** rich, crush resistant textures . . . textures that cushion a baby's fall ever so gently, put a buoyant spring in your step, create a soothing, gracious atmosphere.

**THRILL** to that NEW FREEDOM . . . FREEDOM FROM CONSTANT CARPET CARE . . .

a quick sponge with water, detergent or cleaning fluid will remove spots and stains in a jiffy . . . even ice cream spills . . . leaving carpet fresh and lovely as ever. Barwick nylon qualities from \$9.95 to \$15.95 . . . truly the HEIRLOOM CARPETS OF TOMORROW . . . SEE THEM TODAY!

**E T Barwick**  
mills. inc.  
*Makers of fine carpets*  
OLD PEACHTREE ROAD, CHAMBLEE, GEORGIA

**See what Barwick does with luxurious nylon...before you buy a yard of carpet!**







# Nothing cooks or looks like a *TAPPAN BUILT-IN*

...yours for as little as \$9.95 a month

Everybody wants to cook with the new look! And a Tappan Built-In Range adds gleaming, modern beauty to your kitchen . . . yet it's budget-wise besides!

With minimum muss or fuss, the Tappan oven and surface units drop into standard cabinets—quick as a wink! No costly cut-outs, no "fitting" problems. Just years of famous Tappan convenience and quality cooking.

Whether you select gas or electric, you'll find just the model to match your kitchen plans and your purse. Why not see about a trend-setting Tappan Built-In for your kitchen now? The Tappan Stove Company, Dept. HB-96, Mansfield, Ohio. Also, Canadian Tappan Stove, Ltd., Montreal.

## **TAPPAN**

- *Leader in built-in ranges*
- *First with electronic cooking for the home*

### **Built-In Beauty on a Budget Includes All These Tappan Features:**

- Smart Lusterloy or Copperloy Finishes
- Best-baking chrome-lined oven
- Automatic clock controls
- Convenient Visualite oven window
- Lift-off door for easy cleaning
- Separate roll-out broiler drawer
- Choice of three surface unit styles
- Eye-level instrument panel



## HOW A WOMAN OVER SEVENTY

### MANAGES TWO ACRES

CONTINUED FROM PAGE 156

peonies which are grown for cutting push through the ground, she swoops down on them regularly with a cloud of this blight-controlling dust, DDT in another duster keeps insects off the phlox. But for the most part, the all-purpose early spring and summer sprays, plus a fall clean-up, keep pests from getting a toehold.

To increase the number of early fruit on her tomato plants, she sprays them with a hormone fixative as the blossoms open. Crag herbicide applied to the soil as a spray in early spring spells doom for germinating weed seeds and encourages the tidy growth of moss along the paths in the cutting garden. She advises careful reading of the label, however, as it cannot be used near some plants.

In the meadow and along the highway, maleic hydrazide also applied in early spring, slows up the growth of grass and eliminates constant mowing.

**5. Keep things where you use them.** Have water faucets and electrical outlets where they will be needed. This usually means one of each on each side of the house. To simplify watering the few potted plants, Nancy Cook keeps a large copper pitcher by the terrace faucet so she can give the plants a quick drink without uncoiling a hose.

Miss Cook has a penchant for having several of every worth-while tool so that there is at least one wherever she happens to be in the garden. A standing rule is to have hanging by each door of the house, a broom, duster, dust pan, trash container and, in winter, a snow shovel. In copper bowls on each terrace are twine, wire and small hand tools she might need for minor equipment adjustments or garden repairs. With things so handy, small tasks get done almost before she has thought about them.

In the main work center, all of the frequently used items are out on shallow shelves or brackets where they can be located at a glance. Here, too, she keeps extra supplies of everything from electric cords to spray nozzles.

Inside the tool house are the less frequently used shovels and forks, pruning equipment, a row of dusters hanging along the wall and such bigger equipment as the

fertilizer cart, power sprayer, hedge trimmer, lawn mower. So carefully has she arranged her equipment that a stranger could find in three minutes any garden tools or supplies he needed.

**6. Eliminate what isn't fun.** If something is a bother, work out a better way to get the job done, or eliminate it entirely.

Instead of sowing seeds herself each spring and then nursing along the plants indoors, Nancy Cook gives the petunia, marigold and zinnia packets to a nearby nurseryman to start in his greenhouse. This way she doesn't have to think about them until the plants are ready to set out in the garden. Of course, this doesn't prevent her from indulging in an occasional whim by sowing a few other seeds out of doors later.

Hand watering is another thing of the past in Miss Cook's life. Sprinkler hoses left among the shrubs, two reel sprinklers for the lawns and an above ground irrigation system for the vegetable and cutting garden make watering almost as simple as turning on a nearby faucet.

She also skips over another job by periodically feeding the garden at the same time she waters it with a siphon-type plant food applicator attached to the hoses.

Weeding has been virtually eliminated by the application of Crag herbicide in early spring just as the weed seeds germinate and by a buckwheat hull or peat mulch which is later placed around plants in the cutting garden. Weeds long ago ceased to have a chance in the dense clover and bluegrass which crowds everything else out of her lawn. In the borders, shrubs shade out all but an occasional intruder which is easily pulled by hand.

This basic policy of getting rid of the troublesome extends into every aspect of the Cook garden covering, in addition to these big accomplishments, such a minor item as having a multitude of measuring utensils so that she doesn't have to stop and wash and dry a cup or spoon when preparing sprays or plant food solutions. It's much easier to wash everything at once when the day's gardening is finally complete.

(Please turn the page)

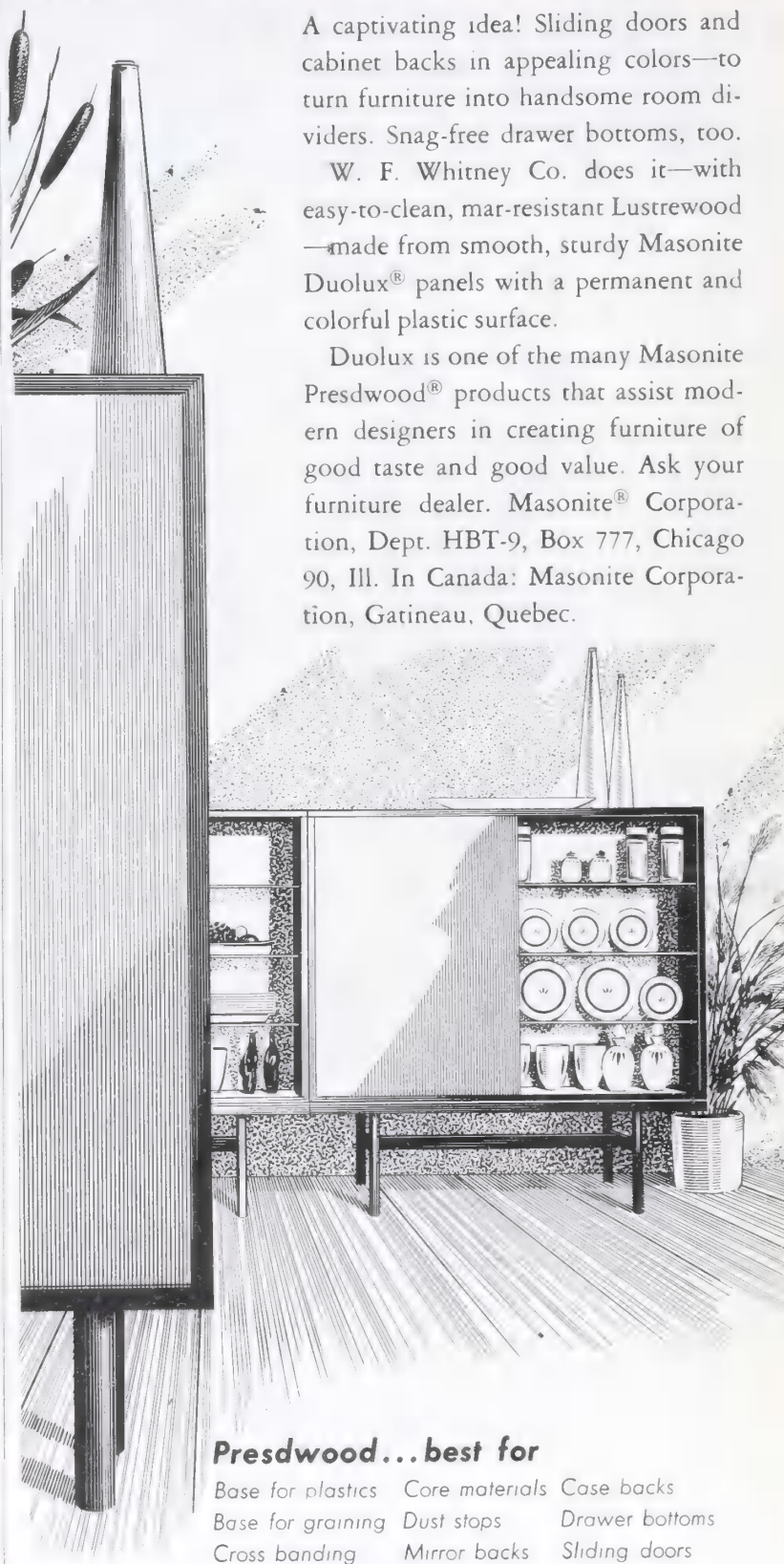
Whitney's new grouping  
adds color and utility with

**MASONITE DUOLUX**

A captivating idea! Sliding doors and cabinet backs in appealing colors—to turn furniture into handsome room dividers. Snag-free drawer bottoms, too.

W. F. Whitney Co. does it—with easy-to-clean, mar-resistant Lustrewood—made from smooth, sturdy Masonite Duolux® panels with a permanent and colorful plastic surface.

Duolux is one of the many Masonite Presdwood® products that assist modern designers in creating furniture of good taste and good value. Ask your furniture dealer. Masonite® Corporation, Dept. HBT-9, Box 777, Chicago 90, Ill. In Canada: Masonite Corporation, Gatineau, Quebec.



#### **Presdwood...best for**

Base for plastics	Core materials	Case backs
Base for graining	Dust stops	Drawer bottoms
Cross banding	Mirror backs	Sliding doors





MANAGES TWO ACRES

CONTINUED FROM PRECEDING PAGE

7. **Don't put a time limit on a job.** Enjoy each small task as you do it. When tired or bored lie down on a nearby bench or enjoy a cool drink in the shade. Then go back to your work with renewed vigor. Because Miss Cook regards these relaxed moments of contemplation as some of the finest in gardening, she provides for them with tables and chairs or a bench with plump pillows in each area of the garden.

8. **Keep ahead of the game.** It is easier to pull a chance buckwheat sprout or other weed from the mulched area when it is tiny than

later when roots will drag soil into the mulch. Keep dead flowers removed for neatness and conservation of the plants' energy as well as to prevent seedlings.

Prevent pests with the newest and most effective chemicals. Learn to snap off stray sprouts when you see them, either with the always handy pruning shears or better still, with your finger nail when they are still small. Clean up as you work by dumping debris into one of the ever-ready trash containers. Get into the proper habit of making a thorough fall cleanup of the garden.

WHEN THE LADIES COME, GET UP  
ON A PINK CLOUD

CONTINUED FROM PAGE 109

Jellied Bortsch

- 2 cans Campbell's jellied consommé
- 1 can beet aspic salad (Glorietta, packed by Santa Clara Packing, San Jose)
- 1 cup hot water

Pour contents of three cans into a pan. Use hot water to rinse out cans to get all the remaining bits of consommé and beets. Heat this mixture to the melting point. Stir and mix well, then cover and put in refrigerator to get cold. You can make it two days ahead, for it must be made at least 24 hours before you are to serve it.

Spoon out into your serving dishes and top with seasoned sour cream and plenty of chives. You will need one carton of commercially soured sour cream and about a half cup of chopped chives.

You can go as far as you like in seasoning the sour cream, from just tossing in a teaspoon of Spice Islands Beaumonde seasoning powder and a tablespoon of cream to a wisp of garlic, sugar, tarragon vinegar (1 tablespoon) salt and pepper to taste. Serves six.

After everyone has finished the soup, whisk off the bowls, two at a time, returning with two casseroles. Take out remaining soup bowls—yours and the least important guest's.

Chicken Casserole à la Pink Cloud

For this easy-to-fix and delicious chicken casserole, you will need either four chicken breasts or two

whole chickens, each just under three pounds. I prefer getting whole chickens and having them the night before for dinner, leaving the four breasts for the guests next day. The kids love the legs (how often I have wished the chicken was a centipede), Bob enjoys the second joint and I like the wings. So we enjoy the chicken for dinner while I am really getting it ready for the guests the next day.

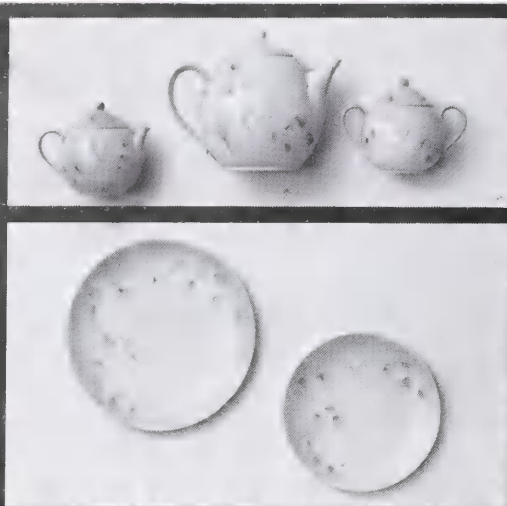
Have the chickens cut in halves and butter them well and broil in the oven until done—or about an hour in a 300-degree oven. Serve the family and store the white meat in a covered container in the refrigerator. So your work is nearly all done.

- 4 chicken breasts
- 1 carton fresh mushrooms (6 oz.)
- 1 carton frozen peas
- 4 slices (thin) mild ham
- 2 rounded tablespoons chopped celery and leaves
- 2 rounded tablespoons chopped carrots
- 2 rounded tablespoons of chopped parsley
- 1 rounded tablespoon of chopped green onion
- Freshly ground pepper

You may use any of your favorite liquids for this chicken dish, and with these basic ingredients, you can vary the flavor tremendously just with the addition of a different liquid. If you like sour

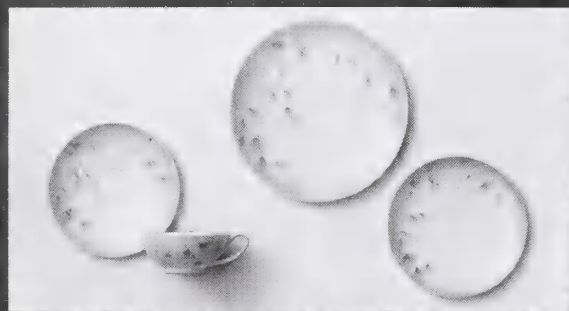
ZEPHYR

—airy wisps in gold and turquoise on soft ombre grey matte... each piece a signed original, hand made, in exquisite translucent china.



Sascha Brastoff FINE CHINA

CUSTOM MADE LAMPS • CERAMIC ORIGINALS  
at America's most discriminating stores.



SASCHA BRASTOFF PRODUCTS, INC. STUDIOS: WEST LOS ANGELES 64, CALIFORNIA

MONEY FOR YOURSELF...  
YOUR ORGANIZATION



Show wonderful new Griffin deluxe personal Christmas greetings. Over 55 thrilling new EXCLUSIVE designs—master-crafted on the finest of printing papers—rich water color printings, special foil inlays and a host of other fine features you'll find only in Griffin Originals. The sentiment and name imprint inside the cards actually compliment the design. Truly the finest personal Christmas cards in America.

EARN EASILY  
\$500-\$1000

You or your organization can earn easily \$500-\$1000 even more. It's fun—It's easy. Send today for a free sample kit—all you need to start earning money. A Free book on fund raising is available on request.

SEND TODAY FOR FREE OFFER

WETMORE & SUGDEN, INC.  
331 Bayfield Drive, Fairport, New York

Gentlemen:

Please send me:

- ☐ FREE DELUXE SAMPLE KIT
- ☐ FREE FUND RAISING PLAN BOOK

If I decide not to accept your offer, I will return the kit at your expense.

Name.....

Address.....

City.....Zone.....State.....





cream, then lightly salt your casserole (depending upon the saltiness of the ham) and add one-third cup of sour cream. This is a delicious dish. If you wish something quite different make a broth of 1 scant teaspoon of Sey-co's Soup Base Seasoning, a chicken concentrate, and add a third of a cup of boiling water to dissolve the concentrate. Season it with either 3 tablespoons of sherry (Pedro Domecq, La Ina) or Marsala.

**USE** enamel ware oval bakers for this chicken dish. My theme song is: "From stove to table with no change of container," for it saves dish washing. The ramekins should have covers, but if they don't you can cover them with foil wrap to keep in the good flavor.

Rub each casserole with the cut side of a clove of garlic. Then butter the casseroles well. Lay in the chicken, cover it carefully with the slice of ham. Wash the mushrooms by putting them in a bowl of water and rinsing off the dirt, then wiping them on a towel. Place them (whole) in the casserole, then place in the ice box until ready to put in the oven. The mushrooms will not darken in a few hours if carefully kept, so you can do this early in the morning. The

celery, carrots, parsley, etc., can also be chopped the day before, so that all you have to do is to assemble all the ingredients, which takes only a few minutes.

Fifteen minutes before the guests are expected, turn on the oven to 350° F., get out the casseroles and fix the rest of the dish. Take out the frozen peas from the freezer, pound them into separate morsels with a wooden mallet before opening the package. Spoon the peas into each dish then add a heaping tablespoon of the finely chopped vegetables (carrots, celery, parsley and green onion) which have all been mixed. Top with a few slices of mushroom, sliced through cap and stem so they are in the shape of a "T". Pour over the liquid you prefer and pop into the oven for at least 45 minutes (an hour won't hurt). Serves four.

I like sourdough French bread served with this dish. As this menu has so many vegetables you do not need any additional one. Even a salad is not necessary. The sourdough French bread or rolls can be put on the table with butter and you can also eat it with the bortsch, if you prefer.

Anybody, man or woman, would like this dish. You'll find, once you try it, it will become a stand-by

in your ever-expanding repertoire.

Now for the dessert. It's the kind of nonsense dear to the heart of women, but which men consider much ado about nothing. It's easy to make, and very effective, in the best *maitre d'hotel* manner of showmanship.

You will need as many coffee cans as you have guests, and an equal number of Pyrex custard cups about 3½ inches in diameter, for that allows a nice rim of ice around the glass, as the coffee can is 5 inches in diameter.

At least 24 hours before the party, you should start to make these individual ice containers. Take the same fruit that you are planning to serve, which are strawberries in this case. (I have done it with cherries.) Wash the berries but do not stem them. Put a layer of berries in the bottom of the can, then set the glass "liner" on this

bottom layer. Then fill in with more fruit around the edges and fill with water. Freeze. This takes overnight at least.

I have kept them for a week or two with success, but you can't keep them for months, for the fruit color fades. In our climate it takes an hour and a half for the ice cake to thaw out enough to remove it from the tin. In hotter climates it will take a little less. Unmolding with hot water will work if you're quick about it.

Heap high in the holes left by the custard cups piles of just-washed, unstemmed strawberries. Sprinkle a very few drops of Kirschwasser over the berries. Serve with a silver sugar shaker of powdered sugar.

**IF** THE day is hot, serve iced coffee in stemmed glasses with a heavy cream float and a liqueur, such as brandy, flavoring the cream (about a tablespoon on top of the heavy cream).

So . . . you have had fun. And more to the point your guests have had fun, with this easy-to-fix but-with-a-dash-of-glamour luncheon. Pull yourself together and give more of them. For when you are geared to entertaining, it is a breeze. Practice makes you perfect!



WITH MODERN . . . a touch of the best in French Provincial

the **WEIMAN** touch

With a sure hand, Weiman recreates all the delicacy and grandeur of French Provincial—then adds that something more which dignifies an entire room, whether traditional or modern in mood.

Cocktail table, 42" dia., 16" high, with one drawer. Cherry wood with leather top. No. 6308. Also available with marble top.

**THE WEIMAN CO.**  
ROCKFORD, ILLINOIS



For the finest furniture care, Weiman Furniture Cream . . . Weiman Blue White Diamond Marble Polish. At selected furniture stores.

A Weiman table is so marked, to assure you of the genuine.





*Sanford*  
Famous Permacraft Quality at Reasonable Prices

Irresistable loveliness for your bedroom  
exquisite in White and Gold, elegant in rich Walnut finish.  
No. 4356 bed from our lovely French Provincial  
Collection. No. 304 decoratur chest.

SANFORD FURNITURE CO. SANFORD, N. C.

For the practical side of luxury...



**HALL-MACK®**  
relaxation unit

Your bathroom takes on a new note of luxurious convenience the moment you install this brand new, smartly styled Hall-Mack Relaxation Unit. Beautifully chromium plated and fully recessed to conserve space, it provides ample space for magazines, newspapers, cigarettes, ash tray and a roll of tissue. For a real touch of luxury...on the practical side...get yours soon!

SOLD BY ALL LEADING PLUMBING, TILE AND HARDWARE DEALERS EVERYWHERE

SEND COUPON TODAY!

HALL-MACK COMPANY • 1380 West Washington Blvd., Los Angeles 7, Calif.

Please send your  
FREE color booklet of  
new bathroom ideas.

name \_\_\_\_\_  
address \_\_\_\_\_  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

HB-9

wonders they have wrought on film in distant and exotic lands—or even last summer “up at the lake.” But we are not saddened because we haven’t a similar picture of ourselves in a gondolier’s hat or a shot of the guard changing at Buckingham Palace. What saddens us is something quite different.

We are so impressed by the technical know-how of our gifted friends, so green-eyed at their ability to get a picture that looks like what they photographed, that what we’re going to say sounds like sour grapes, and maybe it is. We simply wish that these talented, traveling people would bring a sharper, more sensitive eye and a little more imagination to the whole procedure of picture-taking, and we think they’d get a whole lot more fun out of their travels if they did.

If we knew all that stuff about speeds and distances and filters that George seems to know (we say to ourselves), we wouldn’t settle for that series starring Maudie at the Eiffel Tower, Maudie in the Roman Forum, Maudie at the Lincoln Memorial, standing there in every case looking like an ossified Bobbsey Twin.

IF WE were George (we think), we’d ponder a bit on the reason it’s worth the time and effort to take a camera on our travels. It really isn’t just to establish the fact that Maudie, like Kilroy, was there. It isn’t to make a record of the world’s most famous landscapes and monuments, for these have been endlessly printed in books and on postcards. It is, we think, to catch as much as possible of that ephemeral spirit of a place, that mysterious drifting together of intangible impressions that becomes what we call its atmosphere. The feel of the air, the manner of the people, the taste of the food, the smells, the sound of the language, the philosophy by which life is lived—to travel is to sense all these unphotographable intangibles as well as to see what is strange or beautiful or renowned.

This, we think, is what a traveler’s films should reflect, so that next year, five years, twenty years from now, one look at a picture will so awaken the memory of sounds, smells, manners, and meals that it’s almost as good as a second visit to the place.

George and his ilk would probably like to know how we’d set

about capturing all this in a snapshot. Humbly, we submit that the first thing we’d do would be to eschew the obvious because the “typical” monuments seem to us to have become clichés that do not necessarily evoke the spirit of a place, at all. We wouldn’t photograph a thing that didn’t seem to have a personal message for us. We’d skip photographing anything just because everyone else was training cameras on it. Any time we got the urge to take a famous façade, we just wouldn’t, unless some unexpected facet of meaning came through to us personally—an architectural detail, an intriguing pattern, a color that delighted our soul. We’d rather walk around the block, keeping our eye peeled for a routine sight that might be a summing up of the life of the place—a tradesman’s sign, a cobbled street, a basket-weaver’s stall, a child in a doorway.

WHO can say what we’d find? We can only recall some of our own lost opportunities. If we’d had a camera in Brussels we’d have photographed windows, for we had never seen so many different styles of draping, swagging and stretching curtains.

In Copenhagen we would have photographed an unbusy barber jumping rope with a crowd of little girls outside his shop. We would have shot the street-crossing sign that says “Stop for blink,” and the shiny, complicated battery of knobs and faucets and showering gadgets in our immaculate bathroom in the Palace Hotel.

In Seville we would have photographed a display of magnificent braids and ball fringes and the family who makes them for the adornment of the matadors. At a sidewalk café we’d have tried to take a picture of tiny brown-roasted almonds and topaz sherry illuminated by evening sunshine.

In San Remo we would have snapped the pretty pink and dusty-green cascades of ice plant tumbling through the crannies of a common, skillfully made rock wall. And one July in France we would have committed to film what will always seem to us the symbol of a Gallic summer—a plate of fresh green almonds, their silvery, furry bloom glistening against the cool dark green of vine leaves.

We would, in short, seek out the vignettes rather than the panoramas. We would make our film collection a document of our highly



personal, curiously magpie interests—cooking utensils, textiles, earrings, the textures of natural stone and masonry, the recurring universality of certain motifs which seems to argue that all men are brothers (Norwegian or Dutch design sometimes look Hindu; Mexican patterns sometimes look Egyptian). We'd like our films to remind us how other people serve meal, how they grow their flowers, how they roof their houses. For these are the kind of souvenirs that cost nothing at all, yet they may some day add immeasurably to the richness of the life we lead at home. And because they have intimate meaning for us, such pictures are the evocative ones that start that wonderful chain-action of recollection, which is one of the great rewards of travel.

To each his own, naturally. By all means we'd urge the Georges and the Maudies to follow their own bent and interests when they go forth with Baedeker and camera. But chiefly we'd urge Maudie to get out of the picture. And as for us, we're going to master our Minox and our light meter.

#### **Annapolis open house**

Annapolis, Maryland, this year, is going to celebrate Navy Day, October 27, with a tour of famous houses which have been influenced by the touch of Navy in their lives. Many of these lovely places are furnished with the heirloom furniture, china and bibelots brought back from the seven seas by their early naval-officer owners.

At the windows of the Slayton House visitors can see the exquisite "Tribute Silk," first presented to the Empress of China by her provinces, now the stuff of which dramas are made.

In connection with the day's tour there will be an Heirlooms Show of local collections. For more information write to the sponsoring society, Historic Annapolis, 64 State Circle, Annapolis, Maryland.

#### **Brightest Ethiopia**

Latest clue to the changing world we live in is Ethiopian Airlines' reminder that tourism in Ethiopia, former stronghold of the

Queen of Sheba, is getting to be something to conjure with. And we can remember the time when we considered Ethiopia about as likely a stopping-off place as the planet Saturn.

Most visitors, we're told, head for the capital, Addis Ababa, then make trips into ancient outlying towns, like Axum, Sheba's capital city. This is marked by a curious, mystifying collection of huge granite obelisks that were probably not unknown to Solomon. And just to rattle your time sense a bit further, when you return to Addis Ababa, you may put up at the Ghion Hotel, which supplies guests with swimming pool, tennis courts and similar de luxe twentieth-century amenities.

Ethiopia, a country that sits 8,000 feet up in the world on a vast plateau, is said to have a climate similar to California, which may account for the current enthusiasm that has people building new hotels all over this ancient land. It is also a natural stop-over for travelers en route to East Africa or South Africa.

In case you have a Mediterranean cruise on the agenda, you might leave the cruise at Athens or Cairo to fly via Ethiopian Airlines Convair to the Sudan, Addis Ababa or Nairobi in Kenya. Or, if you'd like to put the final exotic touch to a world cruise by dropping over to Haile Selassie's domain for a few days, you can also fly here from Zanzibar or Aden.

#### **First call for cruises**

Speaking of Mediterranean cruises, Cunard has already opened the lists for reservations on the Britannic's 1957 winter cruise, which leaves New York on January 25 and spends the next 66 days calling at 23 ports in 19 Mediterranean-washed countries and England, which is her last stop before returning home. However, if you want to stay in England, do the theaters, the clubs and taste the dazzling pattern of a London season, that's all right, too, for Cunard will carry you back home later on any of its regular trans-Atlantic sailings. Cruise starts at \$1,275.



Her charm and grace are made of many things

## **BERMUDA**

Bermuda is only twenty-four miles long, yet within its small area are any number of things which charm visitors into going back year after year.

Bermuda is a group of 365 islands. One for each day in the year, so Bermudians say. Sailing among them is a never-ending pleasure. Golf, tennis, fishing, cycling, picnicking are all-year sports. Bermuda's beaches are wide, pink and soft. The water is blue, inviting and refreshing. Bermuda's houses are unique—an artful blending of white roofs, pastel-coloured walls and massive chimneys. And flowers—Hibiscus, Oleander, Bougainvillea, Easter lilies—splash the Islands with brilliant hues.

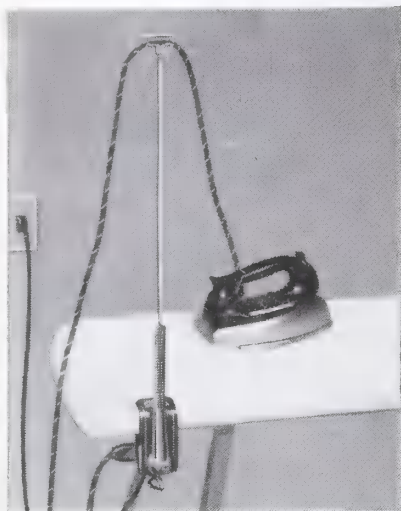
Bermuda is only 700 miles from the mainland. It's easy to get to for a holiday whether you go leisurely by ocean liner or speedily by plane. Living is simply solved, too, for the Islands' hotels are noted for their service, food, accommodations and sports facilities. And guest houses open wide their doors to Bermuda's easy way of living.

There are many details to be considered in planning any holiday. But you'll save yourself a lot of time and trouble by talking things over with your travel agent. Helpful too is the Bermuda Vacation Kit which you can get by writing to: The Bermuda Trade Development Board, 620 Fifth Avenue, New York 20, New York.





end cord  
troubles...  
mussed  
ironing



with the  
Mary Proctor

## Cordminder

specially priced

**2<sup>95</sup>**

End those irritating ironing cord tussles with this amazing Mary Proctor CORDMINDER. Right now it's priced way below what you would ordinarily pay.

- Cordminder folds flat for easy storage
- Feather-light, flexible mast (20½" high) moves with your iron
- Keeps cord off clothes and tables
- Iron plugs directly into Cordminder
- Complete with 6' extension cord

order today from

**The J. L. HUDSON CO.**

Detroit 26, Michigan

THE J. L. HUDSON COMPANY  
Detroit 26, Michigan

Send me, postpaid, CORDMINDER  
charge ☐ check ☐ money order ☐

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

STATE \_\_\_\_\_

peating her grandmother's decorating mistakes. She's outspoken. "Are they still selling that puffy mud-colored stuff?" she asked. "Grandma had about six variations of it in her living room, all in different, practical shades of mud, covering everything but the Atwater-Kent." "Whose grandmother didn't?" said I. "But I'm talking about a different kettle of matelassé. This is J. H. Thorp's modern version of that enduring old fabric, with an over-all quilting pattern which looks to me like a hexagonal dewdrop. The



*Modern matelassé*

slight puff gives it a nice textural quality, and you could have it in any of 11 delicious clear colors besides a good oyster white. The pattern's called "Quilted Medallion," a very sensible motif for a matelassé, because the fabric is actually two layers of cloth woven and joined together simultaneously in the weaving process, rather like quilting, to begin with.

To make a long story short, my young client now has headboard, fitted bedcover, slipper chair and hassock in quilted matelassé and it looks as contemporary as tomorrow night. The only problem now is that I don't think the tough cotton stuff will ever wear out. It comes in 53" width.

Thought I'd never seen anything cleverer or a more philosophic comment on our time than the way the home-decorating coterie latched onto those shelves hung on metal strips which were originally invented for store display. Long, continuously perforated metal strips are attached vertically to a wall, metal brackets clutch into the perforations at any spot you want them, and then shelves are laid on the brackets. It's a nice, clean sort of arrangement, permitting you to regulate the depth of bookshelves

## DECORATOR'S DIARY

CONTINUED FROM PAGE 78

to fit your books and, should you move, to remove the whole kit and caboodle easily for installation somewhere else.

A great idea, all 'round, but I must say, until I paid a social call on a fellow-decorator, I was beginning to weary of seeing the same thing everywhere, in East End Avenue apartments or Bucks County farmhouses, always with the standard shiny silver metal strips and brackets, and shelves of natural wood or, for those who don't mind dusting, of glass.

This young lady, however, is a credit to her craft. In a room of strange metallic greens and zinnia colors, the identical serviceable shelves seemed to have turned to gold. Glamorized to the nines, their strips and brackets are finished in brass instead of steely white metal and the shelves themselves were covered, by her own hand, in golden Chinese tea paper. So now I'm off on a cloud of fantasy, visualizing every flat material I see as a possible covering for bookshelves. Leather, soft and pliable kid, is a natural. So would be vinyl plastic. And so, of course, is wallpaper itself. Think of marbleized papers, tortoise-shell papers, or the old-fashioned feather-pattern booklining paper you used to see in dictionaries. Who says that we're all standardized?

The question of whether or not to mix woods and periods in the same room has never occurred to Mrs. Ellington Adamson. Like her ancestors before her, she just does it. And she has plenty of variety to work with. In fact, every important piece in her dining room is inherited from a line of ancestors who have done their purchasing in the past directly from such diverse craftsmen as Paul Revere, Duncan Phyfe, William Savery and the unsung Chinese and Javanese artists who supplied her sea captain great-great-grandfather. It was through the old salt that she inherited a rather magnificent Chinese ebony bride's chest, which Mrs. A. has thoughtfully fitted out with flat trays for storing large linens. And from a Philadelphia great grandmother she has acquired the highboy in which she keeps her silver. This piece is enough to make the Reifsnnyder look to its laurels. But there are probably problems even in Paradise. The twister in this case is that the chest, if it has a failing,

is such a low-standing piece that it emphasizes a bare expanse of wall above which no amount of picture hanging seemed able to cure. And, of course, it looked lower than ever with that towering highboy in the same room. I was brought on the scene, not to make these two pieces compatible, which they already are, but to unite them more plausibly in scale.

The catalyst turned out to be a set of the Albert Van Luit Company's hand-screened wall panels, in a steel-gray, subtly striated silk, presenting an elegant little pastoral of ducks gliding in marshy pools, strolling through the sedge grass and meadow flowers, lightheartedly flying over the water. A set of four



*Silk wall panels*

panels completes the scene, and by putting the chest under the paneled wall, the mural serves to build up the background and make the eye forget how close to the floor the chest actually is. And since the scenic was an 18th-century wall covering device, all the other grand old pieces look very much at home.

The pattern is called "The Marshes" and the ducks, albeit strikingly oriental in character as ducks always seem to be, are 100% modern Americans. The highboy is set against a wall covered in solid gray silk, a perfect match to the panel background. Since the panels are silk-screened and colored to order, you can have your ducks and their background in any shades you'd care to choose. —M. G.



### To keep walls dry

This job has two parts (1) To exhaust moisture directly to the outdoors via special vents from the major moisture-producers in the kitchen, laundry and bath. (2) To find and correct all leaks that let rain water get behind the paint film. Neither job is difficult or expensive, but until both are done, you might as well not bother trying to paint the house.

To exhaust the moisture directly, so it never gets into the wall:

1. Install *and use* exhaust fans in kitchen, laundry and bath. A \$22 humidistat turns them on automatically when humidity rises.

2. Vent the clothes dryer directly to the outdoors. A \$10 kit fits most of the more recent models of dryers. Some dryers use cold water to condense the steam, then flush it down the drain connection to the sewer or septic tank.

3. Waterproof the basement walls to keep moisture vapors from coming through them unseen, soaking the air. Or install a humidistat-controlled portable dehumidifier to keep the air dry (16 of these little machines are shown and described in pages 166 and 169.)

4. Seal off crawl spaces to prevent moisture from coming up from the bare soil; cover the soil

with a moisture barrier of metal foil, plastic or roofing paper, overlapping all joints at least 4 inches.

5. Wherever vapor-barriers were omitted in building the house, or if they have been damaged (any hole in the barrier ruins its usefulness), seal the walls against moisture vapors by using indoors only oil or alkyd paints, never a water-mix type. Oil and alkyd paints, so long as the film is intact, act as vapor barriers to keep moisture in the air from getting into the wall.

6. Install sizable louvered ventilators in the attic.

7. To allow escape of moisture that does get into the wall despite the six precautions above, install ventilating louvers generously in the walls, usually under the eaves, also near the base of the walls.

### How to spot sources of leaks

Spotting leaks is not easy, but water that gets behind most paint films is likely to ruin the bond, so hunt for these clues:

1. Stains or tiny blisters fanning out from the bottom corners of the windows. (Is flashing missing or perhaps broken?)

2. Stains below gutters. (Overflowed when ice- or leaf-clogged?)

3. Shingles near gutters humped out of position. (Ice backed up under them during the spring thaws?)

4. Glass in windows loose. (Did putty fall out?)

5. Loose joints in doors. (Did vibration shake parts loose and break paint films?)

6. Mud stains on surface near the ground. (Is splash keeping surfaces wet?)

7. Mildew or moss on areas near the ground. (Is wick-action bringing moisture up from the soil continuously?)

8. Shrubs or tree branches scraping across painted surfaces in storms. (Wore away the paint?)

### Don't paint wet wood or masonry

House paints except water-mix types, won't stick if applied to moist surfaces. Rain-wet surfaces need 24 hours of good drying weather—the kind that dries clothes on the line. Wood wet by dew needs an hour of drying after the dew disappears. Wood that can't dry out thoroughly, because fresh plaster indoors is still drying

out, isn't ready for exterior painting until the plaster is dry—which often takes 2 or 3 months.

New masonry must have time to cure properly, and curing often involves adding water. Delay the exterior painting until the curing is completed and the excess moisture has dried out. This 3- to 6-months' wait applies even if you plan to use a water-mix paint.

### "Blister-proof" paint is for "new" wood

In cold-winter areas, where moisture blisters are common, you can buy special zinc-free opaque paints for use on new wood, or where old paint was removed down to bare wood. But these paints have no special value once the wood has been painted with a primer containing zinc. In the latter event, or if the type of the old paint is unknown, it is well to avoid an alkyd type of finish coat when repainting in a blister-prone region. The combination of alkyd over zinc sometimes makes the paint film more likely to blister and peel.

In *all* areas, blistering will plague you less if you avoid a build-up of the paint film. Don't paint too often: Apply not more than one coat every 3 or 4 years or a 2-coat job every 5 or 6 years.

(Please turn the page)



### GIVE YOUR HOME A DECORATOR TREATMENT

by using bright ideas from the Craddock booklet of the same name.

Send 10c in coin for your copy to Dept. HB-6.

CRADDOCK FURNITURE CORPORATION • Evansville 7, Indiana

Who wouldn't be proud of

Trans-Era

BY CRADDOCK!

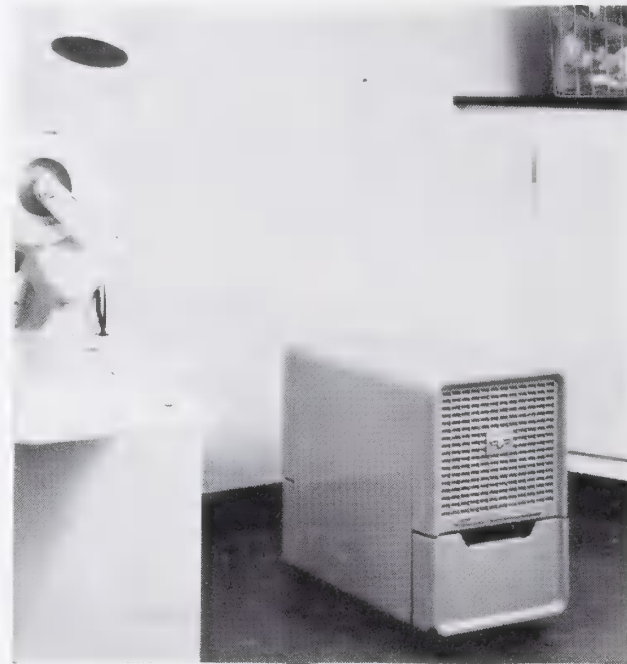
Who indeed! For Trans-Era subtly complements every decorative treatment, smartly accents everyday dining and formal entertaining alike. You're sure to find your ideal grouping in this Craddock open-stock collection . . . beautifully different tables and companion pieces in dozens of types and sizes . . . masterfully crafted in *Patina Walnut* (as shown), *Summertan Mahogany*, and *Neutro-Oak*. And who would believe that such superb furniture could be so modestly priced! You'll see — when you see Trans-Era at your favorite store.





CONTINUED FROM PRECEDING PAGE

## Drier air inside means longer paint life outside



Ironing, with its baskets of damp clothes, leaves a room steamy, leads to blisters on house paint beyond the wall if vapor barriers are less than perfect. Run a portable dehumidifier after ironing to dry air quickly to safe limits. Frigidaire, \$134.



More pictures  
on page 169



Plug-in dehumidifier is good insurance against rusting of workshop tools, can wring up to 3 gallons of water a day from damp air (keep windows closed). Westinghouse, \$130.

Humidistat makes any dehumidifier completely automatic. Minneapolis-Honeywell, \$23.



You'll see the beautiful carpet of 100% Du Pont nylon shown here featured at about \$12.95 per sq. yd. at these fine stores:

- ARKANSAS**  
Little Rock, Blass Co.
- CALIFORNIA**  
Hollywood, Zandi Carpet Co.  
Los Angeles, Barker Bros. (All Stores), Bullock's (Downtown and Westwood)  
Oakland, Bonying's Furniture Co.  
Pasadena, Bullock's  
San Francisco, The Emporium, W. & J. Sloane  
Santa Barbara, Henry Levy, Inc.
- COLORADO**  
Denver, Davis Shaw Furniture Co., The Denver Dry Goods Co. (Downtown, Lakeside, Cherry Creek)
- CONNECTICUT**  
Bridgeport, Howland's  
Hartford, G. Fox & Co.  
New Haven, The Edward Malley Co.
- DELAWARE**  
Wilmington, John Wanamaker Co.
- DISTRICT OF COLUMBIA**  
Washington, Woodward & Lothrop (Also Chevy Chase)
- FLORIDA**  
Miami, Burdine's  
St. Petersburg, Carpet Fashions  
Tampa, Carpet Fashions
- GEORGIA**  
Atlanta, Rich's, Inc.
- ILLINOIS**  
Chicago, John A. Colby & Sons (And Branches), Chicago, John A. Colby & Sons (Also Branches)  
Moline, Carpets by Edstrom  
Peoria, Block and Kuhl Co. (Also Branches)  
Rockford, House of Lindberg  
Rock Island, Carpets by Edstrom
- INDIANA**  
Hammond, Edward C. Minas Co.  
Indianapolis, L. S. Ayres & Co.  
Lafayette, Reifers Furniture Co.  
Muncie, C. Cree Gable, Inc.
- IOWA**  
Des Moines, Younker's
- LOUISIANA**  
New Orleans, Maison Blanche Co., Ltd.
- MARYLAND**  
Baltimore, Hutzler's  
Cherry Chase, Woodward & Lothrop
- MASSACHUSETTS**  
Boston, Pray's  
Fall River, Regal Floor Coverings, Inc.
- MICHIGAN**  
Detroit, The J. L. Hudson Co.
- MINNESOTA**  
Minneapolis, Boutell's, Dayton's (Also Branches)
- MISSOURI**  
Clayton, The Lammert Furniture Co.  
Kansas City, Duff and Kepp, Robert Keith, Inc.  
St. Louis, The Lammert Furniture Co. (Also
- St. Louis Hills and Clayton), Stix, Baer & Fuller Co. (Also West Roads)
- NEBRASKA**  
Lincoln, Miller & Paine, Inc.  
Omaha, Orchard & Wilhelm Co.
- NEW JERSEY**  
Newark, L. Hammerberg & Co.
- NEW YORK**  
Buffalo, Hengerer's  
New York, B. Altman & Co., Bloomingdale's  
Syracuse, E. W. Edwards & Son  
Yonkers, John Wanamaker Co.
- NORTH CAROLINA**  
Charlotte, Mecklenburg Furniture Shops, Inc.
- OHIO**  
Cincinnati, H. & S. Pogue Co., Shillito's  
Cleveland, The Italian Brothers Co. (Downtown and Westgate Stores)  
Columbus, The F. & R. Lazarus Co.  
Dayton, Rike-Kumler Co.  
Toledo, Treuhaff Brothers  
Youngstown, Lowry Furniture Co.
- OKLAHOMA**  
Tulsa, Calvey's, Inc.
- OREGON**  
Portland, Meier & Frank Co.
- PENNSYLVANIA**  
Allentown, Hess Brothers  
Harrisburg, Pomeroy's, Inc.  
Lancaster, The Weaver Shop Inc.  
Philadelphia, Rittenhouse Carpet Crafters, Inc., John Wanamaker Co. (Also Wynnewood)  
Pittsburgh, Joseph Horne Co., Wayne-Weil  
Wynnewood, John Wanamaker Co.
- SOUTH CAROLINA**  
Greenville, Mayfield's, Inc.
- TENNESSEE**  
Chattanooga, Fowler Brothers  
Knoxville, Fowler Brothers  
Memphis, J. Goldsmith & Sons  
Nashville, Peridot Furniture Co.
- TEXAS**  
Dallas, Sanger Brothers  
Fort Worth, Ellison Furniture & Carpet Co.  
Houston, Foley's  
G. A. Stowers  
San Antonio, Honzikluma, Karolkin's, G. A. Stowers Furniture Co.
- UTAH**  
Ogden, Boyle Furniture & Carpet Co.
- VIRGINIA**  
Norfolk, Carter Associates, Inc. (Also in Virginia Beach)  
Richmond, Thalhimer's
- WEST VIRGINIA**  
Charleston, Woodrum Home Outfitting Co.
- WISCONSIN**  
Racine, Porter's

For other fine stores selling carpeting of 100% Du Pont nylon in your shopping area, call Western Union and ask for Operator 25.



BETTER THINGS FOR BETTER LIVING  
...THROUGH CHEMISTRY

## Feel the difference ...in water from a faucet with Spring-Flo

Feel it cling and spread over your hands...luxurious, velvety water... Spring-Flo water! This water is completely aerated—charged with millions of tiny air bubbles that trap and carry off bad tastes, odors and cloudiness. The bubbly Spring-Flo stream thoroughly dissolves soaps and detergents so they can wash more efficiently. And such wonderful suds! What's more, those shock-absorbing bubbles make water cling, spread for faster rinsing, *without splash*. Be sure your new faucets are Spring-Flo equipped!

ON LEADING MAKES OF FAUCETS





# No carpeting takes so much in its stride as beautiful carpeting of 100% Du Pont Nylon

Count on carpet of 100% Du Pont nylon to take more wear than your family could give it in a lifetime . . . to *stay* new and beautiful year after year with little care.\* Remember, too, carpeting of 100% Du Pont nylon stands up to countless footsteps without crushing or matting . . . without losing its just-new, cushioning resilience . . . its lovely look.

Thinking of new carpet? . . . redecorating? . . . then don't miss seeing the smart textures, radiant colors in carpets of

100% Du Pont nylon at your favorite store. Why not start enjoying all the beauty and wonderful ease of care nylon carpeting can bring to your home *today*!



For free, colorful booklet on nylon carpeting—"You'll Want the Finest"—

write E. I. du Pont de Nemours & Co. (Inc.), N-2496 Dept. C, Wilmington 98, Delaware.



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

*P.S.* \*And nylon carpeting is so easy to care for—simple vacuuming quickly removes surface dirt . . . most spots and stains are easily removed with water and detergent or cleaning fluid.

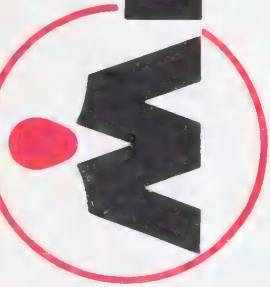
DU PONT MAKES FIBERS, DOES NOT MAKE THE FABRICS OR CARPET SHOWN HERE



DU PONT FIBERS OPEN YOUR HOME TO MODERN LIVING



*Set Your Scene with*



**MENDEL**

*Permanized* **FURNITURE**



## THE *Lombard* GROUP

**N**OW Mengel raises the curtain on the most dramatic, the most elegant, the most exquisite Fruitwood Cherry furniture that ever graced a lady's "stage setting"!

It's the Lombard Group—bedroom, dining room and occasional pieces in contemporary Italian Provincial. No furniture has more

authentic traditional "ancestry" . . . none is more really Modern! And the lovely Mengel Lombard Group will *stay* lovely. It's Mengel *Permanized*!

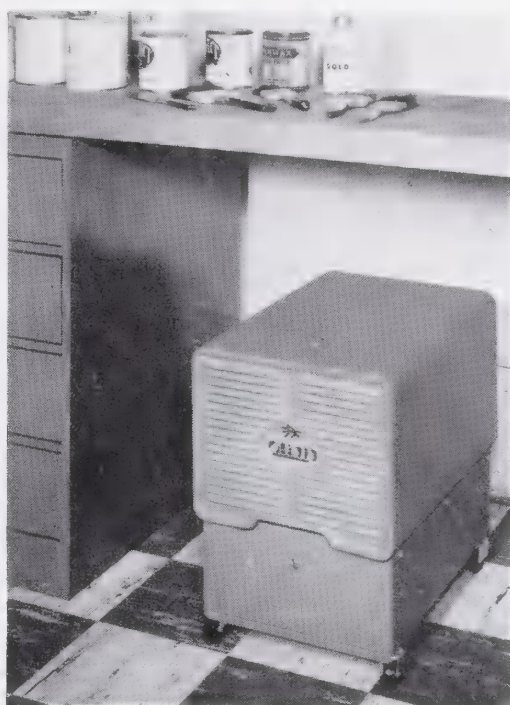
Ask your favorite furniture dealer—and look for the "Mengel Man" trade-mark in every upper left-hand drawer!

THE MENDEL COMPANY, FURNITURE DIVISION, LOUISVILLE 1, KY.  
In Canada: J. W. KILGOUR & BRO., Ltd., Beauharnois, Quebec



## DRIER AIR

CONTINUED FROM PAGE 166



Dehumidifiers dry the air by pulling it across a refrigerated coil. They operate electrically, use about 240 watts for their small motors. Dehumidifier dries, does not cool the room. Ebco's Oasis, \$129.

PHOTOS BY BILL JACKSON



Dehumidifier does not replace current venting of big steam producers like dryers: Dehumidifier is for removing moisture that escapes when a dryer is opened, etc. Fedders, \$100.



Laundry rooms dried by dehumidifier after every use smell fresher, escape mildewing. Dehumidifier should be pulled out away from the walls when in use. Cory's Fresh 'nd-aire, \$130.

Please turn the page

## Turn clutter

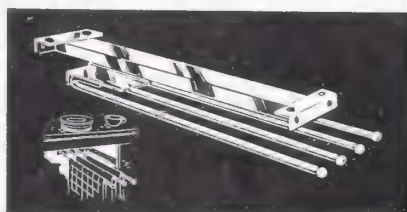
into convenience

with



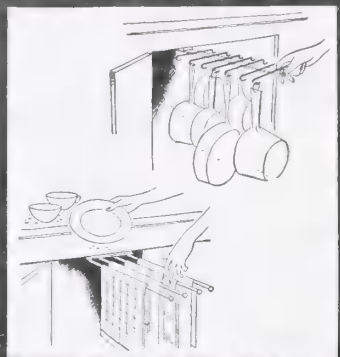
## K-V KITCHEN FIXTURES

End stacking and shifting, store pans, cups and towels neatly out of the way — glide them into reach instantly! Hard-to-reach waste spaces in your kitchen become gems of usefulness. All you need is a screwdriver and lifetime-quality bright chrome K-V kitchen fixtures.

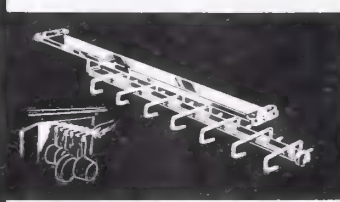


**DISAPPEARING TOWEL RACKS** — Slide towels into cabinet, out of sight. 2- and 3-bar models mount on wall or side of cabinet; 4-bar mounts under shelf. All are 20" long. Ask for K-V 792 (2-bar) about \$3.00\*; K-V 793 (3-bar) about \$3.50\*; K-V 798 (4-bar) about \$4.50\*.

Look for the K-V display at leading hardware and department stores.



**EASY SLIDING CUP RACK** — Glides 12 cups into reach, then safely back under shelf. Ends damage and chipping from stack-up storage. Ask for K-V 791 Cup Rack, about \$1.19\*.

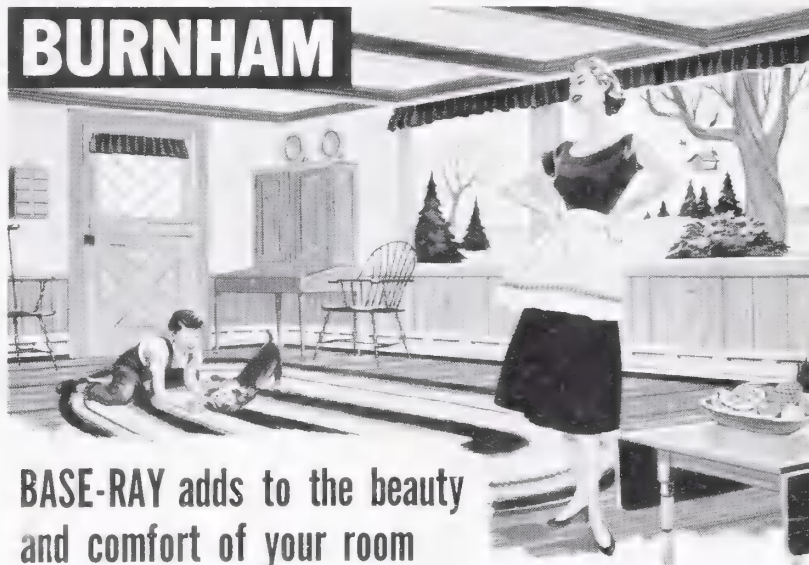


**GLIDE-AWAY PAN RACKS** — Bring handled utensils out of cabinet, slide them back into place smoothly, without clutter or clutter... 20" long. Ask for K-V 690 (holds 7 utensils) about \$3.50\*; K-V 790 (holds 14 utensils) about \$4.50\*.

\*Prices may vary at distant points.

**KNIFE & VOGT MFG. CO.**  
Grand Rapids, Michigan

## BURNHAM



## BASE-RAY adds to the beauty and comfort of your room

BASE-RAY® eliminates bulky radiators and hot-blast registers. Cold windows and walls no longer shrink your "comfort zone." In short, your whole room is living room... with nothing to limit comfort or furniture arrangement! BASE-RAY looks like ordinary wood baseboard and can be painted to match. Yet it is radiant hot water heating at its best... the evenest, most healthful, most draft-free heating known. Floors are always warm... within 3° of ceiling temperature even in zero weather! BASE-RAY lasts a lifetime, too, because it's cast iron. Whether you are remodeling or building, write for full data now.



"Comfortize" your home in summer too! Ask for details on Burnham's compact central cooling unit, HIDE-AWAY®

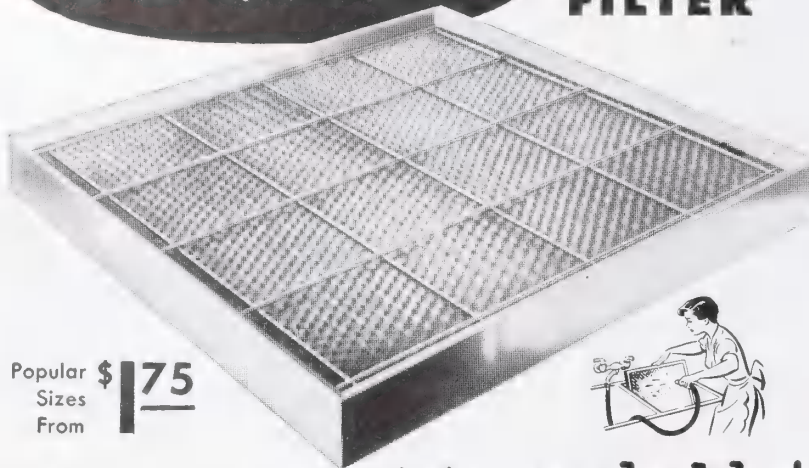
### "MAIL COUPON TODAY"

Burnham Corporation  
Irvington, New York **HB-96**  
Please send me complete information on  
BASE-RAY ☐ HIDE-AWAY ☐  
Literature on Burnham Boilers ☐ Oil ☐ Gas ☐  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

FIRST IN THE MANUFACTURE OF BASEBOARD HEATING

**Burnham Corporation**  
SINCE 1873, MAKERS OF A COMPLETE LINE OF BOILERS



**E Z KLEEN****AIR  
FILTER**

Popular  
Sizes  
From **\$175**



it's aluminum! it's washable!  
it saves you money!

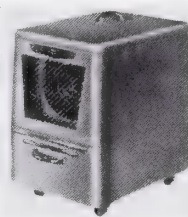
**FOR A CLEANER, MORE COMFORTABLE HOME**—Clean filters in your forced air furnace or air conditioner mean better air circulation, lower fuel and power costs, greater comfort. Simply wash E Z Kleens with water...re-coat with convenient Handi-Koter (or Super Handi-Koter for odor-removal, too)...they're good as new...last for years. Insist on E Z Kleens for comfort, cleanliness, convenience. RESEARCH PRODUCTS CORP. Dept. 225, Madison 10, Wis.

**RP**

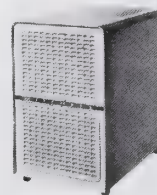
At Your Dealer, or Consult Your Classified Telephone Directory  
IN Hicks-Baker, Ltd., 234 Madison St., Winnipeg  
CANADA Durable Oil Equipment Ltd., 80 Summit Ave., Toronto

**DRIER AIR**

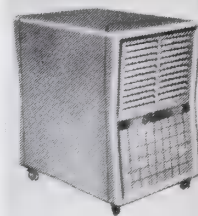
CONTINUED FROM PRECEDING PAGE



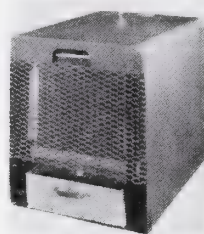
Dehumidifiers must be away from walls so air circulates freely. Bern's Air King Dri-Aire, \$140.



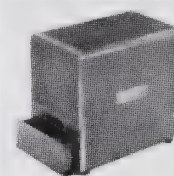
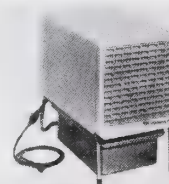
Louvered types fit unobtrusively into their surroundings. Mitchell Economy, \$120. Imperial has built-in humidistat, sells for \$140.



Many dehumidifiers are on wheels, easy to move from room to room. McGraw Electric's Coolerator, \$140.

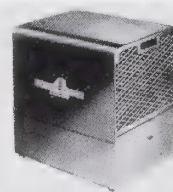


Usual motor for fan and refrigerator unit is  $\frac{1}{8}$  or  $\frac{1}{6}$  H.P. Kauffman offers both, \$160 or \$130.

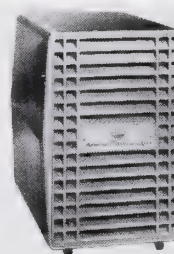


Refrigeration units are of the sealed type, require no special attention. This one is a Dryomatic, \$125.

Every dehumidifier has some kind of pan to collect water. RCA-Whirlpool uses exposed drawer, \$125.



Water removal with any dehumidifier is fastest when air is above 70° F. Lowest humidity reached is usually 50-55%. Kelvinator, \$130.



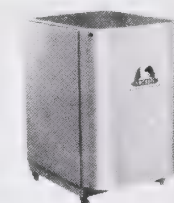
Dehumidifiers are compact little machines, store easily during dry seasons. Admiral, \$110.



When excess humidity is a year-round problem you may want to investigate the heavy-duty dehumidifiers. This Abbeon is \$195.



Dryomatic Absorption dehumidifier has no refrigeration, dries the air chemically, then automatically reactivates itself, exhausting the stored moisture via tube to outdoors. Dryomatic, \$145. With humidistat, as shown, \$175.



Most dehumidifiers dry 10,000 cu. ft. of air. Haertel Airmaster is \$687, handles 40,000 cu. ft. area.



Vent your dryer! No portable dehumidifier is able to cope with the huge water load of a laundry dryer. Flex-Vent exhausts via plastic sheet replacing windowpane. \$12.

For how to apply paint, see page 126

**DENST AND SODERLUND INC.**

Chicago, Illinois

Denst and Soderlund Wallpapers 7355 Exchange Avenue

PRESENTS

**SERIGRAPH 30**

A new handprinted collection of wallpapers printed on 30" paper, Shiki silk and white canvas.

Send \$1.00 for "Elegance" brochure containing actual wallpaper samples to:  
Denst and Soderlund Wallpapers, Inc., Dept. B9, 7355 Exchange Ave., Chicago, Ill.



int. This often happens in trying to brush the paint into an even surface. Making a can of paint cover far more territory than it should is to shorten the film life.

Wait for good painting weather, and for thorough drying between coats of paint when doing a two-coat job. The surface must be dry—not just on the outside but on the inside; it is not enough that it looks dry. Wait at least 24 hours after a rain—48 to 72 hours if humid weather—and preferably 2 to 3 days between coats.

Moisture isn't the only weather problem, of course. Paint may not dry properly if the temperature is too low any time of the day or night during the first three days. Check the label for the minimum safe temperature; 50° F. is a common recommendation, although some latex house paints are made for application at temperatures as low as 42° F. Don't risk failure; it's better to let a fall-completed house go through the winter bare. If you can't get three good days to get on the prime coat—or to patch to one coat of a colorless penetrating (not a surface-sealing type) natural finish to keep the paint from raising until you are able to switch back to the opaque

## GOOD PAINTING ADDS YEARS OF LIFE

CONTINUED FROM PAGE 127

type of exterior paint in the spring.

5. Work in the shade. Paints are not made to go on hot surfaces. Keep four hours ahead of the sun and you will avoid heat blisters and the "flash" drying that leads to alternate dull and shiny spotting on the surfaces.

6. Don't expect the impossible. No paint lasts forever. The best quality gloss house paint must be renewed every 5 to 6 years (self-cleaning white type) or every 6 to 8 years (deep-tone colors). Both types really should be re-applied about a year sooner for best appearance. Flat house paint lacks the protection of a glossy surface, so must be re-applied every 4 years.

House paint of the oil and alkyd type lasts best when applied initially so that two coats (primer plus finish coat) makes a paint film about 5-mil thick (5/1000 of an inch or about the thickness of a dollar bill). Normal weathering wears this film away at the rate of 1/8 to 1 mil per year, depending upon the type of paint involved. If you wait each time until the

top coat weathers away, you can repaint indefinitely without increasing the film thickness beyond the 5 to 6 mil "ideal." But paint gets dirty before the top coat is completely gone, and people often want to change the color long before the 6- to 8-year life of the film of a "non-fading" bright color, so paint films do gradually thicken over the years.

Thick films behave peculiarly. If kept wet day after day, they may puff up into the big, round blisters (page 124). This usually happens first in areas that received an extra coat of paint at some time in the past.

Sometimes a thick film clings to a wall until one final repainting adds the last straw of weight that causes the film to fall off in spots.

Obviously anything that you do to avoid a build-up of film thickness postpones the day of reckoning (some houses have kept their just-new look for a hundred years). Easiest is to delay repainting until the present top coat has had time to weather.

If the house looks dirty, maybe washing it (laundry detergent in

water) is more in order than painting. Or maybe one side of the house is in good enough condition to skip painting it this time. Often the north side weathers much more slowly than the other sides, because of the lack of sunheat beating down on it. Or possibly just the south side needs painting at this time. So far, few people have been willing to paint their houses in stages like this, but it is a way of postponing, possibly indefinitely, the need to burn and scrape off a paint film now nearing a dangerous thickness from over-zealous painting in the past.

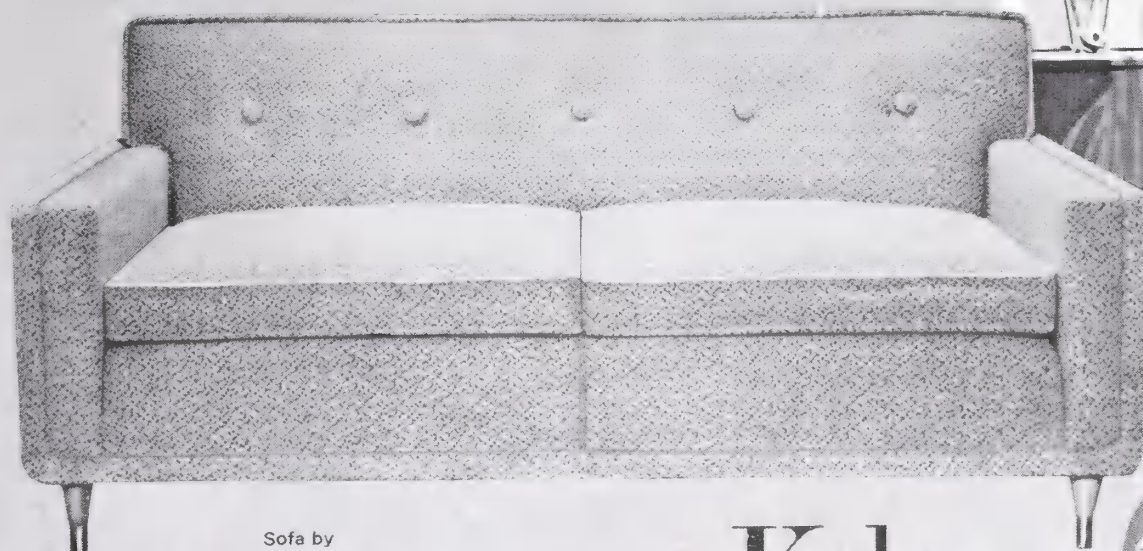
### Natural finishes follow different rules

Natural finishes are of two types: those that penetrate into the wood and those that sit on the surface. Both types slow down the rate of alternate wetting and drying that causes unprotected lumber to warp and cup, pulling loose the nails. But neither stops wetting, nor do they prevent the normal changes in texture and color that follow weathering. The color changes can be obliterated however, by the careful choice of a masking color in a natural finish.

Application is so easy that the (Please turn the page)

## Beautiful Lines are made to Last with U. S. Koylon Foam

Enjoy the ultimate in comfort by relaxing on luxurious U. S. Koylon Foam. Notice the perfect tailoring in this sofa by Warrior—lines that stay beautiful sitting after sitting, year after year. And U. S. Koylon Foam is self-ventilating, non-allergenic, never lumps. Yes, for your assurance of quality, look for the U. S. Koylon Foam label on fine furniture at leading stores everywhere.



Sofa by  
Warrior Furniture Corporation  
Jim Thorpe, Pennsylvania

U.S. Koylon  
FOAM  
Cushioning



United States Rubber







... you  
should  
see  
what's  
happening\*

in...



\* New collections now  
being shown  
wherever wallpaper  
is sold.

WALLPAPER COUNCIL

## THE NEW SOPHISTICATION OF SYNTHETICS

CONTINUED FROM PAGE 102

Below is a listing of the furnishings used in the rooms shown on pages 102 and 103, both of which were exhibited in the 1956 American Institute of Decorators' show in San Francisco.

### Girl's Room

Designed by Harold W. Grieve for the U. S. Rubber Company, N. Y. C.  
FABRICS: All of various types of Naugahyde, a vinyl-coated fabric by U. S. Rubber Company, New York. Bedspread, holster, and inside shutter covering, white Breathable Quadrille. Headboard covering, white Breathable Quadrille dyed pink. Desk, bookcase and chair covering, glazed antique Elastic.  
ROOM DIVIDER: "Royafold," of glazed antique Elastic Naugahyde, The Curtition Company, Los Angeles.  
FLOOR COVERING: Cotton rug, Wunda Weve Carpet Co., Greenville, S. C. Rug underlay, "Waffle" sponge rubber, U. S. Rubber Co., New York.  
WALL COVERING: "Butterfly" wallpaper, Louis W. Bowen, Inc., New York.  
BEDDING: "Koylon" foam mattress and box spring, U. S. Rubber Co., N. Y.  
NIGHT TABLE: Designed by Harold Grieve, surfaced with Formica, The Formica Co., Cincinnati, Ohio.

### Living-Dining room

Designed by William Pahlmann for E. I. DuPont de Nemours and Co.  
FABRICS: Sofa upholstery, "Saracen Stripe." Lounge chair upholstery, "Aetna Tweed." Both fabrics of DuPont rayon, cotton and Lurex metallic yarns by the Dobeckmun Company, designed by Dorothy Liebes and executed by Arthur Brill for The Stead and Miller Company, New York. Dining chair upholstery, "Trilok," woven of rayon and nylon fibers and polyethylene yarns, U. S. Rubber Co., New York. Over-curtains, DuPont nylon "White Plume" Shantung, H. B. Lehman-Connor Company, New York. Tablecloth, "Taormina Pinks," printed by Woodson on fabric of DuPont Orlon, F. Schumacher and Company, New York.  
FURNITURE: Sofa, lounge chairs, dining chairs and burl walnut dining table, designed by William Pahlmann. Cushion filling, Dacron Fiberfill, E. I. DuPont de Nemours & Co., Wilmington, Delaware.  
FLOOR COVERING: "Mountain Flowers" Shaglon chenille, woven of DuPont nylon, Nye-Wait Co., Inc., Auburn, New York.  
FLATWARE: Sterling silver, "Contrast," with handles of DuPont "Zytel" nylon, Rogers, Lunt and Bowlen Company, Greenfield, Mass.



*If it weren't for brand names*  
**You'd have to be  
an engineer  
to know which  
TV set to buy**

The most complicated piece of equipment in the American home is a television set.

Yet you're not afraid to go out and buy one without even "looking under the hood."

What makes you so sure of yourself? In fact—how can you buy so many things you know so little about, without worrying?

Isn't it because you've learned the secret of safe and sound buying?

**A good brand  
is your best guarantee**

No matter what kind of a product you're buying, you know you're right when you buy a good brand. You know the manufacturer will stand behind it because his reputation is at stake. You can depend on a good brand.

The more good brands you know, the fewer buying mistakes you'll make. Get acquainted with the good brands in these pages and get more value for your shopping money.

**BRAND NAMES FOUNDATION**  
Incorporated

*A Non-Profit Educational Foundation*  
37 West 57th St., New York 19, N. Y.

**A GOOD BRAND  
IS YOUR BEST GUARANTEE**

## GOOD PAINTING

CONTINUED FROM PRECEDING PAGE

homeowner often starts with natural finish type without planning what he may want to do, if he isn't happy with the weathered effect. Or he may tire of the frequent need for reapplying the surface-sealing type of natural finish, which sits so exposed to the sun and the rain. Remember: You can't switch to any other type of paint, until you remove the surface sealing type 100 per cent.

Surface-sealers usually begin to look shabby in 9 to 18 months. Because they don't weather evenly and can't be "touched up," they soon build up into a thick layer that cracks and peels. You really should remove a surface-sealer and start fresh each time, but this is such a job.

Penetrating natural finishes (sometimes, unfortunately, called "sealers") sink into the wood where the sun and the rain have little effect on them. The principal reason for repainting is to freshen faded colors—and this can be done by touching up only the faded areas. General reuse once every 3 to 5 years gives ample protection to the wood, although no great harm occurs if used much less often, especially for the natural weather-resistant woods that are most adapted to natural finishes.

"Bleaching" creosote oils, for example, need be used only once.

**YOU CAN** use opaque oil and alkylid house paints over any of the penetrating types of natural finish, except fresh creosote, which may continue to "bleed" through for a year or more, but is usually no trouble after a 6-month wait, unless you want to use a white house paint over it. Old-style black creosote, which shouldn't be used anyhow, can never be painted over successfully.

**Caution:** Old wooden shingles which have never been painted in any way, may warp and cup when painted. Even a light coat of penetrating natural finish may add enough moisture-resistance to the painted side of the shingle to cause it to warp. Sometimes the warping and cupping are severe enough to wrench shingles off the roof or sidewalls, even though the nailing was strong enough to stand up to the worst that past hurricanes could do. (New shingles should be dipped to coat both sides with paint, just as new lumber is "back primed" to prevent giving uneven water protection.)

**YOU Can Afford a**

**Showrite®**  
GLASS BATH ENCLOSURE

4 1/2' or 5' Tub

**for as little as \$69.95**

CHECK... COMPARE...  
DO NOT BUY UNTIL YOU  
HAVE SEEN SHOWRITE  
FOR PRICE AND QUALITY

FOR NAME OF YOUR NEAREST DEALER WRITE:  
**THEODORE EFRON MFG. CO.**  
4434 S. Wentworth Ave.  
Chicago 21, Illinois Dept. HB956

☐ Send Name of Nearest Dealer  
☐ Send Illustrated Circular

Name.....  
Address.....  
City..... State.....



# Masonry is a law unto itself

Water vapor slips through thick concrete or brick with no more effort than if they were wood. If trapped behind a vapor-tight paint film, the accumulating water exerts pressure that often builds up enough to push the paint off.

Oil and alkyd house paints also sometimes fail on masonry surfaces for another reason: The free alkali commonly found in new masonry combines with the oils in these paints to form a greasy, slippery soap—and that's the end of good bonding for the paint. It's good practice to wash *all* new masonry stains with a zinc sulfate solution. Failure sometimes takes the form of dramatic shredding of the whole paint film.

Special oil and alkyd paints are available for masonry, but most paint manufacturers have turned to one or more of five other kinds of masonry paint:

1. Solvent-type rubber base (rubber or rubber resin dissolved in special solvents).
2. Water-mix rubber base (rubber or rubber resin suspended in water-mix).
3. Cement paint (a water-mix of cement and pigment).
4. Specialty coatings (super-tough new chemicals becoming

popular in industry to resist acids and physical abuse).

5. Silicone water repellents (colorless, penetrating natural finish).

All five types shed rain water. The water-mix types of rubber-base paints and the silicone water repellents also allow water vapor to escape through them. The solvent type rubber-base paints and the specialty coatings do not, but they are so made that they bond to the masonry so tightly that trapped moisture can't break the bond. Cement paints may or may not allow vapor to escape, depending upon how they are mixed and applied. Many are part of a water-proofing system.

The silicone water repellents are the easiest to apply, but they add no color. PVA, latex and acrylic paints are almost as easy to use, and they are very much in the news at the moment. But the oldest test paintings into these water-mix rubber paints are only six years old. These paint jobs still look fine. A few have been repainted within the year to freshen up the coloring. No problems arose, so apparently PVA can be used over PVA, latex over latex, acrylic over acrylic. Sad experience, though, has shown that none of the three can be applied over any other type of paint with-

out risk of promptly peeling off in big sheets. To be safe, confine the water-mix rubbers to new masonry, or to old masonry which has been sand-blasted clean. But many people will decide to take a chance, especially over old cement paint. For such people some of the PVA-makers offer a special primer, a "surface conditioner" or anchor coat, which penetrates and rebonds the old cement paint to the masonry below.

PVA, latex and acrylic form a paint film by drying rather than curing, as in oil and alkyd paints; the three water-mix rubber paints form a thin sheet of rubber when the water evaporates and the tiny particles of rubber close together. Obviously you shouldn't apply PVA, latex or acrylic paints to a wall that stays damp. Nor can you expect much luck with a water-mix applied in weather too chilly for prompt drying. Check the label for the lowest safe temperature. Rains can't re-emulsify the rubber once it is in sheet form, but rains can waterspot the film a bit, although not noticeably so in the best quality water-mixes, especially those of the acrylic type.

## Rubber bases have brightest colors

The water-mix rubbers and the

cement paints come only in light colors, although deep-tone colors in the rubbers appear likely. Solvent type rubber-base house paints not only offer brightness, but gloss. The specialty coatings are bright, but they are too expensive at the present time for big areas in home masonry painting.

## Metals

The area of metal to paint has jumped enormously in today's house. All of it must first be primed carefully with a special metal primer. The usual prime coat used for wood is *not* satisfactory. The finish coat on metal can be any of the opaque finishes, although PVA, latex and acrylic are risky because their water content can lead to quick rusting, especially if there happen to be any breaks in the prime coat.

To be sure primer bonds well to entire metal surface, clean away all rust, also any greases (often not visible to the eye: scrub the metal with *Ajax* to be safe).

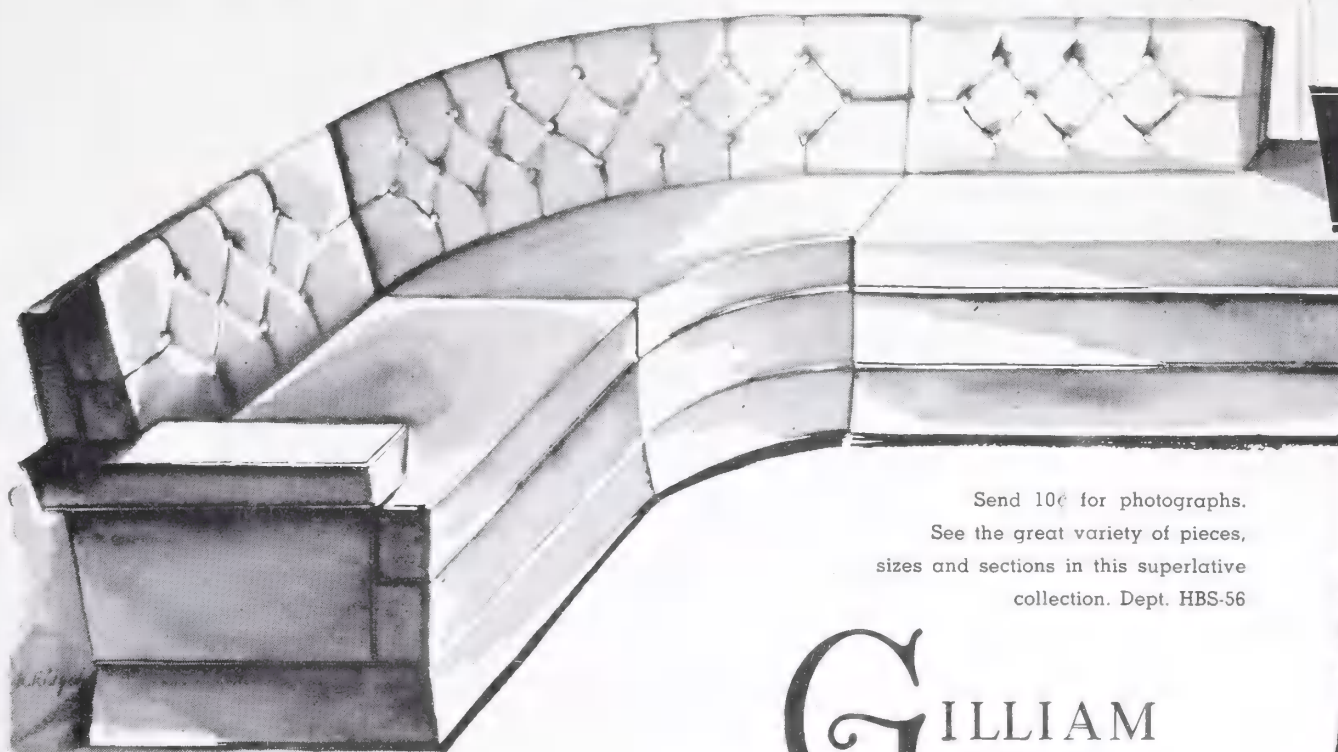
Each of the specialty coatings—vinyl, epoxy, neoprene and polyester—requires its own special primer. Without these, permanent bonding is unlikely. Used correctly, a 15- to 20-year life seems reasonable from test results.

Lavishly handtufted, Contempo is a classical collection with the newer elegance of our time.

Backs and seats luxuriously cushioned with **Firestone FOAMEX®**

to give you the ultimate in comfort, to keep fabrics

snug fitting, to give firm support to lovely contours.



Send 10¢ for photographs.  
See the great variety of pieces,  
sizes and sections in this superlative  
collection. Dept. HBS-56

**GILLIAM**  
DISTINCTIVE FURNITURE  
STATESVILLE, NORTH CAROLINA



## COOKING IS CULTURE, TOO

CONTINUED FROM PAGE 97



...because there's *haut* goût zest in every shake of Beau Monde Seasoning. Improves chicken, steaks, roasts, stews. Sparks the flavor of salads, casseroles, soup, fish and barbecue... a seasoning lift for almost anything.

For exciting uses of seasonings and **FREE** Herb Chart write to:

**SPICE ISLANDS**

Dept. HB, So. San Francisco, Calif.

## Ain't it a grand and glorious feelin'!

You were scared. You thought you had cancer. So you did the thing *every* intelligent person does—you went to a doctor for a checkup.

And it wasn't cancer after all! Ain't it a grand and glorious feelin'!

Scientists are making progress against cancer. To keep this work going, money is needed.

So fight cancer with a check—and a checkup. Give to your Unit of the American Cancer Society, or mail your gift to **CANCER**, c/o your town's Postmaster.



**American  
Cancer  
Society**

and all the obvious eating places for travelers.

You have traversed a thousand, two thousand, three thousand miles! You are sitting perhaps in the heart of a tropical paradise. On a ride through the countryside you have seen strange tropical fruits. You have walked through the markets and seen baskets piled high with curious and wondrous unknown vegetables. Now you are back for lunch in your luxury hotel. And what do you find? On the menu is written, "This hotel is noted for its continental cuisine." You know you are in for it—a poor imitation of third-, fourth- or fifth-rate so-called French cooking, prepared by a chef who has long since forgotten almost everything he learned in a Swiss hotel school 20 years ago.

But far from being ashamed of their ignorance of the local gastronomy, the hotel-keeper boasts of it. You should have seen the way the eyebrows of the Maitre d'Hotel at one of the famous French restaurants in Mexico practically disappeared into his hair-line when we asked for the white fish of Patzcuaro instead of a pseudo Thermidor of Lobster which he proudly told us had been flown down from Maine. Equally horrified was the head-waiter at Del Prado when we wanted to order the celebrated goat cheese of Oaxaca and a bottle of Mexican rosa wine.

"Mesdames," he informed us with the loftiest lift of the chin, "we serve here only imported cheese and wine. Frankly, I have never heard of the others."

**N**OT ONLY abroad but all over the United States you'll find this same disdain. Even in San Francisco, famed for the fabulous sand dab which most gourmets agree puts Dover sole to shame, we were served, with tremendous ceremony and at enormous cost, *Filet of Sole Marguery*—everything imported, of course, and so poor that one of our party renamed it, for obvious reasons, "Floundered Soul."

Where in Boston, except at Durgin's Park, can you find Boston baked beans and brown bread?

Did you ever go looking for spoon bread in a public eating place down South? How often have you seen wall-eyed pike—one of the world's most glorious fish—on a Michigan menu?

The irony of it all is that restaurants *can* be a fine passport to

a new world in gastronomy. But they can also be a barrier. You have to be smart about how to get past the barriers, how to find the restaurants that *do* introduce you to the new-to-you, the local, the indigenous.

Of course this kind of snobbery about the imported can be found in homes, too. We don't mind an admiration about French cooking or some of the other great cuisines of the world, but we don't believe it should rule out an admiration for the best that can be produced at home. For it's the French who are the world's leading experts at recognizing food for exactly what it is and thus seeing how best to use it. They have what Gertrude Stein called "pure vision," an ability to see the thing itself. This pure vision is very necessary to cooking. It lets you know whether to serve the strawberries whole with the stems on, or whether you'd do better to stem, slice and let them repose under a film of sugar for 15 minutes so they'll become juicier.

The French would not be so blind as to buy caviar at \$32 per Russian pound and miss the wonders of other equally good roes, such as the mealy gold of poached mullet eggs bought for 30 cents a pound in a Harlem market. The French would have them both, because they see food straight and pure without any preconceptions—paying no attention to prices, "imports" or anything but whether it tastes good. Once you can see the same way, you can widen your world miraculously.

One of the pleasures of cooking is being able to increase your skill. To fry or boil an egg so the white is not leathery requires sensitive understanding, a paying-of-attention to the small signals of change that tell you when to turn up the heat or turn it down. Such skill takes a seeing eye, and an understanding mind.

If you know how much fat to cut off the steak before you broil it, if you know *when* to wash strawberries, if you know the exact instant to turn a pancake so that it is neither dry nor soggy, you are operating with skill—an informed skill.

The act of successfully doing what you want to do is a pleasure. This is the pleasure that is derived whenever the mind illumines any action. It is fun to perfect a technique, to become better and better at something, to analyze *why* a

thing contributes to flavor or texture or efficiency, or speed. It is a pleasure to think about the alternatives open to you—whether to soak the lamb in wine or soy sauce, or whether to use ginger or garlic. If you have no knowledge of either, nor any experience with either, you can only stumble along, trusting to fool's luck, hoping that the person who wrote the recipe you are following blindly had more of a cultural background and is leading you to a finished dish that has more than mere adequacy.

**C**OOKING approached in this thoughtful way is not work or drudgery, for you're always testing a theory, pursuing a point of view, synthesizing a principle which you can reapply in some other circumstance. You are creating as you cook when your mind can be at play on these matters.

Add to this matter of skills the big crucial one about nutritional understanding and you get a fourth dimension. If you know about nutrition—really know, instead of faddish calorie counting—you'll know why you must not soak the raw vegetables to crisp them, and why it is better to eat an orange in the hand than to squeeze it. You'll know why and when to limit the amount of roughage in your diet, when to avoid whole wheat flours and celery.

The devotees of food as culture are a merry company. You find them everywhere. Some are rich—even after taxes. Some are pension-poor. Many live in cities, but some in little towns, farms and ranches. A few are young. Many are older, for the gourmet attitude seems to increase with the mellowing effect of years—which is another way to say "experience." Perhaps one generalization may be permitted: Usually they are the nicest people, the most interesting; in some cases the most successful. This type of culture seems to thrive among warm-hearted, kindly folk. This makes it all the more fun to be one of them.

As for their haunts, you may find them in restaurants, grocery stores, super-markets and open-air markets. A decade ago they gathered in the old Fortnum & Mason's in London. Now it's Hediard's in Paris. Charles, the Vendome and the newly-reopened Maison Glass in New York, as well as Washington Market and the stalls under the tracks at Park Avenue and 116th



Street; where you can buy eddoes, gineps and plantains and even annatto from the West Indies. You find them at the Farmers Market too, and at Balzer's in Los Angeles, or while prowling among the delicacies at Marshall Field's or at Stop and Shop in Chicago. You'll find them too, in the small inconspicuous shops like TelBurn on East 55th Street, in New York, which the untutored eye might pass by with never a second look. But, here in a single afternoon you may meet a famous portrait painter, a TV star, an agency vice-president, an engineer lately returned from the Far East, a diplomat, and a dishwasher from a Chinese restaurant. Some come for rare spices, some for teas. Many are curry fanciers and they find here at least 41 types of custom-blended curry powders.

But no matter where you find them, there will be that thrill of recognition which comes when you meet a kindred soul.

But there are other thrills of recognition—not involving people. You'll feel inordinately proud when you recognize in a strange land an old, old friend. To meet aioili in Provence, and to be able to say to yourself, "Why, of course, I know you. I know your family—origi-

nally from Greece, though most people don't know that. You're really a mayonnaise, with lots of garlic, made green with finely minced herbs. Most people think your family started in the French city of Mayen, but I know better."

Then out of deference to your new friend, you make an aioili in your own manner when you get home, tossed together in seconds in your blender, to which you add two plump cloves of garlic put through your little press and colored (if you don't grow your own herbs) with a couple of drops of green coloring. And as you make your modernized version you think long thoughts about your trip, and you wonder where the Greeks got the recipe, and how you'd better read up on what civilizations colonized the Greeks, so you can figure out who *really* concocted "mayennaise" first.

Thus "the modern epicure" illumines every action taken in food procurement and preparation with some kind of understanding.

You may be asking yourself, "But what is the down-to-earth, tangible pay-off of making cooking a culture area?"

Here are seven pay-offs, as real as you could ask for.

1. Once cooking becomes more

than reading and blindly following somebody else's recipe, you begin to cook superbly well. For, let's face it, many, many recipes are not superb because they are created by people who may not have their own cooking practices sharpened by years of tasting the best. You, though, begin to view a recipe as something you can improve on. You look for the fallacies in method or the lacks in seasoning and you correct as you go along—sometimes almost unconsciously. This is what the "born cook" does (and you can tell we don't think there is such a thing).

2. This approach to cooking lets you break through the status quo in recipes and create new methods, new combinations, new short-cuts. We have hardly begun to absorb the huge gains made in the last 20 years, and the huge mass of recipes are obsolete in the light of the revolutionary meaning of new appliances and new industrial foodstuffs.

3. You can order a meal superbly well in a restaurant, for you know how to run your eye down the menu and judge the sophistication and capabilities of the chef, so you can summon up the best he is capable of.

4. You can buy the best food-

stuffs available for your own kitchen, screening from a huge variety of sources the choicest. You tap the local, national and international sources in a way you would not have known before.

5. You get a better focus on price, for you know when to pay extra to get something better, and when not to pay more because there is a false value buried in the price. For instance, peak-of-the-season plenitude is also the time of peak flavor and lowest prices. Out-of-season means lowest flavor and highest prices. The gourmet eats in season.

6. The cultured cook knows when to cook quick and when to cook long, and adapts the menu and the recipe to the time available. Just as there are certain types of music written to be played as encores, so there are certain types of dishes for fast concocting.

7. The cultured cook commits no clichés, such as the ever-present buffet menu of baked ham, potatoes au gratin and green salad. The cultured cook never deludes herself into thinking she can achieve individuality for a party by calling in the best or highest priced caterer in the city. (As one wedding-weary guest remarked, "You can almost taste the rubber stamp.")

FOR THE CONTEMPORARY FURNITURE OF LASTING BEAUTY

*the answer is Risom*



JENS RISOM DESIGN, INC., 49 EAST 53rd STREET, NEW YORK 22, N. Y. CHICAGO • DALLAS • ATLANTA • LOS ANGELES

AVAILABLE THROUGH LEADING DEALERS AND DECORATORS WRITE FOR OUR NEWEST BOOKLET—25¢. DEPT. B-106

RICHARD AVEDON



## MEMO to a MODERN EPICURE



MARILYN HAFNER

by Poppy Cannon

### Spiced Iced Tea

This is by way of a thank you note to Twin Trees Gardens in Lynbrook, New York, for their new "Frosty" tea with Lemon Verbena, a special blend of Ceylon and Darjeeling, rather surprisingly and enticingly flavored with the herb. If by good chance you should have a lemon verbena plant in your garden, it's a lovely idea to garnish the tea as you would a mint julep so that the sprigs will please the nose.

Another enchanting tea for icing is the widely distributed Bigelow's Constant Comment mixed with the finely cut rind of oranges and a variety of sweet spices in the Early American fashion.

### A Bow to Bonté

A picture of the Arc de Triomphe decorates the ruby foil-covered tin of peas put up by the Green Giant Company of Le Sueur, Minnesota. These, if we may be permitted a slight touch of chauvinism, are American peas—very young, very early, very June—that put French canned *petit pois* far in the shade. Perhaps if you are lucky enough to have eaten in French homes, you have tasted their counterpart—cooked with tiny onions and flavored with a bit of lettuce and the most delicate of seasonings.

### Exit Butter Bother

Melting a bit of butter needed for the batter of popovers, pancakes, and such-like is always a chore. You have to find that little pipkin. It's so small it tips. The handle gets hot. You burn your fingers. Of course, you can use salad oil instead, but it doesn't give quite the same taste.

Haste proved to be the mother of inspiration. One morning we tossed the butter along with the flour, milk and eggs into the electric blender and away it whirled. Couldn't be better!

### New Blades for Old

If your trusty Waring is more than a couple of years old, it's probably not as wondrous as the new ones. But did you know you can make it so with a change of blades and at a cost of about three dollars? Several top-flight manufacturers of small appliances, including Waring Products Corporation, have combined to authorize a number of small appliance service centers in cities and towns all over the United States. Factory Approved Service Stations are generally listed as such in the phone book, but if you are unable to locate one in your locality, you may write for information to Waring Products

Service Center, Winsted, Conn. A joy and an amazement what this new super-efficient cutting blade will do—grind coffee, chop vegetables and even nuts.

### Snow in Summer

Such a furor when on a warm afternoon we served Pimm's Cup, "the original gin sling," in snow-crusted glass tankards. Wonder of wonders, even in the heat of the sun, the glasses kept their icy frost.

with Make-It-Snow, from a spray tin. Yes, the kind you use at Christmas! Harmless, it brushes or washes off easily—not a substitute but as an adjunct to a well-chilled glass, it works particularly well on a handled mug like Plummer's graceful gin-and-tonics, which everybody uses for everything just as they use Pimm's 12-ounce tankards. Pimm's pretty and useful glasses are not available in stores, but may be ordered directly from Julius Wile & Co., Dept. HB, Teterboro, N.J. Only \$3 for four tankards.

### Pimm's of England

Naturally when you have the tankards, or even while you are waiting for them, your thoughts will turn nostalgically to the herbal fruitiness of Pimm's Cup. Easiest of mixed drinks to make—no more trouble than a highball! Simply pour over ice cubes a jigger (1½ oz.) of Pimm's Cup No. 1 which you buy at any liquor store. Fill the glass with 7-Up, Tom Collins Mix, ginger ale, ginger beer or newest-of-the-new lemony White Rock Vodka Mixer or Canada Dry Vodka Splash. Garnish with a slice or small section of lemon or lime and a long strip of unpeeled cucumber, or a sprig of borage.

(Please turn to page 179)



It's a trick learned from those imaginative table-setters of Abraham & Straus in Brooklyn. All done



# EVER BEFORE A BLANKET LIKE THIS!



er so much warmth, so little  
ght! Warmer, ounce for ounce,  
natural-fiber blankets!



Never such easy washability!  
Comes out of the washing ma-  
chine as soft and fluffy as before!



Never before such shrink-resist-  
ance! Folds perfectly, tucks in  
deeply even after many washings!



**ACRILAN**

ACRYLIC FIBER BY  
CHEMSTRAND

## e remarkable Acrilan blanket

ged America's mind about blankets. It showed  
ans a new comfort, a new warmth, a new kind of  
vering. And Americans loved it! Today, hundreds  
sands of this remarkable blanket have been sold.  
e facts... and see why you, too, deserve a blanket  
an acrylic fiber.

Fact 1: Acrilan is remarkably soft. 2: It's incredibly light, yet (fact 3)  
independent tests prove it's actually warmer, ounce for ounce, than natural-  
fiber blankets! 4: Acrilan is *machine-washable*. No fear of shrinking, no  
danger of matting or boarding! Facts 5, 6, 7: Acrilan  
is non-allergenic, immune to moths and mildew, and  
comes in a whole bouquet of colors. Why settle for  
ordinary blankets, when the facts point to the one,  
the only, the wonderful Acrilan blanket?



OR NEAREST YOU, AND FURTHER INFORMATION ABOUT THE ACRYLIC BLANKET, WRITE BOX HB-1, THE CHEMSTRAND CORP., 350 FIFTH AVE., N. Y. 1  
CHEMSTRAND CORPORATION, 350 Fifth Ave., New York 1 • PLANTS: ACRYLIC FIBER - Decatur, Ala. • CHEMSTRAND® NYLON - Pensacola, Fla.





Luxurious "custom" effects  
yours with new Kirsch Superfine  
the finest adjustable traverse.

## "Curtain Calls" Ensured

### WHEN YOUR WINDOWS START WITH KIRSCH

With Kirsch "behind the scenes" you're sure to win applause! Fresh, colorful window effects give any room a new setting of beauty . . . easily, at least expense. Look to Kirsch for smart, adaptable window decorating ideas. And rely on Kirsch for fine drapery hardware you need, to bring your style idea *and* your carefully selected fabric *thrillingly to life* in a window effect of lasting beauty.

Drapery hardware is NOT "all alike". You pay no more to enjoy the extra beauty, durability, and smo-o-oth performance built into the *hundreds* of Kirsch products at your command. So *always* ask for Kirsch! And treat yourself—NOW—to "Window Inspirations" . . . the big, full-color 32-page Kirsch book that brings you 64 window-effect pictures and a wealth of hints on fabrics, fixtures and color. Only 50c. At your Kirsch dealer, or write Kirsch Co., 520 Prospect St., Sturgis, Michigan.



In the elegant Eden Roc, Miami Beach, as in so many other fine buildings the world over, "*Where Beauty Counts—Kirsch is the Choice.*" Architects, designers and decorators everywhere rate Kirsch the international standard . . . preferred for beauty, wide range of types, easy installation, dependable performance, and sheer all-around quality.



# Kirsch

DRAPERY HARDWARE



## MEMO TO A MODERN EPICURE

CONTINUED FROM PAGE 176

### A Dark Mysterious Dip

Down Dallas way there is a sizable segment of the population beginning to be known as the Benell Beit—devotees of Julie Benell of the *Dallas Morning News* and WFAA-TV. Her book of Favorite Recipes, published by Hanover House, Garden City, N.Y. (\$2.95), only a couple of months ago, is already in its third printing. From it we learned the secret of a curiously interesting cocktail dip that, we predict, may rival the ubiquitous Lipton's onion soup and sour cream concoction. This one starts with a can of Campbell's condensed black bean soup thoroughly blended with two 3-ounce packages of cream cheese. Season Texas style (this means hot) with 3 or 4 drops of Tabasco, one teaspoon of Worcestershire sauce, ½ teaspoon powdered thyme, ½ teaspoon salt and ¼ teaspoon powdered garlic or one clove of garlic. Serve with potato chips, Fritos, Devonshire Melba Rounds or most interestingly with the thin bread sticks of Turin.

### Green Corn Cakes

Many years ago in Athens, Alabama, we tasted these tender little cakes which bear not even the slightest resemblance to stolid corn fritters. These are guiltless of flour and baking powder. The classicist would say that they can never be properly made except from the milkiest of kernels scraped as of that minute, from the tenderest of roasting ears. We would have agreed until we found Dulany's frozen creamed corn from Fruitland in Maryland. Every time, any day in the year, this corn has only to be thawed and it is perfect for cakes or green corn pudding. Irma Rombauer says, "The corn is right if it looks like thick curdled cream when scraped." and in the *Joy of Cooking*, Mrs. Rombauer shows various scrapers. Now no more scraping, simply thaw one package of frozen creamed corn, add three well-beaten egg yolks, ½ teaspoon salt and fold in the stiffly beaten whites of the three eggs. Drop by spoonfuls onto a hot, well-greased griddle: brown on one side and then on the other.

These are touch-me-not cakes much too delicate to handle. Traditionally, they call for turkey hash or else molasses or maple syrup or honey. Serves six.

### Life Can Be Simple

At our house that ever-vexing

problem of what to serve with a drink is no more. On the shelf along with the mixings, stand three



Cresca jars. Interesting nibbles all. First there is the Cocktail Melange, which I first discovered being put together in a gracious country house in Ipswich, involving package after package of Cheerios, Wheatchex, Ricechex, pretzels and mixed nuts. Like the homemade original, the Cresca Melange is toasted in oil and tastily seasoned. The second Cresca jar holds crisp waffled pillows, thumbnail size, flavored with fine herbs. You taste basil, chervil, chives, parsley. A third jar holds Salamees—related not to Salomé but salami. These are small cocktail diamonds, tasting quite definitely like a good Bavarian schlagwurst. Cresca products, by the way, are everywhere these days—in food specialty shops and also in many super markets.

### Instant Café Espresso

Suddenly, for what seems to be no reason whatsoever, you may find yourself remembering Venice in the summertime and the tables at Florian's Café on the square in front of San Marco. All because of a little cup of café espresso which turns out to be instant coffee. No *macchinetta*, no steam, no trouble! One of a trio of international instant put up by Jina Food Originals, Dept. H, P.O. Box 53, Midwood Sta., Brooklyn 3, N.Y. There is also instant Café Français "enriched with pure chicory after an authentic West Indian recipe," and a Viennese Coco-Café prepared with cocoa beans to be served hot or cold, topped in either case with *schlagsahne* (sweetened whipped cream) accompanied, of course, by Mozart or a Strauss waltz.

These coffees are available only by mail in sets of three (\$2.95 ppd. East of Mississippi).

## COSCO® "fashionfold" CARD TABLES and CHAIRS



31"-square table \$11.95\*  
Gatefold chair \$ 8.95\*  
Complete set \$47.75\*  
(35"-square table \$14.95\*)

\*Slightly higher Colorado and west, and in Canada.

● "Smartest Set in Town" . . . with the most comfortable folding chairs made! Backrests are contour-curved; seats are comfort-cushioned, extra-wide . . . and saddle-shaped. Table legs are flared for style and strength. Washable, stain-resistant Duran upholstery. Chip-resistant baked-on enamel finish. Two table sizes, three chair styles, four upholstery patterns, eleven striking color combinations! Sets from \$41.75\* to \$54.75\* at leading stores everywhere.

HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA



### A COMPLIMENT TO ANY KITCHEN!

Whether you're decorating, building or remodeling you'll want to install the NEW DELTA Single Handle Faucet . . .

AVAILABLE THROUGH ALL PLUMBING SUPPLY STORES!

The DELTA FAUCET has ONLY ONE MOVING PART and offers years of trouble-free service.

Literature showing the full range of models available upon request.

See your Plumber today . . . and INSIST on DELTA . . . the faucet with only ONE moving part.

IN CANADA  
Empire Brass Mfg. Co. Ltd.  
16 Branches across Canada



THE DELTA FAUCET offers a complete variety of models for both deck and wall installations. They all include the same excellent design with only one moving part.

## Delta FAUCET

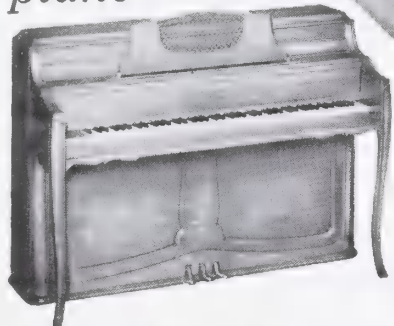
DIV. MASCO SCREW PRODUCTS CO.  
12825 Ford Rd. Dearborn, Michigan



## A PHOTOMURAL FOR THAT BLANK WALL

CONTINUED FROM PAGE 82

her  
happiest  
hours  
are  
spent  
at a  
Hardman  
piano



For more than a century, a name synonymous with fine pianos. Write for FREE illustrated catalog and booklet, "Answers to questions parents ask about music", Dept. HB-9

**Hardman, Peck & Co.**  
33 West 37th St., New York

FASHION NEWS



HAT BY JOHN FREDERICKS

\* New collections now being shown wherever wallpaper is sold.  
WALLPAPER COUNCIL

scrolls. Here is a case where you may want to make a simple composition of three or four butterflies and some foliage or a bird with reeds and grasses against a white background, and finish it off in a narrow red or black lacquer frame.

A very different effect may be achieved by using museum treasures as source-material for murals. Attracted by a Central African cave dwelling in the exhibition albums of the Museum of Modern Art Library, a friend of ours had the museum's photo service print a 3½' x 8' enlargement for the wall above his living room sofa. And a well-known designer of furniture had the museum enlarge a Picasso line drawing as the focal point for his studio wall.

In a child's room a photomural of blocks and toys or one of cookie molds might be your choice. One little boy of our acquaintance has a Lollipop Corner—a mural of a huge lollipop tree, which a picture in a magazine last December inspired his parents to make for him, instead of the more conventional Christmas tree. (Whenever he is especially good, by some miracle the tree sheds real lollipops, which he finds beneath it the next morning.) Another youngster has a photomural of a doll's house above the long low shelf on which she keeps her dolls.

The kitchen is often a rather pictorially neglected part of a home. With a little thought and a photomural treatment, this too can easily be remedied. You might want to test the possibilities of close-ups of garden vegetables, an arrangement of utensils, a still-life to rival the best of Braque.

Another ideal place for a mural is right over the bar—perhaps an interesting composition of bottles or a sidewalk café scene or the huge casks and copper still of the Benedictine Monastery in Fécamp.

Of all the walls in your home, however, those of the study hold

the greatest potential for photomural decoration. Perhaps that is because a study so often reflects the interests and hobbies of its occupant, and a photomural can be a most dramatic background against which to display the objects of those hobbies.

Glass showcases of rare coins could be handsomely exhibited against a sepia enlargement of an architectural fragment from antiquity, photographed in high key. Or the coins might be applied directly to the mural before glass and frame are added. A collection of shells is given greater decorative importance when shown against a mural of Waikiki Beach; shelves of geological specimens look very much at home set against a photomural of the Grand Canyon.

Displaying miniature animal sculpture against a Henri Rousseau forest scene or Venetian glass against a view of the Grand Canal; using a montage of album covers for the wall behind the record player; applying dried and pressed botanical specimens to an Adirondack scene in all its summer glory; lining large shadow-boxes with suitable murals to add depth and authentic background to the objects highlighted—these are some of the ways people have let their hobby of photography help show off their other hobbies.

The general procedure for getting your photomural material is as follows:

## At the Museum of Modern Art

Go to the Photographic Service in the Museum's Library. There, any photo on which the Museum holds the negative rights may be selected for enlargement, provided it is for home use and is not to be used commercially in any way. (The Museum arranges with an outside studio service to do the actual enlarging.) Approximate rates for unmounted 40" x 8"—\$40; 24" x 48"—\$12.

## At the Metropolitan Museum of Art

The Photo Sales Department provides a negative, plus one print, of anything on exhibition, e.g., a painting or tapestry in 8" x 10" size for \$15. The largest size that the Museum provides is 40" x 48" for \$35. Then you take the negative for enlargement to a professional studio service (they will recommend several names) or make it in your own darkroom.

## Other Museums

Follow same procedure as Metropolitan. If they do not have Photo Sales Departments they will generally give their permission to have anything in their own collections photographed, so long as it is not to be used commercially.

Costs for enlarging run about like this:

\$1-\$1.25 per sq. ft., unmounted black-and-white.

\$2 per sq. ft., unmounted sepia.

50¢-75¢ extra per sq. ft., mounted.

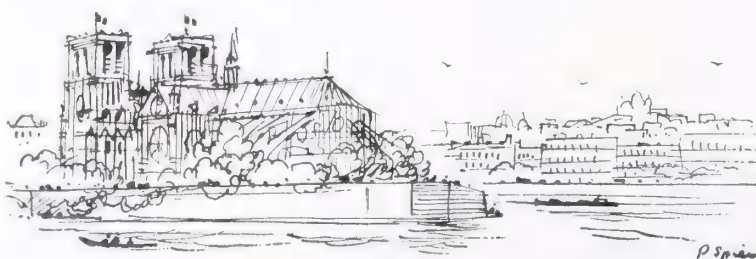
\$3-\$4 per sq. ft., if applied directly to wall (unmounted) by a professional. (E.g.: 40" x 8' would cost \$40 unmounted, \$60 mounted, or about \$100 professionally installed directly on the wall.)

Following is a list of the furnishings shown on page 80.

FURNITURE: Marble coffee table, Rene Brancusi Co., Inc., N.Y. Pair of yellow side chairs (#DKX-1, Line No. 4-009). The Herman Miller Furniture Co., Zeeland, Mich. Storage wall base cabinets. Country Workshop, Newark, N.J. Pair of 36" divan and foam mats on legs with bolsters, M. Mittman & Co., Inc., New York, N.Y.

FLOOR COVERING: Cotton rug, avocado green, E. T. Barwick Mills, Cramblee, Georgia.

ACCESSORIES: Photomural, Meri Studios, Inc., New York, N.Y.



P. Spier



# Fruit for dessert



By SYBILLE BEDFORD and EVELYN GENDEL

Nothing else satisfies the two cravings—for sweets and for refreshment—like fresh fruit.

There's hardly any cooking. Sometimes just an unexpected combination—purple plums, almonds and honey; or melon and raspberries, half-frozen into a coarse cream; perhaps nothing more complex than peaches and bananas, but with tart red currant to bring out the sweetness. Melon, stewed in pun-sugar, or scented with strawberries. And strawberries—scattered over sliced blood-oranges, or spooned icy-cold over whipped-cream cornucopias.

For *grande luxe*, a mousse of picrots and whipped cream. Or a whole ripe fresh pineapple stuffed with fruit, bathed in champagne and chilled to the core.

Make a shimmering jelly of oranges; give peaches a crushed-raspberry frosting. And for every day, make the best stewed fruit anyone ever ate—peaches or those small blue Italian prune-plums, served in their own thick pure juice (not sugar syrup), chilled, with sour cream, or with layer cake, or on top of ice-cream, or just by themselves. They're so incredibly good the family eats them round the clock. For a part, try these:

## Plums and Almonds, Maison

Get some nice big  
pe plums, purple or

yellow. Peel off skins and halve them. Fit a whole white peeled almond into every half-plum, cover with a little honey, and mask with ice-cold sour cream. (Use fresh almonds when they are in season.)

## A Half-Freeze of Melon and Raspberries

Halve and clean some small melons and fill each half with some frozen crushed raspberries and cream. Or just mash some ripe raspberries with a fork, mix them with sugar and some heavy cream, put them in a tray and let them freeze coarsely. (A half cup of cream and five tablespoons of sugar for every half pound of raspberries.) Shortly before serving, fill your already chilled melon halves. This is refreshing and very good with or without sugar wafers.

## Peaches, Bananas and Almonds in Red Currant Dressing

This is a delightfully sweet-tart combination. Mash some fresh red currants with a fork (or rub them through a sieve or put them in an electric blender) and sweeten them with plenty of confectioners' sugar to taste. Do this ahead of time, put them in a cup in the refrigerator and let them remain until very cold.

Before dinner, take some frozen peaches, just thawed, an equal quantity of sliced banana. (Please turn the page)



DENNY HAMPSON

KITCHEN MAID  
gives you  
exciting new  
features—  
down-to-earth  
prices



"Here's a Gem  
among kitchens"

says lovely international skating star, Barbara Ann Scott



From Kitchen Maid, your dream of a kitchen is now brought to life! For Kitchen Maid has joined the incomparable beauty of Shadow-Line styling with wondrous natural finishes and the most advanced work-saving features ever conceived. Here, framed in a setting of warm, friendly hardwood cabi-

nets, are the built-ins every woman longs for...with new cooking units, appliances and laundry aids leading a galaxy of magic conveniences to make your kitchen a room to live in. As Barbara Ann Scott says—it's a gem among kitchens, in a hundred work-saving ways! Moreover, it's moderately priced.

Send today for colorful planning booklet.

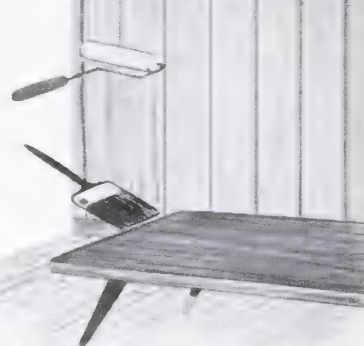
**KITCHEN MAID**  
FIRST AND BEST IN  
**KITCHENS**  
OF WARM AND FRIENDLY WOOD

The Kitchen Maid Corporation,  
269 Snowden St., Andrews, Ind.  
Enclosed is 25c in coin. Please send booklet,  
"Kitchens That Sing."

I am ☐ building ☐ buying ☐ remodeling  
Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

AS FEATURED IN THIS ISSUE OF HOUSE BEAUTIFUL

*deft-ly yours*  
...for natural wood finishing



seals... primes... finishes  
dries in 30 minutes... will not darken

WOOD FINISHING MADE EASY

Anyone can use new interior DEFT WOOD FINISH with professional results. No thinning required, nothing else to use. Dries in 30 minutes, may be recoated in 2 hours. A semi-gloss, BAR TOP fine-furniture finish that brings out the beauty of natural wood. BE GOOD to your WOOD...deft-finish it.

WALL PANELS

FLOORS

CABINETS

FURNITURE

...ALL INTERIOR

WOOD SURFACES

Wherever paints are sold, write for free Deft booklet, Deft, H  
DESMOND's, 1826 W. 54th St., Los Angeles 62, Calif.



## FRUIT FOR DESSERT

CONTINUED FROM PRECEDING PAGE

bananas, and a few peeled almonds, whole or halved, and turn them into a pretty bowl and mix or mask them with the sweetened, mashed red currants. Decorate with a few whole almonds.

The tart red currants combine most agreeably with the sweetness of the bananas and the freshness of the peaches, but be sure to put the fruit together just before dinner. If the peaches are still a bit icy, so much the better. By dessert-time, they should be still deliciously cool and fresh—just right. Beware long-thawed, limp, warm peaches!

### Stewed Melon

This is delicious, cool and pretty—everything one wants in a summer dessert. Perfect by itself for luncheon. For a party, dress it up with an angel cake.

Cook some chunks of ripe, peeled melon with some spun sugar in a little orange and lemon juice until they are just done. (Literally, only a minute or two, gently boiling; above all, not mushy.) Cool, chill, and serve in a crystal bowl.

To make spun sugar: put some sugar in a small saucepan, add just enough cold water to melt it, and let it come to a rapid boil. Every so often dip a stick or a small wooden spoon into the boiling sugar, and then plunge the stick immediately into a ready bowl of cold water. At first the sugar left on the stick will be a kind of soft thread; a minute later the thread will be stronger; at the next test it will be a soft film, then in only a few seconds the film will become brittle and break clean. (Thermometer should read 350 degrees.)

Now the spun sugar is ready, take it off the fire at once (or it next becomes caramel). Use it hot, or break off a cold piece to cook with your melon.

### Melon Stuffed with Wild Strawberries

This is another delicious melon dessert—best with those small, incomparably scented wild berries.

Select a fine ripe cantaloupe, not too large. Open it by cutting out a small circular piece at the stalk end. Reserve that piece; it will serve as a lid or bung later. Scrape the seeds out with a long-handled spoon. Now with the same spoon, loosen the flesh of the melon without piercing the rind, and leave the chunks of flesh *inside* the melon. Put in a spoonful of powdered sugar, then fill up the melon with whole ripe wild strawberries, add some more sugar, shake the melon a little, refit the lid in the opening and seal it with a little butter. Now

put the melon in a cold part of the refrigerator for the rest of the day.

When you open the melon—you may widen the opening a little for easier serving—the whole house will be perfumed with the fragrance of wild strawberries.

It's customary to macerate this kind of dessert in a liqueur or wine. Try to refrain for once, and see what wild strawberries can do for you unadorned.

(You don't need a wild strawberry patch to enjoy the above recipe. Instead buy plants of *Fraises des bois*, the runnerless strawberry of France. They'll produce tiny, tasty, dark red berries in July and August. The plants are compact as an ornamental groundcover.)

### Oranges aux Fraises des Bois

This is one of the most gracious, simple things we know—orange slices scattered with strawberries.

Cut the skin, and the white inner coating, too, from a large sweet blood orange with a sharp knife (hold it by inserting a small, sharp-pronged fork), then slice it down into thin round slices, across the grain. Arrange the slices on a large dish, or on individual fruit plates, scatter a spoonful of fresh wood-strawberries on top, sugar well, and serve at once. The fruit should be cool, not iced. Count about one orange per person.

### Fraises à l'Andalouse

This is a real classic dish—elegant, very rich, and delicious.

Put some sugar and a little Sherry over some fresh whole strawberries and let them chill in the refrigerator for a couple of hours or so. At serving time, cover them with some ice-cold whipped cream seasoned with (1) a few mashed strawberries, and (2) some finely grated orange peel. Decorate with a few large berries.

Note: When sugaring berries, leave them at room temperature long enough for the sugar to dissolve (turn them *lightly*, without crushing) *before* putting them on ice. Otherwise the sugar just makes an icy coating which won't penetrate and sweeten.

Frozen strawberries make luscious desserts. Try a homemade ice cream, made with heavy, stiff-whipped cream mixed with thawed, frozen strawberries (nothing else). Freeze it in trays in the ice compartment. And don't serve it rock-

hard. Take it out to soften a bit before serving. Best ice cream you ever tasted.

And for a wonderful dessert that's—literally—no work, and grand enough for a dinner party, buy some light, flaky-sweet, cornucopia-shaped pastries filled with whipped cream. Have them ready on individual dessert plates; at dessert-time spoon over them some just-thawed frozen strawberries.

### Apricot Mousse

For a formal occasion, when you want to cut a figure, this is a most luxuriously rich mousse. It requires little preliminary work, but the result is quite heavenly.

Rub a pound of very ripe peeled apricots through a sieve, mix them with  $\frac{1}{4}$  pound of confectioners' sugar and  $\frac{1}{2}$  pint of whipped cream. Turn it into a dessert dish, and serve ice-cold but not quite frozen. If you wish, you can decorate it with whole fresh berries and/or small macaroons.

### Pineapple Pallavicini

This is another elegant dessert.

Take a handsome, whole ripe fresh pineapple and cut off the top just under the spiky leaves. Scoop out the flesh without hurting the shell. Cut the pineapple flesh into small chunks, mix it with some whole ripe garden strawberries and some peeled orange sections, add powdered sugar (turn the fruit gently for a moment to dissolve the sugar) and return all this fruit to the pineapple shell. Moisten with some champagne, cover the opening, put in the refrigerator and chill to the core.

What to do with the rest of the champagne? Well, put some nice Brut New York State or French champagne on ice. Then just before dinner, open your bottle—be it split, pint or quart—give some to the pineapple, and have the rest yourselves. You will discover there is no better aperitif.

### Gelée d'Orange à la Moscovite

This is less grand than Pineapple Pallavicini but extremely refreshing—shimmering, clear, and really tasting of oranges.

Mix the juice of 12 large blood oranges with the juice of a lemon. Add the thin rind (no white) of a few of the oranges (as many as you have patience to do), and allow to infuse for half an hour. Add

sugar to taste and about two ounces of melted (unflavored) gelatin. Strain (to get rid of the orange rinds), cool, then chill. The jelly should be thick but not entirely set and stiff. Serve ice cold.

### Jenny's Stewed Peaches

Take two pounds of medium-size peaches (two pounds lasts a small family two or three days), peel them, remove the stones. Put them in a medium saucepan, throw in a few of the stones for flavor, add a quarter of a cup of water, and place over brisk heat, covered. Turn them gently after a while, top to bottom. In anything from five to ten minutes over the same brisk heat, they will have made quantities of foaming juice—they'll be just about covered with it. From then on keep the heat moderate, keep the peaches covered; stop when they are tender (10-20 minutes), but still whole. Don't cook them to rags. A minute before you think they're done, sugar them. Two pounds of peaches take about four or five heaping tablespoons of granulated sugar (but of course it depends on taste). Scatter it into the boiling fruit, give it another moment to dissolve, and the peaches are done. Take them off at once, and turn them into glass jars or china or plastic bowls (NEVER into metal), cover tightly, cool; keep in the icebox, eat them cold.

Note: Remember even quite a lot of sugar tastes only agreeably sweet when chilled, as chilling dulls flavors. (Ice-cream for instance is impossibly sweet melted.) So be generous with sugar.

And DON'T use any lemon; the discolorations will disappear in the cooking.

### Jenny's Stewed Plums

Better even than the peaches, this is just the best stewed fruit there is.

Take about two pounds of small oval blue prune-plums, halve them and remove the pits, but *don't* peel plums. Put them into your saucepan, with a half cup of water this time, and cook them exactly like the peaches. Same brisk heat, covered; turn them occasionally. When they're covered with their own bubbling juices, keep a moderate fire till they're done. Sugar rather more lavishly; the skins give a wonderful tartness that needs a lot of sugar. Don't let them overcook. Keep them covered while cooling (and not in metal), then keep them on ice.

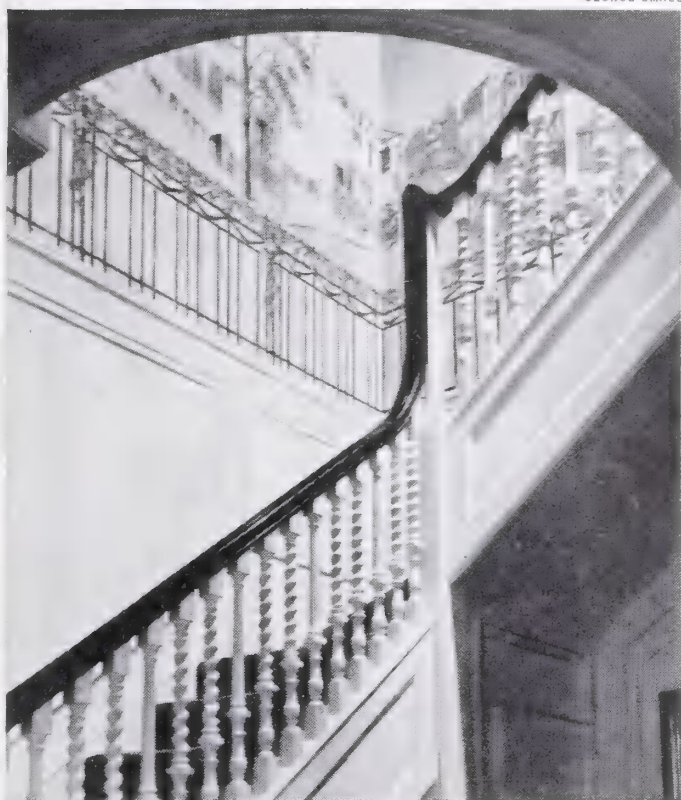
And don't blame us if your family clamors for more!



# Sparkle a stair-well with wallpaper

A happy choice of wallpaper can add quality as well as architectural interest to a stairway

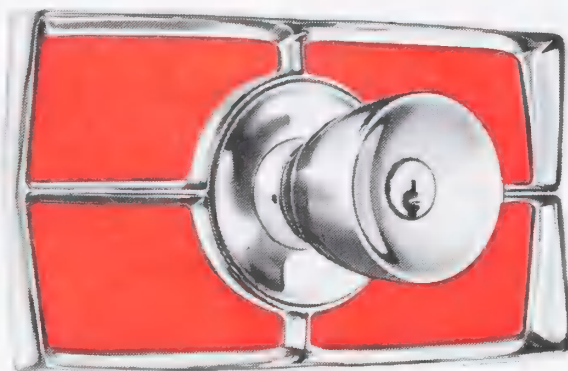
GEORGE SMALL



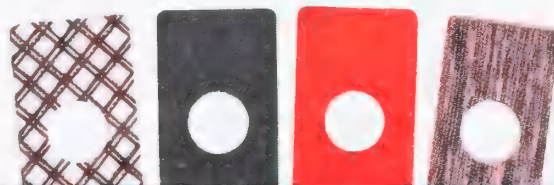
A gay and colorful scenic wallpaper fills the upper half of this formal, paneled stairway at the House of Time. It is unexpected, yet so appropriate. Notice how the railings of the scenic continue the feeling of the actual balustrade, while the depth of wallpaper creates illusion of enlarged space and light in a windowless well. Paper also sets a change of pace for upper hall decoration. Spirited "Toujours Paris" wallpaper is from C. W. Stockwell. Emerald wool carpet is from William Gold. Decorator, Jane Ashley, A.I.D.



Begin your color styling plans at the doorway!



Pick Your "Color-Accent" Lock Background . . . and create your own colorfully modern doorway by placing new, pre-cut "Color-Accent" Backgrounds behind new Schlage open-back lock stylings. "Color-Accent" Backgrounds are so easy to apply on your new entrance door that you could "do-it-yourself" — in a matter of minutes.



Colorful 12-  
page brochure  
of modern  
lock stylings

Send today for free "Lock Fashions" brochure #651J-9 plus complete information on "Color-Accent" Backgrounds.

Name \_\_\_\_\_

Address \_\_\_\_\_

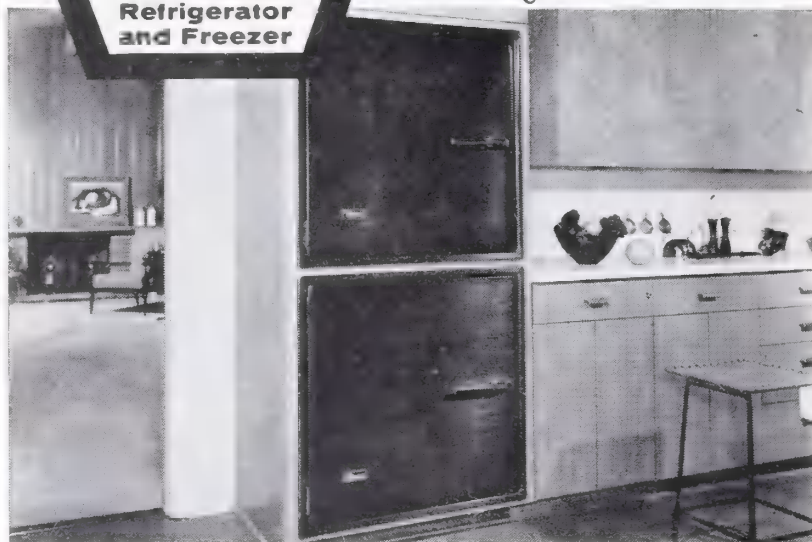
City and State \_\_\_\_\_

**SCHLAGE**

SCHLAGE LOCK COMPANY  
2201 BAYSHORE BOULEVARD  
SAN FRANCISCO, CALIFORNIA

**Revco**  
Bilt-In  
Refrigerator  
and Freezer

make a showplace  
out of your kitchen!



Revco Bilt-In Refrigerators and Freezers are so new, so practical, so mechanically perfect and so beautiful that your kitchen becomes a showplace.

The refrigerator provides 8.4 cu. ft. of space. It's built into your wall, waist high, to bring foods to eye level, at your finger tips.

The matching, completely separate 6.3 cu. ft. Revco freezer can be placed

below, next to the refrigerator, or on the opposite wall. Versatility—lets you choose any arrangement. Revco Bilt-Ins adapt to any space, any place, high or low. There are colors galore! Choose stainless steel, antique copper or 25 custom colors.

For more information about exciting Revco Bilt-Ins, send coupon below for colorful new book "Trend-Setting Kitchens."

Send today for your copy of "Trend-Setting Kitchens." Please enclose 25¢ for mailing.



Revco, Inc., Deerfield, Mich.  
Enclosed please find 25¢ for my copy of "Trend-Setting Kitchens"

HB-96

I plan to build ☐ remodel ☐ (Please check one)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



freezers have taken over the work of making ice cream at home. And they are handsome enough to display with pride on terrace or patio. Women who want their families to enjoy the best have discovered that making *his* favorite ice cream is an easy way to pamper a husband who is still a little boy when it comes to scraping the dasher.

Clever hostesses know that this good old American custom of making ice cream is one which guests always enjoy. And of course, once you have acquired the taste for homemade ice cream, nothing else will do. You don't have to be a person of discriminating taste to recognize the difference. Most members of the younger generation have never seen an ice cream freezer much less tasted homemade ice cream. Yet, they will tell you that the homemade ice cream is the best.

During a recent week end I was testing several of the new electric freezers along with a variety of ice cream recipes. Word got around to youngsters in the neighborhood and I suddenly had more offers of help than I could possibly use. We had quite an audience as Alice, my ten-year-old daughter, and I prepared the various ice cream mixes. And it seemed to be equally interesting to them to watch Bill, my husky twelve-year-old, feed ice cubes into the electric crusher and pack the freezers layer by layer with rock salt and ice. To a child, ice cream is always a treat, but actually seeing it made was a new and wonderful experience. (Making ice cream is a good family project that can so easily become one of those important traditions which all children enjoy.) The first glimpse of the frozen cream as we opened the freezers was punctuated by oh's and ah's and little squeals of delight. I feel certain they will never forget those "licks" from the dasher. And after sampling generous portions of several flavors, the jury's verdict was unanimous: Homemade ice cream is the very best ever!

#### First Appearance

To whom the secret of the original "cream ice" was divulged, or who among our early forefathers brought it to this country, no one knows. But it is a matter of record that guests of Martha and George Washington enjoyed this frozen delicacy at Mt. Vernon. When Dolly Madison served ice cream at a White House reception in 1813, it was still a rarity, made by beating the cream by hand and then shaking it up and down in a pan of salt

## MAKING YOUR OWN ICE CREAM

CONTINUED FROM PAGE 133

and ice. Not until 1846 when a woman named Nancy Johnson invented a hand-cranked freezer did the making of ice cream become an American tradition which eventually developed and grew into an industry that today produces around 600 million gallons of ice cream a year. Wherever you go in any state of the Union, no matter how small the village, you will find ice cream on the restaurant menu. Unfortunately, it is likely to bear little or no resemblance to homemade ice cream.

The fact that there are regional preferences as to the basic type of ice cream is not the explanation. What makes the difference? For one thing, it's the butterfat content. Except in their premium ice creams, most manufacturers conform to the minimum standards of the state which may be as high as 14 per cent in several states, but runs as low as 8 per cent in many more. But even this is not the whole story. Ice cream must be aerated during the freezing and as it is being constantly stirred, the volume is increased over that of the mix. This is what is known in the parlance of the industry as the overrun. In some cases, the overrun might be as high as 100 per cent, which would cut the original butterfat content in half, as well as the flavor. In homemade ice cream the overrun is likely to be around 25 per cent, depending on how fast or how slow the cream freezes. Unlike commercial ice cream, the homemade dessert doesn't have to be stored over a long period of time, so the addition of a stabilizer (such as gelatin or vegetable gums) is unnecessary. All this has a bearing on the flavor and goodness of the ice cream. And it explains why you provide your family with the best ice cream, by making it at home, whatever your preference as to basic type or flavor. Even those who are counting calories can enjoy this treat with an easy conscience occasionally, if small portions are served with plenty of whatever fresh fruit may be in season.

#### Sundays or Sundaes

The homemade variety of sundae made with fresh fruit is always a welcome treat. In the Middle West where ice cream is consumed in large quantities, the story goes that the sundae was born in Evanston, Illinois, which was nicknamed "Heavenston" in the late nineties because the town fathers were such a pious group. They resented the dissipating influence of the soda fountain and passed an ordinance forbidding the sale of ice cream sodas on Sunday. Ingenious fountain operators got around the law by serving ice cream with syrup or fruit, but without soda. The soda-less soda was the Sunday soda and soon became popular for every day of the week. When there was some objection raised to christening the dish after the Sabbath, the spelling was changed to Sundae.

#### Make Mine Vanilla

While taste preferences vary as to basic type and favorite flavors in different parts of the country, vanilla always leads the parade by a large margin, with chocolate not even a close second and strawberry third. As to the type of ice cream, some prefer the French which uses a rich egg yolk custard that makes a heavier ice cream. The basic American type of ice cream is less rich but is also made of a custard base with or without a thickening of flour or cornstarch. Philadelphia acquired a world-wide reputation for this frozen delicacy made of pure cream, sugar and flavoring with no eggs. With all three you will find that preparing the ice cream mixture the day before it is to be frozen will make for smoother ice cream. The texture of your ice cream will also depend to some extent on the speed with which the mixture freezes. And this is governed to a large degree by the proportions of rock salt and ice.

#### Packing the Freezer

The ice cream freezer should be packed with ice and rock salt about five minutes before pouring the mixture into the freezer can.

Whether the ice used comes from the trays of your refrigerator or is the commercial variety, it should always be crushed to a size small enough so that the pieces won't jam as the freezer turns. Six measures of ice to one of rock salt gives us the texture we like best, added in layers that start with a generous amount of ice at the bottom. The larger the proportion of rock salt the quicker the results, but your cream is finer-grained when frozen slowly and with the steady speed that the electric freezer provides. If you re-pack the freezer to ripen the ice cream, drain off the water and fill the tub with rock salt and ice in proportions of about one to four.

Good ice cream deserves proper care and storage. If you make enough to serve and store, don't expect even the best home freezer to keep the original quality of ice cream stored over 30 days.

In the following recipes, all three basic types of ice cream are represented along with a fresh fruit freeze that is one of the most delectable frozen desserts ever conceived. From these you can develop your own special formulas that will boost your fame as a hostess and homemaker. You will find that making ice cream is one of the womanly arts that will provide fun and family tradition as well as fine food.

#### Cantaloupe Freeze

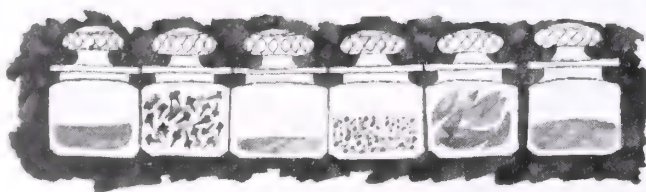
2 vine-ripened cantaloupes  
 ½ teaspoon salt  
 ⅓ to ½ cup sugar (depending on how sweet melons are)  
 Juice of 1 lemon  
 Several dashes of Angostura bitters

Scoop out the fruit of the melon and place in blender for about 20 seconds. Add sugar, lemon juice and bitters, blending another 10 to 15 seconds. Pour into freezer can and freeze. Serve in well chilled dishes. Makes eight servings. (Other fruits may be substituted for the cantaloupe.)

#### Georgia Peach Ice Cream

3 cups milk  
 1½ cups sugar  
 ¼ teaspoon salt  
 1 tablespoon pure vanilla extract or 1-inch piece of vanilla bean  
 6 eggs (separated)  
 1 quart heavy cream  
 3 to 4 pounds ripe peaches or 3 packages frozen peaches

Scald milk, then stir in sugar and salt until dissolved. Pour slowly over well beaten egg yolks, stirring until well blended. Cook in







New portable electric ice crusher automatically reduces tray of cubes or lumps of ice to any size dialed from extremely fine to nugget coarse in a matter of seconds. Ice-O-Matic by Rival Manufacturing Co.

top of double boiler over hot water until thick and smooth, stirring constantly. Allow to cool. Add vanilla. Whip cream and fold into mustard. Pour into 4-quart freezer can and freeze to soft mush. Remove from freezer into large bowl. Add peaches cut into small pieces. If you use frozen peaches, substitute part of juice for milk so you have perhaps 2 cups of milk and 1 cup peach juice and syrup.) After blending peaches into partly frozen mixture, egg whites which have been beaten to *peak* stage, should be folded in. Return mixture to freezer and finish freezing. Makes about 3 quarts of ice cream.

#### Old Fashioned Vanilla Ice Cream

4 cups fluid milk  
1 cup dry milk  
4 egg yolks  
1/2 teaspoon salt  
1 cup granulated sugar  
1 cup heavy cream  
1/2 tablespoon pure vanilla extract or  
2 inches vanilla bean

Heat 2 cups of milk to scalding point. Beat egg yolks till light and frothy, then add salt and sugar gradually, stir until thoroughly blended. Pour scalded milk over egg mixture slowly, mixing well. Pour into top of double boiler and cook over hot water for about 3 minutes, or until mixture coats spoon. While this is cooling, whip dry milk into remaining 4 cups of milk. Whip cream and add with vanilla to cooled custard. Pour into 4-quart freezer can and freeze. The addition of the dry milk makes particularly smooth ice cream.

#### Apricot Ice Cream

1 cup dried apricots (1 package)  
1 cup water

1 1/2 cups sugar  
1 quart heavy cream  
1 tablespoon vanilla  
1/4 teaspoon salt  
1/2 cup black walnuts

Cover apricots with 2 1/2 cups of water, and simmer until soft, about 15 minutes. Drain. Place apricots and 1 cup of apricot juice in glass container of blender. If necessary, add water to apricot juice to make 1 cup. Cover and blend for 5 seconds. Place apricot puree in mixing bowl, add sugar, and mix until sugar is dissolved. Add remaining ingredients. Mix well. Pour into 2-quart or larger can and freeze.

#### Banana Ice Cream

1 1/4 quarts of cream  
5 bananas  
1 1/3 tablespoons lemon juice  
3/4 cup sugar  
Few grains salt

Mix cream, sugar and salt. Skin bananas, scrape and force through sieve. Add lemon juice. Add to cream mixture and freeze. Makes two quarts.

#### Grapefruit Ice Cream

2 fresh grapefruits  
1 lemon  
1 pint heavy cream  
1 cup sugar  
2 ounces Cointreau

Scoop out juice and pulp of grapefruit. Add juice of lemon, Cointreau and sugar, mixing well. Whip cream and fold in fruit mixture. Freeze to mushy stage then repack in freezer to ripen for about 1 hour with 4 parts ice to 1 of rock salt. This ice cream is at its best the same day it is made. Makes about 1 1/2 quarts.



*Authentic*  
"pick-as-you-please" groupings

You'll enjoy "pick-as-you-please" flexibility because this famous WHIPPLE HOUSE Collection is so complete. Authentic Solid Rock Maple Furniture for Dining Room and Bedroom. At all fine stores.



WRITE  
FOR  
FREE  
BOOKLET

A complete  
collection  
inspired by  
Whipple House  
Designs.

**VERMONT FURNITURE CO.**

Department 2B WINOOSKI, VERMONT

Copyright 1956 Vermont of Winooski

#### COLLECTORS' ITEMS



ACTUAL SIZE: 8"

ACTUAL SIZE: 9 3/4"

"After Use" Apothecary Jars, filled with Pascall English Sweets. AMERICANA TRANSPORTATION COLLECTION, six, in black, gold and white. DECORATOR COLLECTION, six, in decorator colors. DECANTER, gold top and neck band. Jars: \$2.95 ea. Decanters: \$2.50 ea. At Fine Stores Everywhere! Send for FULL COLOR brochure and store nearest you.

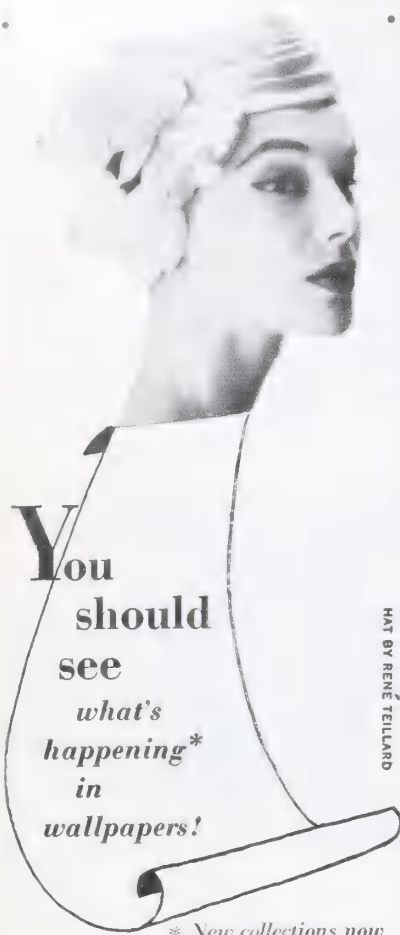
*Cresca*

BY OF COURSE! FAMOUS FOR FINE FOODS SINCE 1878

CRESCA CO. INC., DEPT. 2, 111 EIGHTH AVENUE, NEW YORK 11, N. Y.



CONTINUED FROM PAGE 93



ART BY RENÉ TEILLARD

\* New collections now being shown wherever wallpaper is sold.

WALLPAPER COUNCIL



**BRAND-NEW** from cover to cover! First completely new edition in 15 years of this famous, beloved cook book. Over 3000 recipes. All the traditional favorites **PLUS** exciting new ideas in barbecue; pressure cookery; foreign dishes; casserole dinners; using leftovers; cooking for one, two, or a crowd; "nibblers"; etc. 768 jam-packed pages, many in full **COLOR**. Many "Susan" step-by-step recipes for new bride or teen-ager.

**TRY IT FREE 10 DAYS.** Then remit only \$3.95 or return book. Just mail coupon.

**GOOD HOUSEKEEPING Book Div.,**  
Dept. B9-5, 250 W. 55th St.,  
New York 19, N. Y.

Send me new **GOOD HOUSEKEEPING COOK BOOK** for 10 days. If I return book in next 10 days, I'll receive book at special \$3.95.

Name

Address

City  State

type and *Compton's* favors long essays on large subjects. The best way to pick the wanted one is to check all three at your local library. This is also the one place to pre-test the books you want to buy. And it's the best place to get book lists to help guide your child in building his own library.

A set of *Childcraft* is something else again. This combines several concepts for child development—literature, anthology, creative activities and child guidance, all written by experts. It also features elaborate book lists of its own.

**AND WHERE** does culture come in? The answer, I think, is that it never comes in, as through a door. Culture from reading, for children, must be a thing without pressure, a thing of invisible osmosis, the wonder feeding on the wonder until it becomes a thing of possession, a thing of private love.

In this sense, it's like any creative thing: First it touches, then it catches, and soon it somehow sets its own pace and grows. This appreciation has nothing to do with physical age.

Betsy was a fidget when it came to family book-reading, until she was almost three and then one day she walked into the living room with *The Real Mother Goose* under her arm, settled herself snugly on my lap, opened the book to her favorite picture and said, "Read me about this." And that's the way it's been ever since.

Maury, on the other hand, has been an intent book-listener long before he knew what the words were. Even before he was two years old, he would sit patiently and listen quietly for as long as we wanted to read, no matter what it was—whether it was *Bambi* or a *Puffin* book or *The Rooster Crows* or *The Happy Lion* or *Frog Went A Courtin'* or *April's Kittens* or *Peter and the Wolf*.

At this age, books are a matter of pleasing sounds, specific rhythms and intriguing illustrations.

As he got older, he would carefully examine the pictures over and over again, faithfully bringing back the same book for constant re-reading.

This love affair with a single book happens to children of all ages; and it's seldom easy on the parent. But even then, when the irritation of constant re-reading seems unbearable, often a single look at the child's face—eyes wide

open in awe and expectancy, even though they know what's coming, and then the pure pleasure when it does come—this is a look that makes it all worth while.

One of Maury's earliest love-affair books was Marjorie Flack's *Angus and the Ducks*. It's a simple story, warmly told with a wonderful rhythm of words, about an inquisitive Scottie dog chasing a duck, and it's well illustrated. I read that book so many times, that I still remember whole sections of it. I know this much: If I ever skipped a single word, Maury protested as loudly as if he had been robbed. So long as I live, I will always see Maury at the age of two, sitting at my desk and reading to us from *Angus*, reciting the book word for word, all the dramatic emphasis in the proper places, turning the pages at the end of the right words, even though he didn't know which words were what. (We have a tape recording of that. A family book reading session is a real moment of memory for any tape library.)

From somewhere, children seem to have picked up a discriminating ability of knowing when to taste books and when to swallow them. And they're more ruthless than so many parents who often feel impelled to read through all the books they buy, as if they were hurdles in a hurdle race.

What children don't like, they discard quickly and seldom ever go back to again. If we ask Maury or Betsy to pick out a book for family reading, they both do it with a sureness and speed. They know. And their taste is individual, varying as widely as it possibly can in any family.

If children know what they like in books, they also know what they don't like. They don't want their books tampered with. They would not appreciate having the horror parts cut out of fairy tales (although their need for security still insists on happy endings). But just as children like to build, they also like to destroy, and they like to see this in books. ("Read that part again about the witch, Daddy.")

One note on comic books: The bad ones are worse than horrible. But there is a small, strong crop of good ones. Among the best are some wholesome science, outdoor and history comics put out by Dell Publishing Company.

The influence of television on child reading? It's there, and

strong. But it reaches out in different ways.

In a study of children in grades four to twelve in Ann Arbor, Michigan, it was revealed that one-third of that group believed TV had not influenced their reading habits. About 20 per cent said they now read more books and magazines and less than 15 per cent said they read less than before TV.

(More recently there was a cartoon showing a five-year-old facing a TV set and saying, "I wish they'd invent something new; I've been looking at television all my life.")

Add to that this fact: Annual sales of children's books increased 100 per cent in the past six years—a period in which school population increased only 8 per cent.

The thought here is that perhaps TV isn't replacing reading, but, instead, amplifying it and promoting it. This may or may not be true, but here are a couple of personal case histories, based on our family reading sessions:

Disney had a good TV film about the moon that stirred Maury's interest and so the next night I brought home *Exploring the Moon*, a large book handsomely illustrated, but with a vocabulary pitched at the teenager. (Another reason for family reading is that a child's speaking vocabulary is much greater than his reading vocabulary.) After our reading of the *Moon* book, Maury read it himself several times, and I casually questioned him on the contents. His answers showed a remarkable fund of information. This doesn't make Maury a remarkable child (which, of course, he is), but it does show up an important point: Children are not afraid of challenge and TV can serve as a thing that stirs instead of sops.

**THERE'S** also the case of Betsy and Peter Pan. Betsy first got the record, then saw it on TV. The shellac on the record rightfully should have disappeared long ago. It must now be running on sheer memory. It's been played daily for so long now that Maury has solemnly announced, "I do love Betsy and I do love Peter Pan, but I will break that record."

When we then started reading *Peter Pan*, Betsy's love intensified. Perhaps now it was partly the love of the familiar. She had seen their faces on TV, heard their voices on record, and now the book had

(Please turn to page 189)





*Here's the way to  
make your money last longer  
out of doors*

It's Stainless for LIVING from

**Allegheny Ludlum**

Nation's leading producer of stainless steel in all forms



What's *your* pleasure when it comes to fun in the sun: woods, lakes, parks, ranch, seashore, mountains? Week-end jaunts in the car, maybe, and picnics under a tree? Or perhaps just a family dinner right in your own backyard or patio!

Whatever it is, get yourself properly equipped for the kind of outdoors living you like—that's more than half the fun. And buy *right* the first time when it comes to metal equipment: buy it made of stainless steel. That's how to be sure of lasting service and real economy, because nothing else . . . repeat: **NOTHING ELSE** . . . is as bright, strong, lastingly beautiful and resistant to rust and wear as stainless steel. It's the champ—good for a lifetime, even in rough, tough outdoors service—able to resist weather, salt air and food or fruit acids, and come up smiling and ever-new with just soap-and-water cleaning.

So, for fishing equipment, outdoor grills, cooking and serving utensils, vacuum bottles, tableware and table service, etc., save yourself money in the long run . . . walk into your favorite store and look for these items—ask for them—made of stainless steel.

And remember about stainless steel, the next car you buy, too. The car that uses stainless steel for brightwork and trim is the car that requires the least work . . . that looks better, lasts longer, and is worth more when you trade!



Allegheny Ludlum Steel Corporation  
2040 Oliver Building, Pittsburgh 22, Pa.

As soon as it's available, send me a FREE copy of your booklet "Stainless Steel for Living" . . . illustrating the products made of time-tested AL Stainless Steel for indoor and outdoor use, and who makes them.

Name   
Address   
City & Zone  State





# THERE'S A **Callaway Carpet** FOR EVERY HOME

Choose from a beautiful range of exciting CALLAWAY styles and colors.

Pick the price you have in mind. CALLAWAY broadloom comes in an endless variety of wool, nylon, Avisco Rayon and cotton. The traditional CALLAWAY attention to quality... easy cleanability, and lifetime beauty are inherent in every CALLAWAY carpet.





## A FAMILY READING IN THE LIVING ROOM

CONTINUED FROM PAGE 186

brought it all alive again in the fullest dimension.

*Peter Pan* must surely be so much a part of Betsy's heart that she will have the love of it to pass on to her children, just as we have passed on to Maury and Betsy some of our own old and new favorites—*Winnie the Pooh*, the *Babar* books, *Mary Poppins*, *Told Under the Magic Umbrella*, *Aesop's Fables*, *Stuart Little*, *Alice in Wonderland*, *The Rootabaga Stories*, the Burgess nature books, and many others.

THERE is the story told in *Bequest of Wings* about the lady who went into a bookshop to buy gifts for her nieces and nephews. After she had been shown a great many books, she said, "But these are all *old* books." Whereupon the bookseller smiled and remarked gently, "Yes, Madam, but the children are always new."

And then sometimes the children sell us a story.

I remember the first time I read *The Story About Ping* to both children, and it was too late to finish it. They were both so taken by the story that I promised that I would read the rest of it the following morning before I went to work, providing they were both washed and dressed before I got up, so that there would be no delay anywhere. There wasn't. The next morning, they were waiting for me, all washed and fully dressed, book in hand.

I don't know how much cultural value they both got out of this book about a yellow duck named Ping who got left behind from a wise-eyed boat which contained all its relatives (father, mother, sisters, brothers, aunts, uncles and 42 cousins; Maury had me count them and they totaled 68 ducks).

I asked Maury why he liked that book so much and he hesitated for a moment, shaking his head. "I don't know," he said seriously. "But when I like a book like this, I don't just like part of it—I like the whole thing."

Betsy, whose interest in this book equals Maury's, was more specific: "I like the part when Ping is the last duck back on the boat and gets spanked."

This makes just as good sense as Maury's reaction to Edward Lear's *Complete Nonsense*, another favorite at home: "I like the silly sounds of the words," Maury said. Or Betsy's fascination with the rhythm of *Millions and Millions*. ("There are millions of heads and millions

of beds"—with excellent illustrations.) Or with the more delicate rhythms found in *A Child's Garden of Verses*. Or the children's combined capture by the pictures in *500 Hats of Bartholomew Cubbins* or the weird nonsense in any of the other Dr. Seuss books. Or the bond of warm sympathy rooting for *The Littlest Reindeer*, who is so afraid he will never grow any antlers; or the proud little French boy in that delightful *Pancakes-Paris*, who gets American GI help in preparing a surprise party for his mother; or the fascinating Zim books on lighting and the sun; or the bear cub in *The Biggest Bear*, who gets so huge that the boy is faced with the problem of how to get rid of him.

Each book has its private pull and the surprising thing about it all is that it's a pull on the parent, too. Even though we can never face a children's book with the children's simplicity, still there is so much we *can* catch, not only from the books but from our children.

To talk to a child, to teach a child, to love a child involves crossing so many bridges of unsureness. Always there is the sudden sadness that somewhere a bridge has been broken, that the world of children is often too private a world even for parents to enter.

But when the parent comes down from his peak of authority and shares the pleasure of reading a book with his children, then there are no bridges.

As one youngster put it, "I wonder what families do that don't read books together? It's like not knowing each other's friends . . ."

### Books for Parents about Children's Reading

*A Critical History of Children's Literature* by Cornelia Meigs, Anne Thaxter Eaton, Elizabeth Nesbitt, Ruth Hill Viguers. The Macmillan Co., New York.

*Bequest of Wings: A Family's Pleasures with Books* by Annis Duff. The Viking Press Inc., New York. Contains book lists.

*Books, Children and Men* by Paul Hazard. The Horn Book, Inc., Boston, Massachusetts.

*Reading with Children* by Anne T. Eaton. The Viking Press Inc., New York. Contains book lists.

*The Unreluctant Years* by Lillian H. Smith. American Library Association, Chicago, Ill.

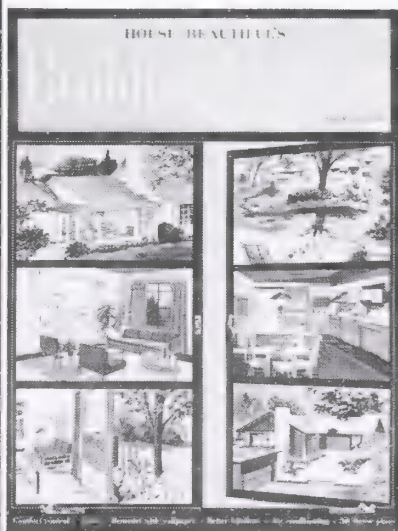
(Please turn the page)

## 587 ways to make home the most wonderful place in the world

Whether you're *building, remodeling* or just *dreaming*, the new Fall-Winter **BUILDING MANUAL** is meant for you. Turn to it for help and inspiration for projects minor as adding storage shelves—major as new home construction.

**REMODELING** Here you'll find: *remodeling ideas for every room in the house*; how to *remodel with wallpaper*; special article on *modernizing your kitchen*; how to give your house a face-lift with *new nail-on brick*; how to *make an old porch usable*; how to *add a swimming pool* for the children.

**NEW BUILDING** Choose from *30 new houses and plans* that give you a starting point for your planning and pricing. Special article on *Design ideas you can adapt* for your own use. For budget housing shoppers, *all about prefabs*. For next summer, a *vacation house* you can plan now.



On sale at Newsstands  
August 30, \$1 a copy.  
If not available  
send \$1 to  
**BUILDING MANUAL,**  
572 Madison Ave. NY22



## Seng Bed Frames



*Decorators love them, you will too!*

They fit traditional or modern styles, are practical, space-saving, low in cost. Hollywood beds on Seng frames move easily on large casters. Adjust to all standard-width springs, take extra-long bedding. Ask for guaranteed Seng Frames at furniture and department stores.



**"How to Beautify Your Bedroom"**

32 pages of good ideas on decorating any type of bedroom. Send 10¢ for your copy today.

THE SENG COMPANY • 1462 N. DAYTON ST., DEPT. P, CHICAGO 22, ILL.

## Just 2 steps between floors



Step in your HomeLIFT, press the button . . . in a few seconds you step out at the next floor. Enjoy one-floor convenience in your multi-story home. Easy to install and operate. Write for descriptive literature or phone your nearest SW elevator dealer.

**SHEPARD WARNER ELEVATOR COMPANY**

5003 Brotherton Road, Cincinnati 9, Ohio

## DOG-TEX

**World's Largest Selling  
DOG STAIN REMOVER  
AND DEODORIZER**

SAVES rugs, removes stains, restores colors. DEODORIZES and cleans spots and floor areas. AIDS "housebreaking."

8 oz. 75c, Pt. \$1.25, Qt. \$2, Gal. \$6.50

**FREE!**

Send for  
Helpful  
"Housebreaking"  
Hints

Money-Back  
Guarantee  
**At Your Dealer  
or Write us**

**CONSOLIDATED CHEMICAL WORKS**  
1715 S. Halsted St. • Chicago 8, Illinois



if it needs paint  
... IT NEEDS



**OX-LINE  
SUPER  
RUBEROL  
FLAT FINISH**

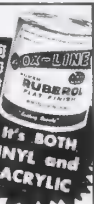
IT'S UNCONDITIONALLY GUARANTEED!

- GREATER ONE COAT COVERAGE!
- 80% LONGER COLOR RETENTION!
- BRUSHES OR ROLLS ON LIKE MAGIC!
- DRIES in LESS than 30 MINUTES!
- NO ODOR! • GREATER SCRUBBABILITY!

In many DECORATOR COLORS for  
EVERY INTERIOR SURFACE!

At your OX-LINE DEALER

A Product of  
LEHMAN BROS., Jersey City



It's BOTH  
VINYL and  
ACRYLIC



There's a VERITY SOUTHALL pepper mill for every home . . . made in stainless steel, copper, brass, pewter, sterling, rare woods . . . and fitted with adjustable Sheffield steel grinders.

At all fine stores; for dealer nearest you, write:

**VERITY SOUTHALL LTD**  
ALTADENA, CALIF.

# GIVE

## The mentally ill



## need YOUR help

# JOIN

## A FAMILY READING IN THE LIVING ROOM

CONTINUED FROM PRECEDING PAGE

### Books for Children mentioned in this article

*Aesop's Fables* by Laura Harris. Garden City Books, Doubleday & Co., Inc., New York.

*Alice in Wonderland* by Lewis Carroll. Rand McNally, Chicago.

*Angus and the Ducks* by Marjorie Flack. Doubleday & Co., New York.

*April's Kittens* by Clare T. Newberry. Harper & Brothers, New York, N.Y.

*Bambi* by Walt Disney. (Little Golden Books.) Simon & Schuster, Inc., New York.

*Biggest Bear* by L. Ward. Houghton Mifflin Co., Boston.

*Burgess Books* by Thornton W. Burgess. Little, Brown & Co., Boston, Massachusetts.

*A Child's Garden of Verses* by Robert Louis Stevenson. Charles Scribner's Sons, New York.

*Cinderella*. Houghton Mifflin Co., Boston, Massachusetts.

*Complete Nonsense* by Edward Lear. Dover Publications, New York.

*Crow Boy* by Taro Yashima. The Viking Press Inc., New York.

*Exploring the Moon* by Roy A. Galant. Garden City Books, Doubleday & Co., Inc., New York.

*500 Hats of Bartholomew Cubbins* by Dr. Seuss. The Vanguard Press, New York, N.Y.

*Frog Went A-Courtin'* by John Langstaff and Feodor Rojankovsky. Harcourt, Brace, New York.

*Hansel and Gretel* by the Grimm Brothers. (Little Golden Books.) Simon & Schuster, Inc., New York.

*The Happy Lion* by Louise Fatio. Whittlesey House Books for Young People (McGraw-Hill Book Co.), New York.

*Jack and the Beanstalk* by Katharine Lee Bates. Rand McNally & Co., Chicago.

*Kiki Skates* by Charlotte Steiner. Doubleday & Co., Inc., New York.

*Lightning and Thunder* by Herbert S. Zim. William Morrow & Co., Inc., New York.

*A Little House of Your Own* by De Regniers and Haas. Harcourt Brace & Co., Inc., New York.

*Little Red Riding Hood*. Simon & Schuster, Inc., New York.

*The Littlest Reindeer* by Johanna De Witt. Children's Press, Chicago.

*Madeline* by Ludwig Bemelmans. Simon & Schuster, Inc., New York.

*Mary Poppins* by T. L. Travers. Harcourt, Brace & Co., New York.

*Mei Li* by Thomas Handforth. Doubleday & Co., Inc., New York.

*Millions and Millions* by Louis Slobodkin. The Vanguard Press, New York, N.Y.

*Nurse Nancy* by Kathryn Jackson. (Little Golden Books.) Simon & Schuster, Inc., New York.

*Pancakes-Paris* by Claire Huchet Bishop. The Viking Press, N.Y.

*Peter and the Wolf* by Sergei Sergeevich Prokofiev. Alfred A. Knopf, Inc., New York.

*Peter Pan* by James Barrie. Charles Scribner's Sons, New York.

*Pinnocchio* by Carlo Collodi. The Macmillan Co., Inc., New York.

*Pogo* by Jo and Ernest Norling. Henry Holt & Co., Inc., New York.

*Puffin Picture and Puffin Story Books*. Penguin Books, Baltimore.

*The Real Mother Goose* by Blanche Fisher Wright. Rand McNally & Co., Chicago.

*Rooster Crows* by Maud and Miska Petersham. The Macmillan Co., Inc., New York.

*Rootabaga Stories* by Carl Sandburg. Harcourt, Brace & Co., N.Y.

*Story About Ping* by Marjorie Flack. The Viking Press, New York.

*Story of Babar* by Jean De Brunhoff. Random House, New York.

*Stuart Little* by E. B. White. Harper & Brothers, New York.

*Sun* by Herbert S. Zim. William Morrow & Co., Inc., New York.

*Told Under the Magic Umbrella*. Association for Childhood Education, The Macmillan Co., N.Y.C.

*Winnie the Pooh* by A. Milne. E. P. Dutton & Co., Inc., New York.

### Family Encyclopedias

*Britannica Junior*. Chicago. 15 Vol.

*Compton's Pictured Encyclopedia*. Chicago. 15 Volumes.

*The World Book Encyclopedia*. Field Enterprises, Inc., Chicago. 19 Volumes.

*Childcraft*. Field Enterprises, Inc., Chicago. 15 Volumes.

**BIG NEW WHOLESALE CATALOG FREE!**

WRITE TODAY FOR FREE CATALOG SEND POSTCARD

**NOW! Save Up to 50% on Nationally Advertised Gifts**

Use this big, new FREE CATALOG to buy all kinds of gifts and merchandise for yourself, family, friends, neighbors. Terrific saving on big-name items. Also, make money spare time taking orders from others!

**EVERGREEN STUDIOS**  
Dept. 13, 846, Chicago 42, Illinois

**INFORMATION, PLEASE . . .**

When sending requests to HOUSE BEAUTIFUL for further details on products, sources, ideas or company names you've seen on these pages, please include your full name and address, a full description of the product, idea, etc., the issue and page number (if known).

**Learn INTERIOR DECORATION at Home**

Fascinating field for men and women. Excellent starting point for career. Practical basic training. Approved supervised method. Low tuition. Easy payments. Send for FREE 24-page illustrated booklet, "Adventures in Interior Design & Decoration." No obligation.

**CHICAGO SCHOOL OF INTERIOR DECORATION**  
835 Diversey Pkwy., Dept. 2116, Chicago 14, Ill.



# IT'S WORTH MENTIONING

By JULIE POLSHEK

legs adjustable for four heights like King Craft's folding Baby-server from play- to dining-table height. Also unusual is table's tip-proof design. Sliding chair, expandable as infant grows, has back adjustable for reclining. All aluminum with mar-proof table top; padded, vinyl upholstery (red, yellow, green). \$34.95 with hatch fill in table's opening when infant stage has past. From Saks Fifth Ave., New York, N.Y.



To remove paint speedily and easily, you'll find Super Power-Met electric paint peeler a rare find. It's heated to 1200° by a 600-watt Calrod range element (3"x7") that softens even multi-layered coating in a few seconds; then just follow up with putty knife, or, for irregular planes, with Meridian Contour Scraper (\$1.98). Pistol-type handle gives tireless, firm grip. Ruggedly made. AC-DC. \$11.95, from Meridian Inc., 366 Madison Ave., N. Y. C.



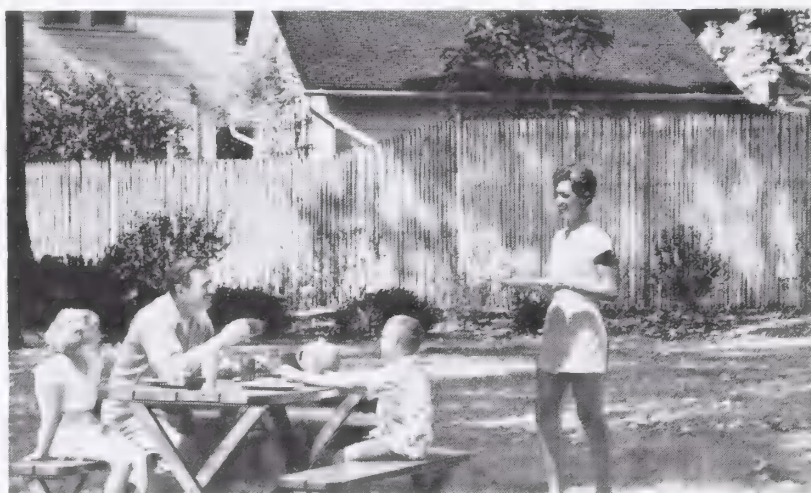
Just sandwich wienies and garnish between bread slices in the In-A-Minut Grill; the end result affords wienies tastily blanketed in crunchy, savory toast. There's Li'l Hankies Grill for cocktail-size wienies or numerous varieties of rolled canapés (\$2.49). For "hot dogs" in toast jackets, there's Big Hankies Grill (\$3.49). Both cast-aluminum grills are suitable for barbecue or kitchen-range use. From Macy's, New York 1.



Buoyant foam-latex padding encases the sloped platform of Armstrong Knee Rest; a handy trough, 17"x10½"x14" for supplies, adjoins the cushioned area. To aid in getting down or up, you've tubular chromed, arm supports, convenient also as handles for transporting the unit. Ideal for floor chores, or painting as well as gardening. Steel construction. \$6.95 (\$7.95 west of Denver). From Armstrong Corp., Huntington 12, W. Va.

(Please turn the page)

you'll add another room  
to your home... with **HABITANT**  
factory fabricated wood fence



A new room... under the smiling sky... is yours for real family living, and entertaining, when you enclose your outdoor living area with Habitant Wood Fence. Quality Habitant fence styles range from high, tight screen fences that afford maximum privacy to low spaced lattice and picket design. All are factory fabricated to *your exact* ground plan. Shipped in "cut to fit" sections with single or double gates and all necessary hardware ready to install. Send 10¢ today for Descriptive Folder and interesting booklet. "So You're Going to Buy a Fence?"; or 25¢ for complete 28 page full color Catalog giving detailed specifications and prices on Habitant Wood Fence, Habitant Lifetime Fence (wood fence on steel posts), and accessories for lawn and garden.

 **fence Inc.**  
BAY CITY 5, MICHIGAN

188

30 NEW HOUSES AND PLANS

FOR FAMILIES WITH MODERATE INCOMES

SEE HOUSES in Fall-Winter issue of  
House Beautiful's BUILDING MANUAL.

Split-levels, contemporary, traditional.

Costing from \$10,000 to \$36,000.

BUY PLANS AND SPECIFICATIONS for \$8.50  
per set (2 for \$17)

Get the BUILDING MANUAL August 20

at your newsstand. \$1 a copy. If not

available at your newsstand, send \$1 to

BUILDING MANUAL, 572 Madison Ave., N.Y. 22



**NEW FORSYTHIA**  
Lynwood Gold



**For GARDENERS WHO WANT THE BEST**

**New SHRUBS New ROSES New PLANTS**

Wayside's catalog is a special kind of garden catalog... designed to please those who want the best. Gardeners everywhere say the quality and dependability of the items offered add a great plus value to their gardening pleasure that is very real and valuable.

**SEND FOR THE WORLD'S FINEST HORTICULTURAL BOOK-CATALOG**

To get your copy of our colorful, 130 page catalog, please enclose with your request 50¢, coin or stamps, to cover postage and mailing costs of this heavy book. Wayside's catalog has no equal. It offers over 1,300 new roses, flowering shrubs, rare bulbs, trees and "Pedigreed" hardy plants especially suitable for American gardens. 130 pages, with hundreds of true color illustrations and helpful cultural directions.

27 MENTOR AVE. MENTOR, OHIO

**Wayside Gardens**

New golden variety has much larger flowers and blooms more profusely unharmed by weather.

**Free!**

**NEW 1956 STARK BRO'S Fruit and Landscape CATALOG**

ONLY from STARK BRO'S can you get exclusive, famous STARK LEADER VARIETIES of Fruit, Roses and Ornamentals. Just send your name and address for the giant new Stark Bro's COLOR Catalog! See glorious Stark Roses, Flowering Shrubs, Vines... just as they will grow in your yard. Also the famed U.S. Patented and trade marked FRUIT TREE Varieties offered ONLY by Stark... including amazing DWARF Fruit Trees. Stark Bro's now in 141st year. Write TODAY.

**STARK BRO'S NURSERIES and ORCHARDS CO.**  
DEPT. 4397 LOUISIANA, MISSOURI

**MAKE MONEY!**  
Chas. M. Davis earned over \$5,000 with us last year. Let us show you how to make big money in spare or full time. Write for details.

**64 PAGES IN FULL COLOR**

**DAYLILIES**

AMERICA'S LARGEST GROWER (30 Acres)  
Send for America's finest full-color catalog — it's yours — it's **FREE.**

**Russell Gardens**  
Spring 5 Texas

**America's most wanted Fall Nursery & Bulb CATALOG FREE!**

From America's largest direct-to-you nurseries, a beautiful colorful 40 page catalog, all selections postpaid & guaranteed. Many helpful gardening tips. Send postcard for your free copy.

**INTER-STATE NURSERIES**  
1296 E STREET HAMBURG, IOWA

**FREE ROSE GUIDE**

Plan NOW for beautiful Roses in YOUR garden. The STAR ROSE CATALOG is the dependable guide to all the best and most exciting varieties including the new LOVE SONG. STAR ROSES ARE GUARANTEED TO BLOOM.

**STAR ★ ROSES**  
The Conard-Pyle Co.  
West Grove 288, Pa.

help your HEART FUND



help YOUR heart



This Entire Lawn is Planted in Mondo "Grass."

**BLUE-GREEN MONDO "GRASS"**

Trade mark Registration applied for U.S. Patent Office.

**REQUIRES NO MOWING—MAKES WORLD'S MOST BEAUTIFUL "LAWN"**

Our Blue-Green Mondo "Grass" is lily turf, described by the U. S. Department of Agriculture as Ophiopogon Japonicus, (formerly called Mondo Japonicus); native to Northern China, drought tolerance, evergreen, technically a "ground cover." It is a relative of the lily, with paper-thin blades, 1/8" wide. This sod-forming EVERGREEN low-growing oriental genus is currently used by many owners of distinctive homes in America as "lawn grass." Now we can offer Blue-Green Mondo "Grass" at popular prices. IT IS SO HARDY IT CAN BE PLANTED ANYTIME. Will stand traffic, but is slightly heavy to walk on. Blue-Green Mondo "Grass" retains its color the year 'round. Thrives in shade or sun. Extremely hardy, rarely requires watering. Fantastically beautiful, drooping low to the ground in weeping style year after year. **REQUIRES NO MOWING AND SHOULD NEVER BE MOWED.** Guaranteed to withstand severe degree of freezing or money refunded. Ideal for heavy shaded areas, dry or wet. Free folder of testimonials and photos of Mondo "lawns" sent on request; Mondo is resistant to diseases; insects and animals will not feed on it. Stops erosion, grows compactly, crowding out grass and weeds. Multiplies rapidly, approximately 100 times (10,000%), first year. New sprigs sprout from roots. Enhances property value. For a good coverage first year, plant 4" to 12" apart. Transplant newly sprouted sprigs immediately. Numerous rooted blades to plug. Planting and culture instructions with each order. Remittance with order. Shipped prepaid. Money-back guarantee—if not completely delighted, you may return at once for refund. Shipped now or when desired. Agents wanted everywhere.

**ORDER TODAY . . . YOU CAN'T LOSE!**

24 Plugs \$ 2.98	1,000 Plugs 79.00
48 Plugs 5.00	2,000 Plugs 150.00
100 Plugs 9.00	5,000 Plugs or more
500 Plugs 40.00	per 1,000 50.00

Shipped anywhere in U.S. Ratings: 1,000 or more.

Mondo Grass Co., Dept. HB, Biloxi, Miss.

I enclose \$\_\_\_\_\_ for which please send

prepaid \_\_\_\_\_ plugs Mondo "Grass."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

**IT'S WORTH MENTIONING**

CONTINUED FROM PRECEDING PAGE

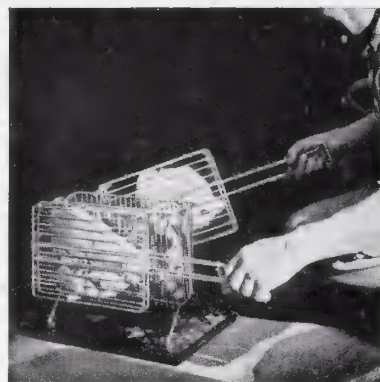


Measuring cup of Gitsware Soap Dispenser is always at hand in the pouring spout for accurate dispensing. Besides this detergent-saving convenience, you acquire a storage means that eliminates damp or leaky soap boxes and spillage accidents. Strong polyethylene dispenser has finger channels for easy grasping. Leak-proof cover unit snaps off for easy refill. Yellow or red; white cover. \$1.96 for 2, from Gimbel's, New York 1, N.Y.

Chrome is left rust-free and given a rust-inhibiting wax finish when treated with Collinite Chrome Wax. It does a remarkable job of rust removal; then rubbing the cleansed surface to a gloss gives you chrome that glistens like new. Effective also for removing dulling oxidation from aluminum, and you'll find it a wonder for use on porcelain bathroom fixtures. \$1.30, from Clarion Products, Highland Park, Illinois.



Outdoor or indoor use can be made of Midwest Charcoal Grill; easily carried, pre-loaded with charcoal, to the beach, on picnics, motoring or fishing jaunts. Proximity of vertical broilers to firebox adjusts for heat control; atop firebox you can do surface cooking. Strong, chromed-steel grill has carrying handles; 8"x11" meat grids. Size over all 21"x11 1/4". \$6.95 (\$7.45 west of Denver). From Midwest Metal Co., Kellogg, Iowa.



Grayline revolving spice rack fastens beneath a shelf where spices are instantly accessible and always orderly. Spring-action holders, rubber-coated, tightly grip cans (except jumbo-size) or jars and rack is so devised that it's always in balance and smooth-turning. Key-slot mounting makes rack instantly removable. Diameter 7 1/2". White, red, pink, yellow. \$1.00. From Miles Kimball Co., 83 Bond St., Oshkosh, Wisconsin.



Cummins screw-driver attachment for power drills is well worth owning for general household use as well as workshop projects. Even with dense hardwoods, screws are driven in smoothly and effortlessly and the time saved, particularly with large projects, is considerable. Fits 1/4" or larger drills; supplied with slotted bit and Phillips bit that handle up to 3/16" screws. \$4.95, from Abraham & Straus, Brooklyn, New York.





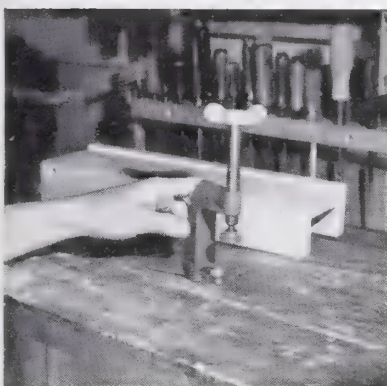


This magnetized sweeper for sewing room or workshop, swoops up pins, needles, nails, tacks or the like as it rolls. Powerful magnetic attraction provided across a six-inch area completes the task in short order; also with this thorough pick-up you're sure stray pins or needles won't cross the path of pets or infants. Gem Pin Mop is hardwood with rubber wheels and hang-up cord. \$2.50. General Devices, 746 Third Ave., Brooklyn, N. Y.

News here is the plastic clothes basket. The very functional innovation of the Quaker Utility Cart is useful for transporting cleaning supplies, gardening materials, barbecue beverages, in addition to laundry functions. Stored, the folding metal cart holds basket vertical. \$9.95. White, pink or yellow basket (25" x 18" x 7"). Basket only, \$4.95; useful as a dishpan, laundering basin, baby tub. From Carson's, State St., Chicago.



Caston Surface Clamp fastens to workbench top, a unique convenience in clamping devices. You can remove clamp at will from bolt that firmly holds it in place; by spotting extra bolts here and there in workbench top, clamp installation can be instantly located where it best suits a given work project. Also, clamp turns to any wanted work angle. Price \$3; extra bolts, 15¢ each. From Caston's, 788 Yale St., Akron, Ohio.



Sliding doors give this attractive bathroom cabinet high functional merit and visual interest besides. Either knob simultaneously controls both doors, sliding them out of your way for free access to shelves. Wolff Lacey Ledge Slyd-A-Dor has strong metal structure. Size 18"x15"x7½". Black, yellow, pink, wine, brown, turquoise, blue, pastel or dark green; hand-painted floral motifs. \$9.98. From Stern Bros., New York 36, N. Y.



This three-way tool for paperhanging unites a serrated knife devised for reaching into corners, a double-honed rotary knife for cutting along baseboards and other straightaway areas, and a free wheeling roller for smoothing seams and edges. One Arm Paperhanger, created by a leading maker of professional paperhanging tools, is a time-saving aid to the do-it-yourself handyman. \$1.98. From Hyde Mfg. Co., Southbridge, Mass.



(Please turn to page 196)



**ANCHOR FENCE**

**Safeguards**

**the pleasure of your outdoor living!**

With Anchor Fence to protect your children you'll know that they are safely at play inside your yard; that your privacy and grounds are guarded from trespassers and animals.

ANCHOR FENCE DIVISION, 7809 Eastern Avenue, Baltimore 24, Md.

"Permanent beauty for your home"

**Anchor Fence®**

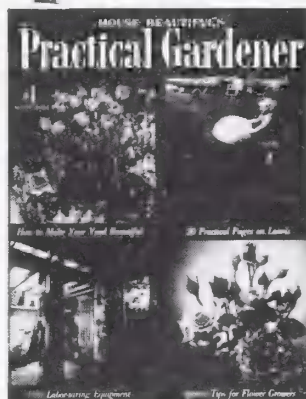
Division of ANCHOR POST PRODUCTS, Inc.

Plants in: Baltimore, Md.; Houston, Texas; and Los Angeles, Cal. • Sold direct from Factory Branches and Warehouses in all principal cities.



**hang it**

**next to your hoe**



House Beautiful's PRACTICAL GARDENER is just as basic to your gardening success as good tools. Whether you are a beginner or an expert home gardener, you'll find this new, colorful, picture-filled 1956 PRACTICAL GARDENER a tremendous help in stretching your garden dollars.

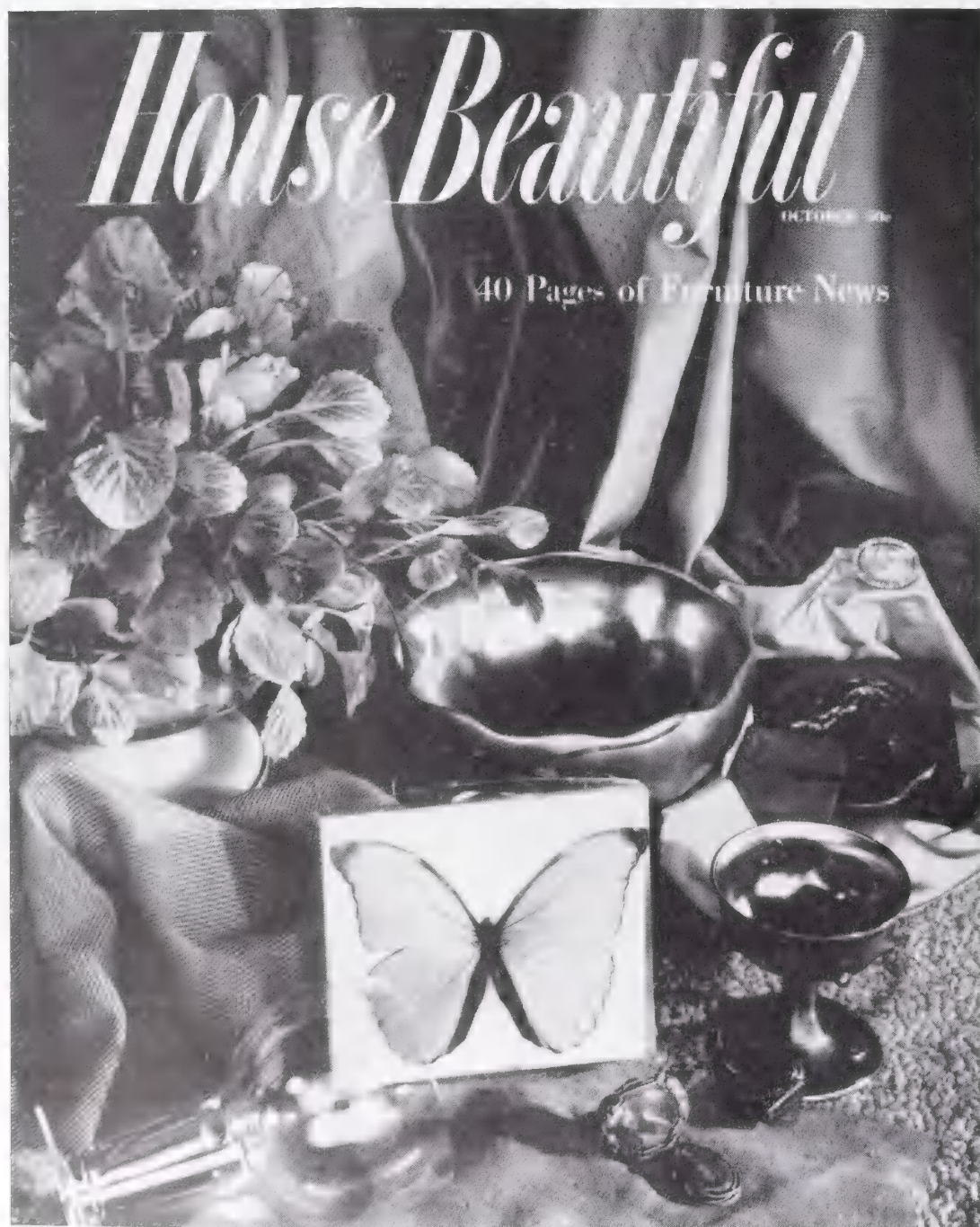
In the new 1956 PRACTICAL GARDENER

- **Lawns**—30 pages showing how to start a lawn and how to take care of it with a minimum of work and expense
- **Backyard planning and planting**—54 pages showing how to make every part of the property more livable
- **Flowers**—22 pages featuring annuals, perennials and bulbs . . . flowers you like, want to grow, can grow
- **Garden chemicals**—8 pages of the latest news on what the home gardener needs to know about plant food, sprays, dusts, weed killers.

Now on sale at newsstands, \$1 a copy, or send \$1 to House Beautiful's PRACTICAL GARDENER, 572 Madison Ave., N.Y. 22, N.Y.



*Are you aware that*  
**BEAUTY IS BACK**  
**IN VOGUE AGAIN?**



For more than ten years home furnishing styles have sprung out of a cold intellectuality. They offered a fine functionalism—BUT prettiness was hard to find.

This fall the home furnishings world abounds with news—all of it pretty, all of it beautiful. Wood is counting again—as *wood*. Marquetry and inlays are back. Iridescence has arrived out of the blue, making fabrics, glass and accessories seem alive and breathing with the interplay of their changeable colors.

For the first time in years, the fashion news in the decorating world is exciting and different.

**Read all about it in 40  
 wonderful pages in the  
 OCTOBER HOUSE BEAUTIFUL  
 On sale, September 18th**



# HOW TO BETTER YOUR HOME ...



## BETTER YOUR LIVING

Products advertised in HOUSE BEAUTIFUL are your guide to satisfaction. Ask for them by name to "BETTER your home ... better your LIVING." An asterisk (\*) beside the name of a product indicates that a booklet, or other information is offered in the advertisement. Write to the manufacturers for your copies today.

### **Appliances, Major & Small**

*Hobart KitchenAid Dishwasher	149
*Revco Refrigerator & Freezer	183
Tappan Stove	158

### **Automotive**

Ford Motor Company	9
--------------------	---

### **Bathrooms**

Briggs Beautyware	33
*Theodore Efron ShoweRite Glass Bath Enclosures	172
*Hall-Mack Company	162

### **Building Materials**

Kencork Walls	55
National Oak Flooring	86
*Portland Cement Association	6
*Schlage Lock	183
*Shepard Warner Elevator Co.	190
*Stylon Ceramic Tile	74, 75
*Tennessee Fabricating Company	41
*Tile Council of America	34
*United States Plywood Weldwood	11

### **Carpets & Rugs**

*Allen Karpet-Squares	66
American Viscose Carpeting	146, 147
Barwick Mills	157
Bigelow Carpets	137
Callaway Carpet	188
*Du Pont Nylon Carpeting	166, 167
*Firth Carpet	Inside Back Cover
*Archibald Holmes Norena Broadloom	21
Lees Carpets	76
Ozite Carpet Cushion	154

### **China, Glass, Silver & Tableware**

*Alvin Sterling	81
Sascha Brastoff China	160
*Flintridge China	3

Gorham Sterling	5
*Royal Doulton China	36
*Paul A. Straub & Co., Inc.	82
The Towle Silversmiths	13
Watson Sterling	1

### **Curtains, Draperies & Upholstery**

*American Rayon Institute, Inc.	45
Du Pont Nylon Upholstery	138
Eastern Curtain & Drapery Hardware	143
*Kirsch Drapery Hardware	178
F. Schumacher Fabric	145

### **Fireplaces & Accessories**

*Bennett-Ireland Flexscreen	156
*Heatilator Fireplace	141

### **Floor Coverings (HARD SURFACE)**

Kencork Floors	55
Matico Asphalt Tile	46

### **Foods & Beverages**

*Cresca Company	185
Miller High Life	23
*Spice Islands	174

### **Furniture**

*Baker Furniture	196
*Craddock Furniture	165
*Extensole Table	78
*Gilliam Furniture	173
Goodyear Airfoam Cushioning	12
*Habitant Furniture	140, 141
Hamilton Cosco Fashionfold Furniture	179
Hamilton Cosco Step-Stool	150
*Heritage-Henredon Fine Furniture	148
*Hickory Furniture	139
*S. R. Hungerford Furniture	151
*Masonite Presdwood for Furniture	159
Mengel Furniture	168
*Jens Risom Design, Inc.	175
*Rway Furniture	7
Sanford Furniture	162
Selig Furniture	156
*Seng Co.	190
Shwayder Samsonite Card Table & Chairs	22
U. S. Koylon Foam Cushioned Furniture	82, 171
Valentine Seaver Furniture	24
*Vermont of Winooski Furniture	185

The Weiman Company	161
*Westinghouse Micarta for Furniture	153
*Willett Solid Cherry Furniture	Back Cover

### **Garden Fences & Fixtures**

*Anchor Fence	193
*Habitant Fence	191

### **Garden Seeds, Bulbs & Plants**

*The Conard-Pyle Co.	192
*Inter-State Nurseries	192
Mondo Grass	192
*Russell Gardens	192
*Stark Bro's Nurseries & Orchards Co.	192
*Wayside Gardens	192

### **Garden Tools & Equipment**

Allegheny Ludlum Stainless Steel	187
----------------------------------	-----

### **Heating, Air Conditioning Ventilating & Plumbing**

*Burnham Base-Ray Radiant Baseboard	169
*Carrier Air Conditioning	77
Chase Spring-Flo Aerator	166
*Delta Faucet	179
*Goodyear Plotron Air Filter	79
*Heatilator Fireplace	141
Minneapolis Honeywell Zone Control	8
Research Products Corp.	170

### **Housewares & Supplies**

Allegheny Ludlum Stainless Steel	187
J. L. Hudson Company	164
*Verity Southall Ltd.	190

### **Kitchen Equipment**

*Elkay Lustertone Steel Sinks	80
*Formica For Kitchens	Inside Front Cover
*Kitchen Maid Kitchens	181
K-V Kitchen Fixtures	169
*St. Charles Kitchens	10

### **Lamps & Lighting**

*General Electric Lighting	65
*Lightolier	83

### **Linens & Bedding**

*Chemstrand Acrilan Blanket	177
Du Pont Orlon Blankets	56

### **Paints**

*Desmond's	181
Lehman Bros.	190

### **Shades, Blinds & Wall Coverings**

*Denst and Soderlund, Inc.	170
F. Schumacher Wallpaper	145
The Wallpaper Council	172, 180, 186

### **Sporting Goods & Toys**

*F. A. O. Schwarz	78
-------------------	----

### **Stationery & Books**

Crane's Fine Papers	2
*Griffin Originals by Wetmore & Sugden, Inc.	160

### **TV, Radios, Records and Musical Instruments**

*Hardman Piano	180
*Tetrad Phonograph Needle	144
*Wurlitzer Organ	146

### **Travel**

*Bermuda Trade Development Board	163
*French Government Tourist Office	85

### **Windows & Doors**

*Pittsburgh Plate Glass Twindow	35
*Rolscreen Pella Wood Casement Windows	155

### **Miscellaneous**

*Chicago School of Interior Decoration	190
*Consolidated Chemical Dog-Tex	190
*Evergreen Studios	190

### **Department, Furniture, Jewelry & Specialty Stores**

Antiques	39
*Carabao Special Products Co.	17
*Colten's	19
*Famous Artists Schools	43
Julius Goodman and Son	31
*Kimball Printers	49
*Toni Moran Studio	29
*Olson Rug Co.	73
*Ronnie	25
*Shillcraft	27
Speare Engineering Company	37
Tourneau, Inc.	71



CONTINUED FROM PAGE 193

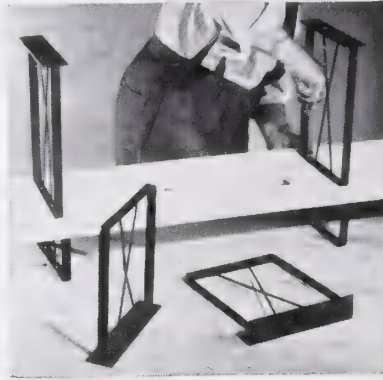
# BAKER



PHOTOGRAPH BY REQUEST. PLEASE SEND 50c.

BAKER FURNITURE, INC., 25 MILLING ROAD, HOLLAND, MICHIGAN

NEW YORK • CHICAGO • GRAND RAPIDS • LOS ANGELES • DALLAS • ST. LOUIS • ATLANTA



Heavy wrought iron is used in Shelf-Mates brackets; strength stems also from bracket design that assures rigid shelving construction free of side-sway even when great weight is imposed. Buy lumber cut to wanted size, screw on Shelf-Mates and it's a cinch to build attractive room dividers, storage shelves, bookcases. \$3 a pair (10" or 12 $\frac{3}{4}$ "); leg bases, 4", pair, \$1.95. Greenwich Wrought Iron, Box 4041, Albany 4, N.Y.

Trewax Sta-Shine cleanses and applies wax in one operation; the cleansed surface when buffed, is left with a lustrous, long-lasting finish. The very efficient formulation, a liquid, contains pure turpentine which is a factor in its cleansing effectiveness. Sta-Shine services wood flooring or paneling, linoleum, cork, vinyl-plastic floor coverings. \$1.85 a quart; \$6.35 a gallon. Available from Trewax Co., Culver City, California.



Telescoping shelves of Donay Door Caddy fasten by flanged ends to the slotted frames; you install shelf guards in like manner. This simple project supplies a cabinet 42"x31 $\frac{1}{2}$ " with six shelves (expandable from 12" up to 18"). With waste closet-door space thus equipped, you've new storage facilities for bathroom supplies, cosmetics, medicines. All metal; gray enameled. \$5.95, from Donay Co., 2940 S. 38th St., Milwaukee.

Any size stemware can be stored on the Kern Stemware Hanger. The two aluminum, step-shaped bars screw to shelf's underside; you adjust in-between spacing to fit glassware you wish stored. You gain new shelf space and will find also that hanging stemware on this rack helps protect it against breakage and dust deposits. Length 9 $\frac{1}{2}$ "; rubber-coated edge. \$1.95 for 4 pair. From Elron Co., 225 W. Erie St., Chicago, Ill.



Here's an easy way to prevent hair-pin-leg furniture from scratching floor surfaces; equally effective to prevent indentation in rug or linoleum where hairpin curve rests. Just set base of leg into glide's socket; a snap-action clip locks wrought-iron rod to the glide. All metal construction; black or gold finish of baked enamel. \$1.35 for set of 4 to fit 3/8", 1/2" or 7/16" rods. From Mastercraft Products, 21 Summer St., Boston 10, Mass.



# House Beautiful

OCTOBER 50c

40 Pages of Furniture News









# Extensole

**NEW MODERN**

**CHERRY IN CONTEMPORARY MOOD**

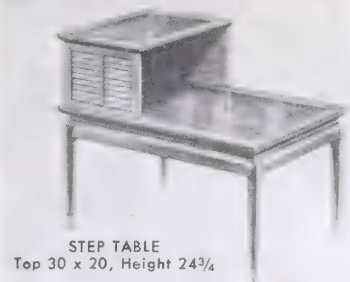
NO SPLIT IN TOP



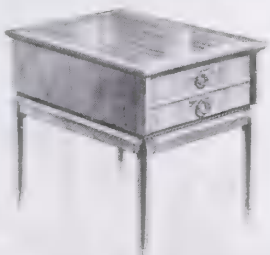
**NOW . . . MATCHING OCCASIONALS!**



**COCKTAIL TABLE**  
Top 45 x 22, Height 15½



**STEP TABLE**  
Top 30 x 20, Height 24¾



**COMMODE**  
Top 26 x 19, Height 22

*Something Wonderful Happens* **WHEN YOU DECORATE WITH EXTENSOLE MODERN**

● This is fine contemporary at its newest. Select cherry veneers, enhanced by Extensole's "dry sherry" finish, are accented by the generous use of brass. The drop-leaf extension table has no split in top. (Extensole's patented feature.) Extended it seats up to ten. The buffet-china, while scaled for small dining areas, gives distinction to any interior. Its accordion folding doors provide easy access, and are one of the many unusual features of this group. Matching chairs, solidly constructed, with foam rubber seats, complete this handsome ensemble. Your dealer will gladly show you Extensole modern; surprisingly low-priced for truly fine furniture. (Drop-leaf—\$149 for 90" length).

Send for name of dealer and folder showing other extension tables in many styles, finishes,—priced from \$69.

**EXTENSOLE CORPORATION • SPARTA, MICHIGAN**

MADE IN CANADA BY THE WUNDER FURN. MFG. CO. LTD.





**The things that money can't buy**  
*come into your home with a Steinway*

The Steinway is the standard piano of the world. Today's Steinway, built with the experience and refinements of a century, is the noblest handiwork of the piano-maker's craft. The glowing tone of this great instrument and its gentle authority inspire the child to work and accomplish, and to rise above the softening ease of push-button living. The Steinway stresses, in an age of surplus, the values money can't buy—and the values money *can*. The best proved piano, it is the longest lasting—its rugged construction stubbornly resists depreciation. The Steinway over the decades is actually the most economical of pianos, and the wisest investment.



**Steinway**

THE INSTRUMENT OF THE IMMORTALS



**Great artists choose the Steinway.** The list includes SOLOMON (at piano) and Anda, Bachauer, Foster, Gorodnitzki, Hambro, American Piano Trio, Mitropoulos, New York Philharmonic Symphony, etc. . . . also nearly all of the nation's leading orchestras, radio and television stations.

Our booklet, "How to Choose Your Piano," will be sent free if you write Steinway & Sons, 45-02 Ditmars Ave., Long Island City 5, N.Y.

**Your Steinway dealer is a piano authority.** Ask him, "What makes the Steinway superior?" He will demonstrate important differences on one of six Steinway Verticals, like the attractive Louis XV above. (Liberal terms.)





## Whatever style you choose, be sure it's **CUSHIONED with COTTON**



Jane just adores traditional furniture . . . Bob goes for modern. "But," says she, "even my husband is smart enough to know that any furniture we buy must be cushioned with cotton. Cotton-cushioned furniture stays comfortable and beautiful a long, long time."

Cotton cushioning gives your body the firm support so necessary to comfort. The live-action quality of cotton fibers assures gentle resistance to weight and

pressure . . . makes sitting more restful. Cotton-cushioned innerspring construction keeps upholstery fabrics smooth and unwrinkled for many years . . . and holds its shape under hardest wear. Cotton cushioning is easily cleaned and never will be damaged by fluids used to clean upholstery fabrics.

For lasting beauty, economy and satisfaction, be sure the next furniture you buy is *cushioned with cotton*.





ALAN FONTAINE

**Our Cover:** Leaves of young cabbage, black opals, and the wings of a butterfly shine with nature's own iridescence. Fabrics, modern glass and Favrile glass by Louis Comfort Tiffany hint at this new and exciting way your decorating may go this fall. Story on pages 176-181.

# House Beautiful

Vol. 98, No. 10

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

## OCTOBER 1956

ELIZABETH GORDON

Editor

JOSEPH A. BARRY

Editorial Director

RICHARD E. DEEMS

Executive Vice-President

RICHARD A. HOEFER

Publisher

FRANCES TAYLOR HEARD

Home Furnishings Editor

WALLACE F. HAINLINE

Art Director

MARION GOUGH

Feature Editor

MARION ROWLAND

Copy Editor

PATRICIA GUINAN

Window Shopping

ROY McMULLEN

Contributing Editor

CAROLYN S. MURRAY

West Coast Editor

MARVA SHEARER

Family Editor

CECILE STARR

16mm Movies for Home Use

RICHARD WILLIAMS

Music

### HOME FURNISHINGS AND DECORATING

LAURA TANNER

Decoration

SARA LITTLE

Decoration

KENNETH YOUNG

Decoration

HELEN LITTLE

Decoration

ROBERT BURCHETTE

Decoration

ELAINE NEAL

Decorating Adviser

### ARCHITECTURE AND BUILDING

JOHN DEKOVEN HILL

Architectural Editor

CURTIS BESINGER

Technical Editor

ROBERT MOSHER

Building Editor

MILES COLEMAN

Economic Consultant

RAYMOND D. RITCHIE

Consultant on Construction and Specifications

HENRY WRIGHT

Climate Control and Air Conditioning

### FOOD AND APPLIANCES

POPPY CANNON

Food Editor

NANCY CRAIG

Home Service Editor

JULIE POLSHEK

Food Products

PRISCILLA LANGEWIESCHE

Researcher

VIRGINIA STANTON

Party Editor

MARY ELIZABETH WILEY

Researcher

### GARDENING

JEAN LAWSON

Horticulture and Landscaping

### BEAUTY IS IN VOGUE AGAIN

Wood Is Counting Again—as Wood 170-175

Iridescence, the New Dimension in Your Decorating 176-181

The Enrichment of Plain Surfaces 182-183

Furniture That Revives the Age-Old Art of Parquetry 186-189

HOUSE BEAUTIFUL Classic No. 10 190-191

Two Darlings of the Fifth Decade 196-203

Furniture with the Emotional Appeal of Ornament 204-209

### BUILDING AND DECORATING

Wood Is Counting Again—as Wood 170-175

Iridescence, the New Dimension in Your Decorating 176-181

The Enrichment of Plain Surfaces 182-183

Try These on Your Problem Room 184

Old Art for a New Look 185

You Want Dim Lights? 185

Furniture That Revives the Age-Old Art of Parquetry 186-189

HOUSE BEAUTIFUL Classic No. 10 190-191

Two Darlings of the Fifth Decade 196-203

Furniture with the Emotional Appeal of Ornament 204-209

Decorator's Diary 151

A Clock To Match Your Decorating Scheme 148

Where to Put Your Hi Fi 306-307

### FOOD AND THE ARTS OF GOOD LIVING

Time To Take a New Look at California Wines 194-195

Roll Out the Red Carpet 210-211

The No-Work Gourmet Menu 222

Memo to a Modern Epicure 254-256

### GARDENING

Fall Is the Time to Remodel the Garden 214-215

The Right Container for the Right Plant for the Right Spot 216-219

Plan Now for Chrysanthemums in Your Garden 220-221

Looking for a Landscape Architect? 311

Soften Those Sharp Edges, Hard Corners and Dreary Outlooks 184-188

Garden Ideas from the Flower Shows 308-310

### MUSIC, ART AND 16mm FILMS

Some Pleasures and Problems of Modern Painting 192-193

Fiction, Fantasy and Fairy Tales on Film 212-213

Opening Night at the Metropolitan 30

Living Portraits of Contemporary Artists 244

### OTHER FEATURES

Window Shopping 42-146

How To Leave Home and Like It 164

It's Worth Mentioning 260

### ADVERTISING INDEX 315

House Beautiful is published monthly by the Hearst Corporation, 572 Madison Ave., New York 22, N. Y. Richard E. Berlin, President; John Randolph Hearst, Vice-Pres.; George Hearst, Vice-Pres.; Richard E. Deems, Exec. Vice-Pres. of Magazines; Fred Lewis, Vice-Pres. and Gen. Manager of Magazines; John R. Miller, Vice-Pres. for circulation; Richard A. Hoefler, Vice-Pres. for House Beautiful; G. O. Markuson, Vice-Pres. & Treasurer; R. F. McCauley, Secretary. © 1956 by the Hearst Corporation; all rights reserved. Advertising offices: 572 Madison Ave., New York 22; 1132 Park Square Bldg., Boston 16; 11 No. Wacker Dr., Chicago 6; 1712 Fisher Bldg., Detroit 2; 715 Keith Bldg., Cleveland 15; 1709 West 8th St., Los Angeles 17; 530 Hearst Bldg., San Francisco 3; 1447 Peachtree St. N. E., Atlanta 9; P.O. Box 3142, Tyler, Texas. Chamber of Commerce Bldg., Miami 32, Fla. Subscription prices: United States and possessions and Canada, \$5 for one year; \$7.50 for two years; \$10 for three years. All other countries, \$10 for one year. For change of address, give old address as well as the new, with postal zone number if any, and allow five weeks for change to become effective. Manuscript material submitted will be handled with care, but the magazine assumes no responsibility for it. No unsolicited manuscripts will be returned unless accompanied by full return postage and return envelope. The following trademarks registered in U. S. Patent Office: "House Beautiful's Building Manual," "House Beautiful's Buying Guide For the Bride," "House Beautiful's Practical Gardener," "The Bride's House," "Good Buys," "House Beautiful," "House Beautiful Combined With Home & Field," "Better Your Home—Better Your Living," "Climate Control," "Window Shopping," and "Pace Setter." Re-entered as second-class matter October 25, 1943, at the post office, New York, N. Y., under the Act of March 3, 1879. Authorized as second-class mail, Post Office Department, Ottawa, Printed in the U. S. A.

NOTICE TO POSTMASTER: Please send notifications regarding undeliverable magazines to House Beautiful, 250 West 55th Street, New York 19, N. Y.



pick the sterling pattern you adore...

Wallace  
gives you  
gifts worth  
 $\frac{1}{4}$  more!



SILVER DESIGNED BY WILLIAM E. WARREN

#### FREE SOLID MAHOGANY CHEST!

You get gifts worth up to \$75\* when you buy eight! Yes, Wallace gives you plus 4 sterling serving pieces; a sugar server and a cake breaker! And only Wallace gives you "Third Dimension Beauty." Turn over a Wallace spoon, and one by any other maker. You'll find that only solid silver by Wallace is sculptured-in-the-round; back and sides are as richly patterned as the front. Own a service for 8, plus these gifts, for as little as \$198; pay just a few dollars a week!



#### 4 FREE SERVING PIECES!

you buy a 40-piece service this solid mahogany silver chest, spoon, a butter server, a hollow handle cheese server and a cake breaker! And only Wallace gives you "Third Dimension Beauty." Turn over a Wallace spoon, and one by any other maker. You'll find that only solid silver by Wallace is sculptured-in-the-round; back and sides are as richly patterned as the front. Own a service for 8, plus these gifts,



Wallace sterling  
at Wallingford, Connecticut, since 1835





**FORWARD  
TREND**



A distinguished group of over 50 correlated pieces for the bedroom, dining room and living room. Designed by Bert England of Cannell and England. Send 50¢ for Forward Trend Brochure.

# Johnson

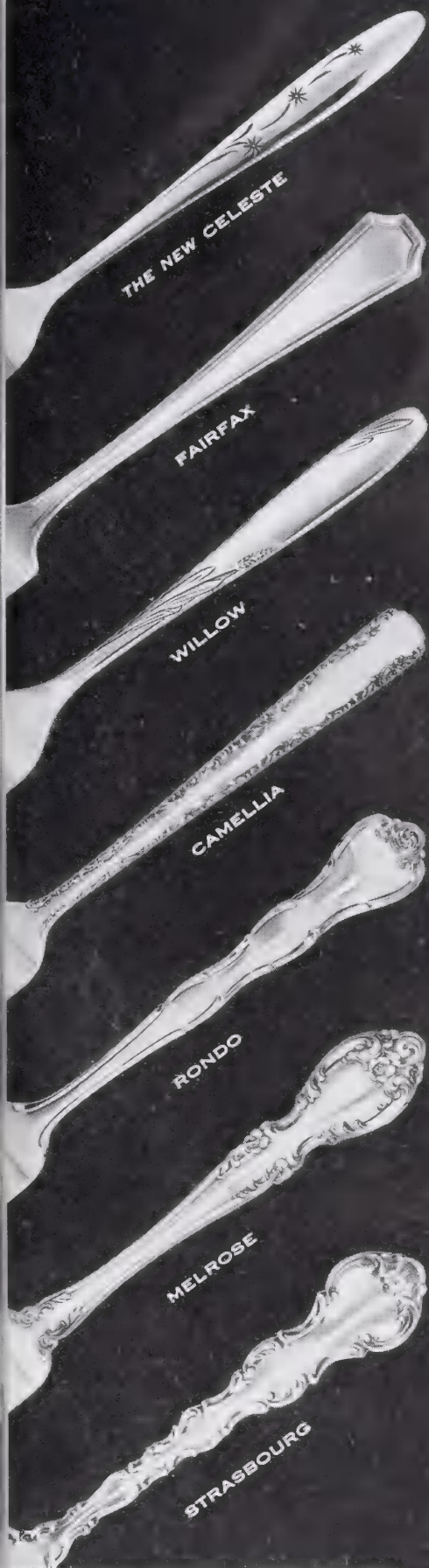
JOHNSON FURNITURE COMPANY  
JOHNSON-HANDLEY-JOHNSON CO.  
**GRAND RAPIDS, MICHIGAN**

*Sold only thru fine stores and accredited decorators*

*Showrooms:* NEW YORK • CHICAGO • CLEVELAND • INDIANAPOLIS • MINNEAPOLIS • ST. LOUIS • LOS ANGELES







## How much does it cost not to own Gorham Sterling?

There are two ways to learn how wonderful Gorham Sterling is. One way is by owning it. The other is by owning something else.

To the woman who decides to own something else—and use the money "saved" for other things—Gorham Sterling will always remain a dream. Like sterling silver itself, that dream will never fade. For sterling is a universal symbol of a woman's taste and breeding. It speaks volumes for her every time she sets her table.

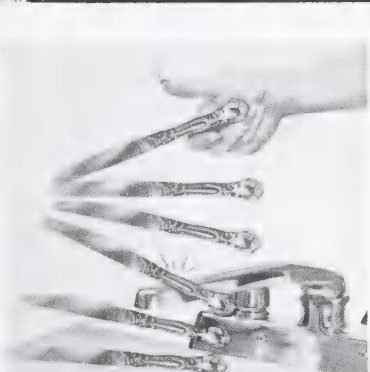
In the character of its shape and design, Gorham Sterling reflects so much of its owner's personality. And the Gorham mark stamped forever on the back of every piece

instantly reveals its owner's wisdom and foresight. That's why so many people think of "Gorham" and "Sterling" as meaning one and the same thing: the *finest* in solid silver.

How much does it cost *not* to own Gorham Sterling? A lifetime of satisfaction is perhaps not too much to answer. For the longer you have it, the more pleasure you get from it.

Complete Gorham place-settings—knife, fork, spoon, salad fork, soup spoon and spreader—from \$29.75.\* Settings for 8 in a handsome wood chest start as low as \$238.\* And most Gorham jewelry or department stores have convenient budget plans which allow you up to a year to pay.

**Gorham** **STERLING**  
America's Leading Silversmiths Since 1831  
125th Anniversary



**A Gorham Exclusive**... made from a seamless sterling tube, the Gorham knife handle will resist denting if accidentally dropped. It is completely watertight—there are no seams to open or discolor. Washing in the hottest water will not loosen the blade.



Come to these fine stores  
to see exciting

# Counterpoint by Drexel

and lift up the left side of the opposite page to see more of this great new group for living, dining and bedrooms.

## ALABAMA

Birmingham . . . Marks-Fitzgerald  
Dothan . . . Blumberg's  
Florence . . . Rogers  
Gadsden . . . Ross-Gramling Furn. Co.  
Huntsville . . . Marks-Fitzgerald  
Mobile . . . Hammels-Adam Glass & Co.  
Montgomery . . . Bishop-Parker Furn. Co.

## ARIZONA

Phoenix . . . Lou Regester, Inc.  
Tucson . . . Sam Levitz Furn., Inc.

## ARKANSAS

Little Rock . . . Westmoreland's

## CALIFORNIA

Bakersfield . . . McCart & Bultman  
El Cajon . . . Benbough's-El Cajon  
Eureka . . . Standard Furn. Co.  
Fresno . . . Roth Furn. Co.  
Fullerton . . . Contemporary Interiors  
Hollywood . . . Barker Brothers  
Long Beach . . . Barker Brothers  
Los Angeles . . . Frank Brothers  
Evans Furn. Co.  
Harry Gladstone  
J. W. Robinson

National City . . . H. L. Benbough Co.  
North Hollywood . . . B. Lewin's Furn.  
Pacific Grove . . . Empire Furn. Co.  
Pasadena . . . Barker Brothers  
Richmond . . . Weber Brothers  
Riverside . . . Mission Furn. Co.  
Sacramento . . . Scofield's  
Salinas . . . Empire Furn. Co.  
San Bernardino . . . Wilson & Fields  
San Diego . . . H. L. Benbough Co.  
San Francisco . . . Frank Newman Co.  
White House  
Robinson & Sons Co.

San Jose . . . Paulson Studios  
Santa Barbara . . . Haber's Eastern Furn. Co.  
Santa Cruz . . . Barker Brothers  
Stockton . . . Burnham Brothers  
Stonestown . . . Frank Newman Co.

## COLORADO

Denver . . . Davis & Shaw Furn. Co.  
Grand Junction . . . Empire Furn. Co.

## CONNECTICUT

Waterbury . . . Metropolitan Furn. Co.  
Wilton . . . Modern American

## DELAWARE

Wilmington . . . H. Feinberg Furn. Co.

## DISTRICT OF COLUMBIA

Washington . . . Mayer & Company  
Peerless Furn. Co.

## FLORIDA

Fort Lauderdale . . . Burdine's  
Fort Myers . . . Robb & Stucky Co.  
Gainesville . . . Alachua Furn. Co.

Jacksonville . . . Haverty Furn. Co.  
Lakeland . . . Maas Brothers  
Leesburg . . . Popeye's of Lake County  
Miami . . . Burdine's  
Moore's Furn.  
Panama City . . . James Furn., Inc.  
Pensacola . . . Marston-Quina  
Sarasota . . . Maas Brothers  
St. Petersburg . . . Shaw's, Inc.  
Tallahassee . . . Maas Brothers  
Tampa . . . Burdine's  
West Palm Beach . . . Burdine's

## GEORGIA

Albany . . . Albany Housefurnishing Co.  
Atlanta . . . Rich's  
Augusta . . . Richards Furn. Co.  
Columbus . . . Hinson Galleries  
Macon . . . Maxwell Brothers  
Savannah . . . Dream House Furn. Co.  
Waycross . . . R. B. Zachry Furn. Co.

## IDAHO

Idaho Falls . . . Petersen Furn. Co.

## ILLINOIS

Chicago . . . K. Robeson Dept. Store  
John M. Smyth & Co.  
The Bachman Company  
Kankakee . . . Turk Furn. Co.  
Park Forest . . . Seifer's  
Springfield . . . A. Dirksen & Sons

## INDIANA

Evansville . . . Wayside Furn. Co.  
Fort Wayne . . . Adams & Walda Furn. Co.  
Gary . . . Radigan Bros. Furn. Co.  
Indianapolis . . . Wm. H. Block Co.  
Muncie . . . C. Cree Gable  
South Bend . . . Robertsons of South Bend  
Valparaiso . . . Lincolnway Furn. Co.

## IOWA

Davenport . . . M. L. Parker Furn. Co.  
Des Moines . . . Gray's Furn.  
Newton . . . Gray's Furn.

## KENTUCKY

Lexington . . . Purcell's  
Louisville . . . Furn. Mart

## LOUISIANA

Alexandria . . . Clark Dunbar, Inc.  
Baton Rouge . . . Kornmeyer's  
Lafayette . . . Richard Furn. Co.  
Monroe . . . Monroe Furn. Co., Inc.  
New Orleans . . . Nu-Idea Furn. Co.  
Shreveport . . . Hemenway's

## MAINE

Lewiston . . . B. Peck Company  
Portland . . . Youngs Furn. Co.

## MARYLAND

Baltimore . . . The Hecht Company  
Cumberland . . . B. Beneman & Sons

## MASSACHUSETTS

Boston . . . Jordan Marsh Co.  
John H. Pray & Sons Co.  
Frammingham . . . Jordan Marsh Co.  
West Springfield . . . Salem Wayside

## MICHIGAN

Ann Arbor . . . Barrett Furn. Co.  
Detroit . . . Robinson Furn. Co.  
Grand Rapids . . . New Klingmans  
Lansing . . . Robinson Furn. Co.

## MINNESOTA

St. Paul . . . The Golden Rule  
Weyand Furn. Co.

## MISSISSIPPI

Greenville . . . Levy & Rode  
Gulfport . . . J. C. Clower Furn. Co., Inc.  
Jackson . . . Kennington Co.

## MISSOURI

St. Louis . . . Fair Mercantile Co.

## MONTANA

Billings . . . Billings Hardware Furn. Mart

## NEBRASKA

Lincoln . . . Gold & Co.  
Scottsbluff . . . Webber's Furn. Co.

## NEVADA

Las Vegas . . . McKenzie Furn. Co.

## NEW JERSEY

Hanover . . . Edwin A. Kirch  
Montclair . . . Hahne & Co.  
Newark . . . Hahne & Co.  
Paterson . . . Bogard Bros.  
Plainfield . . . Miron's  
Red Bank . . . Sterling Furn. Shop  
Roselle . . . Cooper Furn. Co.  
Trenton . . . Park Lane Furn. Co.

## NEW MEXICO

Albuquerque . . . Broome Furn. Co.

## NEW YORK

Albany . . . John B. Hauf, Inc.  
Astoria, L. I. . . Dean Furn. Co.  
Binghamton . . . Ellis Bros., Inc.  
Buffalo . . . Newtrend Furn., Inc.  
Central Islip, L. I. . . Suffolk Wayside Furn. Shops  
Far Rockaway, L. I. . . Neve Furn. Co.  
Flushing, L. I. . . B. Gertz, Inc.  
Hempstead, L. I. . . John A. Schwarz  
Hicksville, L. I. . . B. Gertz, Inc.  
Jackson Heights, L. I. . . Jackson Furn. Co.  
Jamaica, L. I. . . B. Gertz, Inc.  
Latham . . . John P. Ryan Furn. Corp.  
New Rochelle . . . Neptune Furn. Co.  
New York City . . . Bloomingdale Bros.  
Robert W. Caldwell  
Lee-Smyth Furn. Co.  
Stern Bros.

Poughkeepsie . . . Fleishman Wayside Furn.

Rockville Centre, L. I. . . Woodlee Furn. Co.  
Schenectady . . . Star Furn. Co.  
Stapleton, S. I. . . J. Jaeger & Sons  
Syracuse (Dewitt) . . . Charm House Furn. Galleries  
Troy . . . John P. Ryan Furn. Corp.

## NORTH CAROLINA

Burlington . . . Neese-Shoffner Furn. Co.  
Charlotte . . . Mecklenburg Furn. Shops  
Durham . . . Piedmont Furn. Co.  
Fayetteville . . . Bloom Furn. Co.  
Greensboro . . . McMillan Furn. Co.  
Havelock . . . McMillan & Wells  
High Point . . . Bloom Furn. Co.  
Jacksonville . . . Pete McMillan Furn. Co.  
Kinston . . . Baker Furn. Co.  
Morganton . . . Nite Furn. Co.  
Raleigh . . . Southern Furn. Co.  
Wilmington . . . Todd Furn. Co.

## OHIO

Akron . . . The Shade Shop  
Cincinnati . . . The H. & S. Pogue Company  
Cleveland . . . The Higbee Company  
Dayton . . . The Dayton Town & Country Furn. Shop  
Toledo . . . Enterprise Furn. Co.

## OREGON

Coos Bay . . . Purkey's  
North Bend . . . Purkey's  
Roseburg . . . Curtis Bros.

## PENNSYLVANIA

Altoona . . . The Wm. F. Gable Company  
Beaver . . . J. T. Anderson Furn. Co.  
Harrisburg . . . Bowman's, Inc.  
Hoversville . . . Daniel Shaffer & Sons  
Johnstown . . . Olbum's  
Lebanon . . . Levitz Furn. Co.  
Mercer . . . Miller's of Mercer  
Natrona Heights . . . Myers Furn. Co.  
New Kensington . . . Myers Furn. Co.  
Philadelphia . . . John Wanamaker  
Pittsburgh . . . Colonial Art Furn. Co.  
Gordon's Eastwood Furn. Co.  
Joseph Horne Co.  
Pottstown . . . Levitz Furn. Co.  
Reading . . . Pomeroy's, Inc.  
Selinsgrove . . . Burns of Selinsgrove, Inc.  
Uniontown . . . Sidney's  
Wilkes-Barre . . . Robert E. Stoehr, Inc.  
York . . . Bon Ton Store for Homes

## SOUTH CAROLINA

Charleston Heights National Furn. Mart  
Florence . . . Mecklenburg Furn. Shops  
Greenville . . . Mayfield's  
Mullins . . . Smithboro Furn. Co.  
West Columbia . . . Hamm & Wise

## SOUTH DAKOTA

Rapid City . . . Dusek's Furn. Co.

## TENNESSEE

Chattanooga . . . Fowler Brothers

Fountain City . . . King Furn. Co.  
Kingsport . . . Baylor-Nelms  
Knoxville . . . Fowler Brothers  
Madison . . . Garrett Suburbia  
Memphis . . . Donald Furn. Co.  
Nashville . . . Dodge Furn. Co.

## TEXAS

Amarillo . . . Herring Furn. Co.  
Austin . . . Bridges Furn. Co.  
Corpus Christi . . . Braslau Furn. Co.  
Dallas . . . Anderson Furn. Studio  
El Paso . . . American Furn. Co.  
Fort Worth . . . Fair Ridgley  
Houston . . . G. A. Stowers Furn. Co.  
Lubbock . . . Sellers-Jondahl-Jenkins  
Odessa . . . Phillips Furn. Co.  
San Antonio . . . G. A. Stowers Furn. Co.  
Tyler . . . Swann Furn. Co.  
Wichita Falls . . . Spears Furn. Co.

## UTAH

Salt Lake City . . . Forsey's Pace Setter House

## VIRGINIA

Danville . . . Rhodes, Inc.  
Newport News . . . J. H. Bell Furn. Co.  
Norfolk . . . Willis Furn. Co.  
Richmond . . . Kenneth Lord's  
Roanoke . . . Reid & Cutshall, Inc.

## WASHINGTON

Hoquiam . . . Hansen Furn.  
Richland . . . Richland Bell Furn. Co.  
Seattle . . . Del-Teet Furn. Co.  
Northgate Furn. Co.  
Spokane . . . Spokane Dry Goods Co.  
(The Crescent)  
Yakima . . . Nashem's, Inc.

## WEST VIRGINIA

Farmington . . . Manchin's  
Morgantown . . . Royal Furn. Co.  
Weirton . . . Home Furn. Co.

## WISCONSIN

Beloit . . . Brusberg's Furn.  
Janesville . . . Cain-Ashcraft Co.  
Madison . . . Cain-Ashcraft Co.  
Milwaukee . . . Kunzelmann-Esser

## WYOMING

Cheyenne . . . Grier Furn. Co.  
Lusk . . . Midwest Hardware Co.  
Rock Springs . . . Union Mercantile Co.

## CANADA

Edmonton, Alberta . . . Podersky's Furn.  
Montreal, Que. . . N. G. Valiquette, Ltd.  
Toronto, Ont. . . Robert Simpson Co., Ltd.  
Vancouver, B. C. . . Thomson & Page  
Victoria, B. C. . . Standard Furn. Co.  
Winnipeg, Man. . . T. Eaton Co., Ltd.

## HAWAII

Honolulu . . . Honolulu Seed Company

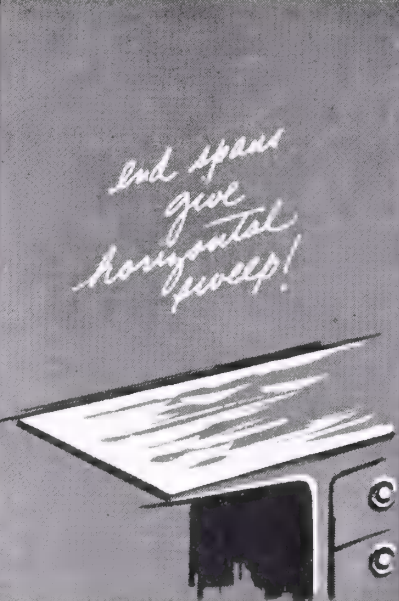
See Counterpoint by Drexel featured editorially on pages 196 to 203 of this issue of HOUSE BEAUTIFUL.



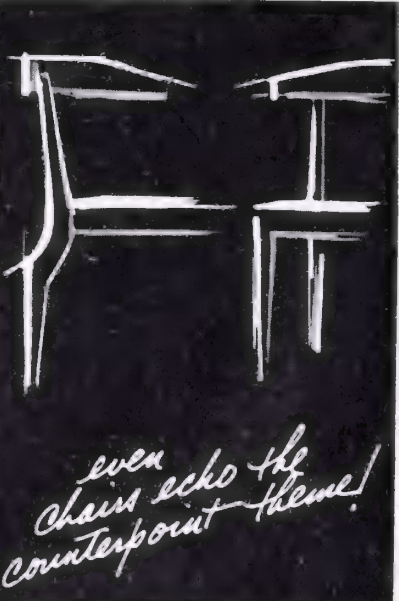
recessed cherry  
pulls  
punctuated in brass!



roll-  
back  
china deck!



end spans  
give  
horizontal  
sweep!



even  
chairs echo the  
Counterpoint theme!



This is the look . . .

long, crisp, linear!

Count

This is the furniture . . .



Foreground:

Chairs: Arm, \$40; Side, \$33; Extension table, \$133; Buffet, \$155; Lighted china deck, \$179; Chest, \$73; Corner unit, \$59; Buffet-dresser, \$145; Bachelor's chest, \$105; Span chest, \$78.\*

Background:

Right and left span beds (usable as twins or double), \$105 each; Chest, \$155; Dresser, \$145; Mirrors, \$29 each; Vanity, \$79; Chair-back bench, \$35.\*

\*Slightly higher in the West

Send for your "Portfolio of Fine Furniture," illustrated booklets on Drexel's traditional, provincial and modern groups—35c in coin to 3 Huffman Road, Drexel, North Carolina.



# B.F. Goodrich

\* A registered trade mark of The B. F. Goodrich Company

*Furniture with a future is cushioned with* **TEXFOAM\***

*Agatine floor tile and 'Nicer ice bucket  
also products of B. F. Goodrich.*



**Counterpoint by Drexel** cushioned with Texfoam . . .

blends light formality with luxurious comfort. A pleasure to own,  
Texfoam-cushioned Counterpoint stays composed in its styling . . .

fresh in its comfort . . . year after year. So don't hesitate,  
see Counterpoint for yourself. Wooden arm sofa is only \$380.00,  
functional tub chair \$119.00, table \$75.00. Truly, it's furniture with a future  
. . . Counterpoint cushioned with Texfoam for luxury, for looks, for life.

SPONGE PRODUCTS DIVISION

**B.F. Goodrich**

DEPT. J, 206 DERBY PLACE, SHELTON, CONN.



# Can You Call a Man a "Failure" at Thirty?

*Men who think that success is only a matter of "a few years" are failures . . . however young they are!*

How often have you heard some young man in business say, "I'll admit the job I have now isn't much but, after all, I'm only in my twenties."

Or: "Just about every executive in the company I work for is between 45 and 65. I have plenty of time to get ahead."

This *mistaken* idea that success comes automatically with time is easy to understand. Promotions do come regularly and effortlessly to young men of promise. *But* the day arrives, often abruptly, when that promise must be *fulfilled*. Native ability and intelligence can carry a man only to the mid-way point in business—beyond that he must *prove* his capacity to justify a position of executive responsibility. That calls for a practical, working knowledge of business fundamentals.

The time to build that knowledge—to lay a solid groundwork for your future progress—is now . . . *now* while time is still on your side. If you fail to recognize that fact, you'll know only struggling, skimping and regret when your earning power should be at its height.

## FOR THE BUSINESS MAN WHO REFUSES TO STAGNATE



**H**ALF the world is half asleep! Men who could be making twice their present salaries are coasting along, hoping for promotions but doing nothing to bring themselves forcefully to the attention of management. They're wasting the most fruitful years of their business lives... throwing away thousands of dollars they'll never be able to make up.

If *you* want to discover how to start to succeed while you're still young—if you want to avoid the heartbreak of failure in later years—send today for "Forging Ahead in Business"... one of the most practical and helpful booklets ever written on the problems of personal advancement. You will discover

what the qualifications of an executive are in today's competitive market... what you must know to make \$15,000, \$20,000 or more a year... what you must *do* to accumulate this knowledge.

"Forging Ahead in Business" was written for ambitious men who seriously want to get down to bed-rock in their thinking about their business future; there's no charge for the booklet because, frankly, we've never been able to set a price on it that would reflect its true value. Some men have found a fortune in its pages. If you feel that it's meant for you, simply fill out and return this coupon. Your complimentary copy will be mailed to you promptly.

ALEXANDER HAMILTON INSTITUTE  
Dept. 500, 71 W. 23rd St., New York 10, N. Y.  
In Canada: 57 Bloor St. W., Toronto, Ontario.

Please mail me, without cost, a copy of your 48-page Book—  
"FORGING AHEAD IN BUSINESS"

Name.....  
Firm Name.....  
Business Address.....  
Position.....  
Home Address.....





# RONSON



## introduces the heirloom look in lighters

The magnificent **Nordic Table Lighter** is the gift of a lifetime, for the most discriminating person you know. (*Yourself*, perhaps?) It's a raving beauty in genuine marble, so smoothly sculptured you'll want to *fondle* it like jade. We've put it on a pedestal (and rightly so) of softly-gleaming

metal that looks for all the world like mellowed antique silver. And we've added a graceful new "plume-arm" that makes the RONSON NORDIC light up at the *merest flick of your finger*. Beautifully moulded of black or rose marble. About 3 inches high. A truly *fabulous* find at 15.00.

**P.S.** Naturally, all Ronson Lighters should be fueled by RONSONOL and sparked by RONSON flints!

**RONSON.**

*Maker of the world's greatest lighters and electric shavers*



# RWAY

...designed with distinction for gracious living

MANUFACTURERS • SINCE 1881



MODERN  
PERIOD  
PROVINCIAL

Visit an Rway showroom where you can leisurely browse through 50 individual rooms of beautiful bedroom, dining, and living-room furniture.

*Sold through dealers, decorators, and architects.*

#### Rway SHOWROOMS

BALTIMORE • BOSTON • CHICAGO  
CINCINNATI • CLEVELAND  
DALLAS • DETROIT • KANSAS CITY  
LOS ANGELES • MILWAUKEE  
MINNEAPOLIS • NEW YORK • PHILADELPHIA  
PITTSBURGH • ST. LOUIS • SHEBOYGAN

For further information write Rway Furniture Co., Dept. (H-B), Sheboygan, Wisc.



Don't be  
"ICED IN" by  
HEATING  
PROBLEMS



Beat the freeze before it starts...

See the man from... **Mueller Climatrol®**

**H**OW are your comfort prospects for the coming freeze-season? If you're facing more months of stop-and-go heating from a down-and-out furnace — come on over to fuel-thrifty, faithful Mueller Climatrol.

You get a *winter air conditioner* that not only warms and cleans the air but controls its distribution. Your Mueller Climatrol is adjusted for balanced circulation — so gentle, not even

bare feet can feel it... so effective, you get perfect, steady, cozy comfort from floor to ceiling.

Whether you want a replacement unit or complete new system... gas- or oil-fired — your man from Mueller Climatrol can answer every need from the world's most complete line of heating and cooling equipment. He'll also arrange convenient time payments. Find his name under HEATING in your classified phone book.

#### MUELLER CLIMATROL

Dept. 196, 2012 W. Oklahoma Ave., Milwaukee 15, Wisconsin

Please send me your free, illustrated booklet,  
"Making the Weather Behave".

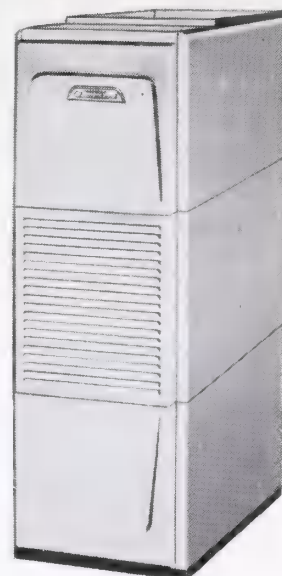
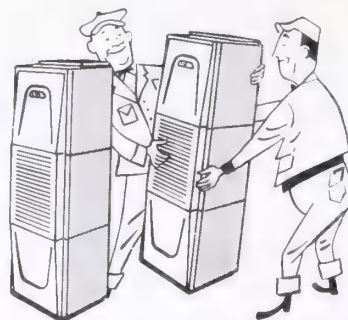
Name.....

Address.....

City.....Zone.....State.....



MAIL  
COUPON  
FOR  
FREE  
BOOKLET



Mueller Climatrol winter air conditioner brings you the finest in automatic gas or oil heating now... can be expanded to year-round air conditioning. Your dealer will install heating plus exterior casing for companion cooling unit... add cooling assembly next summer or whenever your budget allows.



She wants  
SMOOTH-TOP COMFORT

He wants  
HEALTHFUL SUPPORT

They get both  
in a...



Model Illustrated:  
"Perfect Sleeper Luxury"  
Mattress and Box Spring,  
\$69.50 each.

"Perfect Sleeper Super-Firm"  
Mattress and Box Spring, \$79.50 each.

"Perfect Sleeper Sertapedic"\*  
Mattress and Box Spring, \$69.50 each.

"Perfect Sleeper"  
Mattress and Box Spring, \$59.50 each.

  
You Sleep ON It—Not IN It!

Imagine the marvel of a mattress that blesses you every night with luxurious, smooth-top slumber without a single button or tuft to tickle your toes, with no hollows or humps, no sleep-robbing bumps.

But there's more to this welcome story of wonderful comfort. For the Serta "Perfect Sleeper" Mattress, with its exclusive "Unimatic"® Innerspring Construction, provides the firm, relaxing support for your entire back that so many leading doctors recommend.

See it now at better Furniture and Department Stores Coast-to-Coast. Remember: for comfort, for health—you sleep ON it—not IN it!

ADVERTISED IN THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION



\*Trade-Mark  
© 1956 Serta Associates, Inc.



The Serta "Perfect Sleeper"® Label Is Your Guarantee of Fine Quality, Choice Materials, and Dependable Craftsmanship.

Manufactured by SERTA ASSOCIATES, INC. Executive Offices 666 N. Lake Shore Dr., Chicago 11, Ill. Serta Associates, Inc., 44 Leading Mattress Manufacturer Members in the U.S.A., Hawaii and Canada





## "If I were an interior decorator, I'd love MODERNFOLD doors for the space they save"

FOLDING *inside* doorways, they give back *all* the space stolen by ordinary door-swing. They don't interfere with attractive furniture arrangement—can't slam shut, bump elbows, or pinch fingers. They move quietly at a touch. Their inner framework is all steel; the covering, a wonderful fabric that won't warp or crack. Factory tests that

open and close them millions of times prove they just don't wear out. They have trim, graceful contours, many textures and colors. You can wash them easily. They're priced as low as \$22.45. Enough reasons? For even more, send the coupon at the right, or stop in at your MODERNFOLD dealer.





# The lively arts in the living room

*The things you collect with interest—  
keys, locks, carvings, rocks, anything—can add  
great interest to your living-room décor*

MAYNARD PARKER



Free your mind from the idea that only the so-called "fine" arts are eligible for the living room and you will open yourself to such exciting possibilities as this composition of wood carvings made by decorators William Schneider and Don Garnier from items at Four Corners, Beverly Hills, Calif.

WILLIAM HOWLAND



Keys, locks, escutcheons, various forms of forged iron can be grouped in ways that make many abstract modern paintings look feebly unimaginative in comparison.

The background here is as important as the collection itself. But most important of all is the notion that everything that interests you is eligible for such display.

## Like adding a whole new room...

Each ordinary door swings out, stealing valuable space. In a six room house, this adds up to about 90 sq. ft. of floor space and even more wall space. So the space you regain with MODERNFOLD Doors is equivalent to an extra room! In the bathroom above they not only give more space, but an attractive floor-to-ceiling closet opening, too. (And note MODERNFOLD's new sliding-folding bathtub enclosure—the Tub-Master). Really it takes a book to show how much MODERNFOLD can do for your home. Be sure to send for it.

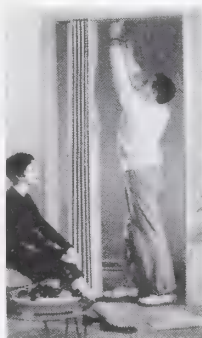
## Install one yourself in half an hour

Actually that's all it takes—30 minutes at the most to install an average size MODERNFOLD Door. From the budget-priced "Spacemaster" line, starting at \$22.45, MODERNFOLD Doors come in many standard sizes and colors; can be custom-made to fit any opening in any home or building. They can divide rooms, too.

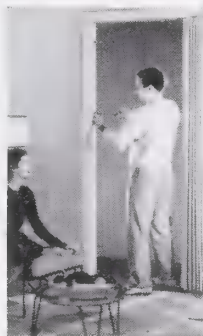
MODERNFOLD is sold through leading lumber dealers, department stores and decorating shops. Or look in the classified directory under "Doors." Or send in the coupon today.



All in one package



Install with a screwdriver



Screw clips to door jamb



Fit jamb post over clips

Send today for big "51 Ideas" booklet  
in full color—25¢. Use coupon.



**MODERNFOLD Doors**  
Dept. K5, New Castle, Indiana

- ( ) Enclosed find 25¢. Please send me your book "51 Ideas For Improving Your Home With MODERNFOLD Doors."
- ( ) Please send further information about MODERNFOLD Doors for my home.
- ( ) Send details on MODERNFOLD Doors for non-residential installation. (Specify) \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**modernfold**  
DOORS

"Custom" Line  
"Spacemaster" Line

from **\$22.45**

\$1.00 MORE IN THE FAR WEST  
Available anywhere in the  
U.S.A. and 60 foreign countries

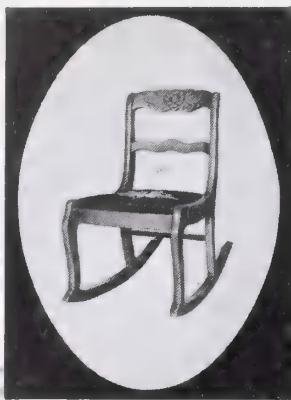
© NEW CASTLE PRODUCTS, INC., 1956



# TELL CITY

HEIRLOOM

# ROCKERS



ROSEBACK ROCKER IN MAHOGANY  
OR WALNUT FINISH



COMB-BACK  
ROCKER IN  
MAHOGANY OR  
MAPLE FINISH

*treasured by  
every generation...*

**FOR OVER  
90 YEARS!**



MOTHER AND CHILD'S BOSTON ROCKERS IN GOLD-ON-BLACK.  
ALSO IN MAHOGANY, WALNUT, MAPLE OR FRUITWOOD PLAIN FINISHES



FARMHOUSE ROCKER IN  
MAHOGANY OR MAPLE FINISH

There's just something very, very special about Tell City Rockers. So special—that each passing generation has come to treasure them more and more. And little wonder! For every Tell City Rocker is engineered for peaceful comfort, crafted from excellent woods, designed with a consistent attention to quality details. See Tell City's newest, most treasure-worthy collection . . . as soon as you can. Sold at the finest stores everywhere.

**TELL  
CITY**  
CHAIR  
COMPANY

FOR ILLUSTRATED FOLDER AND NAME OF  
YOUR NEAREST DEALER: WRITE TO . . .

TELL CITY, INDIANA



**SEE**  
**NEW HOMES**

FEATURING  
**Carey**  
QUALITY  
BUILDING PRODUCTS





TO COVER ALL THE THINGS THAT COUNT...

*give your home a*

**CAREY FIRE-CHEX<sup>®</sup> ROOF**

*for lasting protection...and beauty above all!*



You'll find a Fire-Chex roof incomparable in beauty . . . colorful beauty so remarkable that each Fire-Chex Shadow Blend is copyrighted\* as a "Work of Art"! And this beauty *lasts* because Fire-Chex ceramic color granules are deeply embedded in Carey "Magic Mastic". They will not wash off nor will sun fade their rich colors.

Fire-Chex is fundamentally different than any other kind of roofing. Outlasts all other composition shingles. The Fire-Chex "Magic Mastic" base is a patented re-inforced asbestos-plastic blanket of indestructible Carey asbestos fibers, interlaced and bonded together with Carey thermoplastic asphalt.

This Carey "Magic Mastic" has tremendous strength . . . 24 times the strength of ordinary asphalt shingles . . . yet remains flexible and will not crack. It is highly resistant to the most severe attacks of wind and hail.

Only Carey Fire-Chex, among *all* composition shingles, has earned the highest possible fire safety rating . . . "Class A", by Underwriters' Laboratories, Inc.

For complete security and satisfaction through the years, a Carey Fire-Chex roof is the most economical roof you can buy.

**THE PHILIP**

\*By the United States Copyright Office.

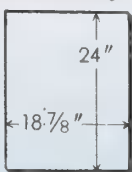






House by Pease Homes Div., Pease Woodwork Co.

**CAREY FIRE-CHEX '400** . . . the new giant individual shingle, designed specifically for today's low, wide-sweeping roofs. With nearly 10 times the color exposure of ordinary shingles, the '400 gives a beautiful effect on *any* home roof but it is especially colorful on modern low-slope roofs. 50% thicker than ordinary shingles, the '400 provides greater resistance to wind and hail and it is the *only* roofing shingle with Underwriters' "Class A" fire safety rating on roofs pitched as low as 1" in 12"! Color-styled in 4 exclusive Shadow Blends . . . "Cascade", "Sun Gold", "Cloud Gray" and "Mint Green".



Chester H. Disque, Architect.

**CAREY FIRE-CHEX '325** . . . the original Fire-Chex roofing that earned the Fire-Chex record for long life and beauty, maximum resistance to wind and hail and Underwriters' "Class A" fire safety rating. The toughest, strongest, most colorful strip shingle ever developed! 8 exclusive Shadow Blends . . . "Wineberry Red", "Garland Green", "Silver Rain", "Moonmist Buff", "Dusk Gray", "Delta Brown", "Tropic Green" and "Venetian Red". 3 dramatic solid tones . . . "Black Knight", "Walnut Brown" and "Crystal White".



**Carey** MFG. COMPANY

The famous South Bend, Indiana "HOUSE BEAUTIFUL HOME", (illustrated on preceding page) designed by Wm. H. Weist and built by Place Homes, Incorporated, features the fine protection and appearance of a Carey roof.



Cyrus L. Baxter, Architect





TO COVER ALL THE THINGS THAT COUNT...

*for modern style...permanently colorful*  
*sidewalls of **CAREY CERAMO!***



The sidewall material that gives inviting new beauty to your home . . . in rich, deep tones or light pastel colors. Carey Ceramo puts an end to upkeep problems, too.

Its ceramic glazed surface won't fade or wear off. Never needs paint. Just wash to bring back Ceramo's bright colors. And Ceramo won't rot or burn, warp or shrink.



Free your home from heat, odors and grime with

**Miami-Carey Ventilating Fans.**

In white enamel or chrome finish for walls or ceilings. NEW models! NEW styling! NEW quiet power!



*bathroom cabinets and*  
*accessories...**beauty with a practical touch!***

The Miami-Carey Duette Cabinet shown, just one of the many designs you may choose, literally has everything . . . and holds everything. The brilliantly-mirrored plate glass doors glide at a touch to reveal "Mr. and Mrs." compartments, finished in gleaming white "Crystal Snow", and with loads of storage room. Soft, glareless illumination for the entire room is provided by the double-bulb instant-starter fluorescent lighting fixture. Electric appliance outlet, glass shelves and razor drop add further convenience.

Miami-Carey bathroom cabinets and accessories, America's largest and most popular line, are the choice of architects, builders and home owners to glorify the American bathroom.

MIAMI CABINET DIVISION, THE PHILIP CAREY MFG. COMPANY, MIDDLETOWN, OHIO



Miami-Carey Electric Bathroom Heater. For bathrooms, nurseries, recreation rooms and motels. Gives positive assurance of a warm room and it's built into the wall out of the way. Fool-proof, chromium finish.



Miami-Carey "Cavalier" Bathroom Accessories, triple-plated chromium finish. Set includes every desired accessory.



The "Fashion Leader" Towel Ring. Clear Lucite and gleaming chrome . . . the smart, useful accent to a smart room!



**CAREY CERAMO.** Choose from 8 exclusive deep-tone and pastel colors or whitest white.



**CAREY ALSO OFFERS YOU CAREYSTONE®** for contemporary style sidewalls. Careystone sidewall shingles are protected against stain and "Color-Sealed" to keep either pastel colors, or brilliant white, clear and clean for years . . . without painting. Careystone actually becomes stronger with exposure to weather. In the Careystone line, you'll find the *right* pastel color for your home.

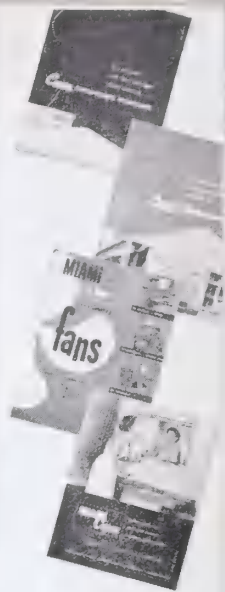
**AT LAST! A TROWELLED-ON FOUNDATION DAMPPROOFING MASTIC THAT KEEPS YOUR BASEMENT DRY!**



Trowelled-on Carey Mastic is a heavy asbestos fibre-reinforced asphalt blanket of protection for the exterior of your foundation walls. Seals out all ground moisture and keeps your basement dry! No thin brushed-on black coatings or cement coat can give you this assurance. Carey Mastic remains elastic and it protects your basement, indefinitely.

**CAREY-INSULATE YOUR HOME** against summer heat and winter cold with Carey Fire Guard rock wool blanket insulation. Be sure to get the protection of the Fire Guard fire-resistant Vapor Barrier, approved by Underwriters' Laboratories, Inc. Carey offers a complete line of home insulations.

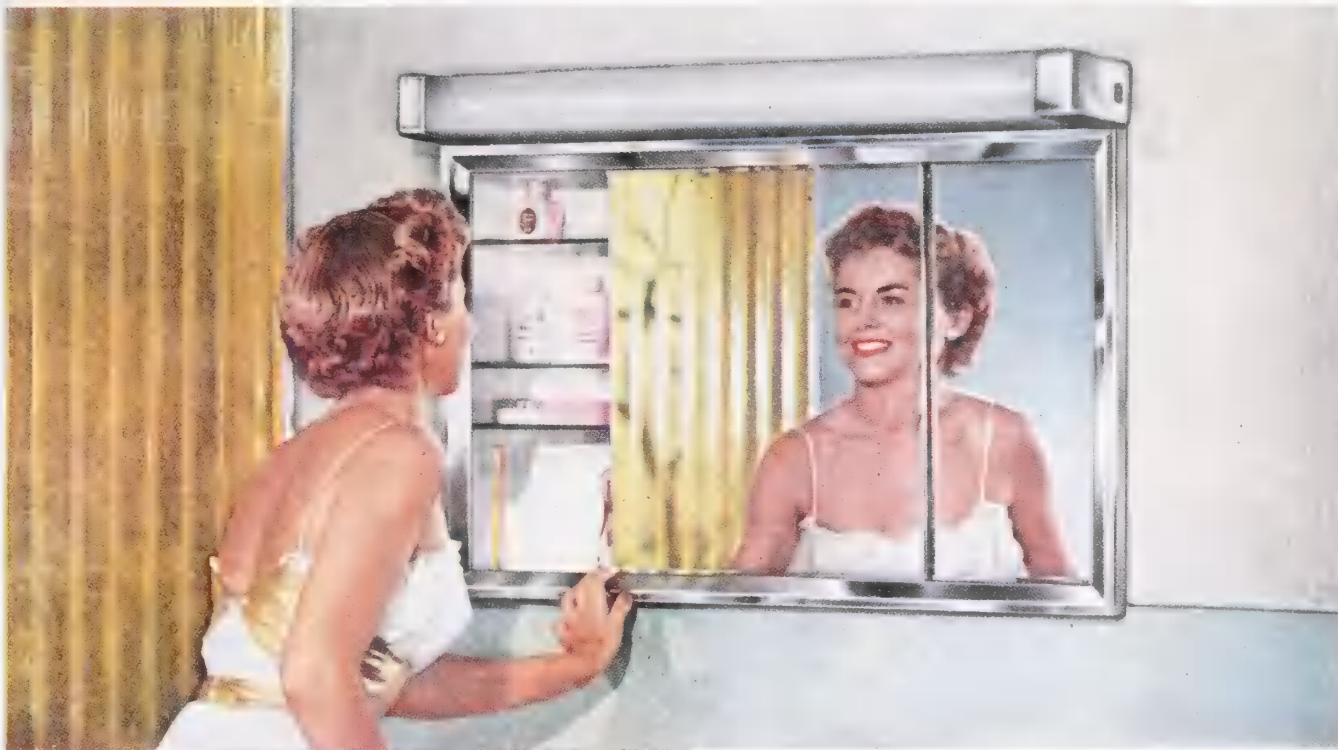
THE PHILIP **Carey** MFG. COMPANY  
Better Products for Building Since 1873



**When**  
you plan  
your home  
... **Call**  
on Carey

These pages show you but a few of the Carey quality building products that help make today's homes more livable, more lasting, more attractive.

When you start planning your new home, or modernizing your present home, ask your architect, builder or materials dealer about Carey products. Or, check and mail this coupon now for free illustrated literature.



Gentlemen:  
Please send literature on the following Carey materials:

- ☐ Home Roofing
- ☐ Home Sidewall Shingles
- ☐ Carey Mastic Dampproofing
- ☐ Home Insulation
- ☐ Bathroom Cabinets & Accessories
- ☐ Ventilating Fans
- ☐ Bathroom Heaters

THE PHILIP CAREY MFG. COMPANY, Lockland, Cincinnati 15, Ohio

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



Monarch's magnificent VILLA . . .  
wonderful, rich, cut pile carpeting . . .  
expertly fashioned of famous Avisco  
rayon-nylon blend . . . in twelve splendid,  
enduring colors . . . for luxury, and  
long, long wear with minimum care.  
Strongly jute backed like  
heirloom rugs of old,  
and superbly priced at about  
\$10.95 a sq. yard.

**M**onarch  
rug mills  
DALTON, GEORGIA

*oooooooooh...*

*...so soft...*







Yehudi Menuhin and his 17-year-old daughter Zamira are great friends. "He even has the patience to listen to my piano practicing!" says Zamira

## My daughter is our 'silver expert'

*says Yehudi Menuhin — world-famous violinist*

*Reigning Beauty\**, the lovely crowned pattern in Heirloom\* Sterling is the choice of pretty hazel-eyed Zamira Menuhin. She loves beautiful silver and her famous father lets her be "the expert." "Reigning Beauty is so perfectly simple," says Zamira, "and the more you look at it the lovelier it seems to grow."

This is the secret of *all* Heirloom Sterling

patterns—their beauty grows on you! And this distinguished solid silver is so easy to own! "Six-plus-One" place settings begin as low as \$32.50. A beautiful "Dinner-for-Four" set may be yours for just \$99.75; the magnificent "Dinner-for-Eight" . . . only \$199.50!

\*Trade Marks. Copyright 1956, Oneida Ltd., Oneida, N.Y.  
Federal Tax included in all prices

# HEIRLOOM STERLING

CREATED IN THE DESIGN STUDIOS OF ONEIDA LTD. SILVERSMITHS







BE YOUR OWN DECORATOR WITH

# Scranton Silhouettes

styled by BEULAH CHARLAT

*Ready made draw draperies in a complete range of custom sizes...pinch-pleated in seamless widths to fifteen feet per pair.*

Fresh flower colors and dimensional patterns in Scandinavian, Italian, and American contemporary motifs, add a bright and new "just for you" look to your entire room...while Scranton's *exclusive* FAB-TROL Finish gives you complete WASH and HANG ease-of-care.

Scranton Silhouettes...as ready made draperies, from \$5.00 to \$50.00 and by the yard for home sewing ..are featured by leading stores everywhere.

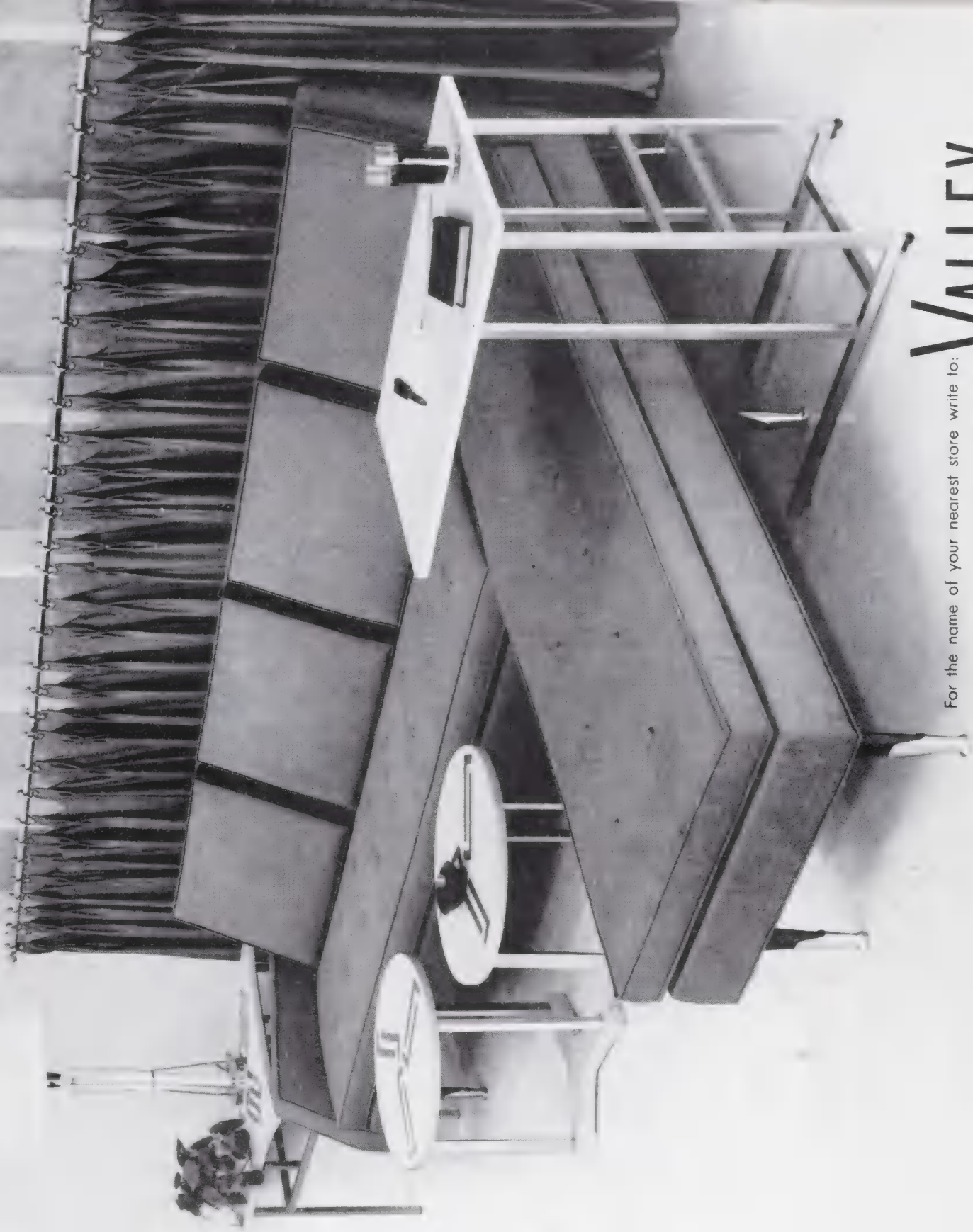
*Scranton* LACE COMPANY  
SCRANTON, PA.

TABLE COVERS • CURTAINS • DRAPERIES • BEDSPREADS • SHOWER CURTAINS



# Valley has a way with sectionals

Valley makes every kind of beautiful sofa and chair but they have an especially deft way with sectionals. Each new collection produces at least one unique creation. Now—fresh out of the Valley workrooms comes Norman Fox MacGregor's sectional that combines a sofa and a chaise longue. Unexpected but very handsome and practical, together or apart. Fabrics? A dazzling variety of textures and colors.



For the name of your nearest store write to:

# VALLEY



UPHOLSTERY CORP.

428 WEST 14th STREET • NEW YORK, NEW YORK



## Complement to Contemporary Living



You have Fleetwood Custom Television where you want it, how you want it... originality and beauty you'll love with television, so often the focal point of your home. The lazy luxury of chairside tuning can also be yours with Fleetwood's remote controlled model. Exclusive Definition Control tailors picture texture to your tastes... soft and diffused or hard and clear. Your Fleetwood may be connected to your Hi-Fi system.



**Fleetwood**® Conrac is the Canadian name for Fleetwood  
Custom Television Dept. D., Glendora, Calif.

### Ask Any Dealer Listed Below for a Fleetwood Demonstration

- |   |   |
|---|---|
| Radio Parts & Equipment Co.<br>2317 Second Avenue South<br>Birmingham 5, Alabama                            | The High Fidelity Showroom<br>6383 Clayton Road, PA 1-6500<br>St. Louis 17, Missouri                    |
| Universal's Hi-Fi Emporium<br>4642 West Century Blvd., OR 4-5740, RI 9-5241<br>Inglewood, California        | Casey Hi-Fi Installation Corp.<br>205 West Englewood Ave., TEaneck 6-4200<br>West Englewood, New Jersey |
| California Sound Products, Inc.<br>7264 Melrose Ave., WEbster 1-1557<br>Los Angeles 46, California          | Buffalo Audio Center<br>161 Genesee Street, MO-1368<br>Buffalo 3, New York                              |
| Crenshaw Hi-Fi Center<br>107 Santa Barbara Plaza, AXminster 3-8201<br>Los Angeles 8, California             | Chanrose Electronics, Inc.<br>170-16 Jamaica Ave., OL 8-2900<br>Jamaica 32, New York                    |
| Weingarten Electronics<br>7556 Melrose Ave., WE 5-5405, WE 6-3872<br>Los Angeles 46, California             | Leonard Radio, Inc.<br>69 Cortlandt St., CO 7-0315<br>New York 7, New York                              |
| Breier Sound Center<br>3781 Fifth Ave., CYpress 6-0173<br>San Diego 3, California                           | Terminal Radio Corp.<br>85 Cortlandt St., WOrth 4-3311<br>New York 7, New York                          |
| Hal Cox Company<br>2598 Lombard St., WEst 1-3134<br>San Francisco 23, California                            | Sam Goody<br>250 West 49th St., JUdson 2-0735<br>New York 19, New York                                  |
| House of Sight and Sound<br>14513 Victory Blvd., STAnley 7-6961<br>Van Nuys, California                     | Sun Radio & Electronics Co., Inc.<br>650 Sixth Ave., ORegon 5-8600<br>New York 11, New York             |
| David Dean Smith<br>262 Elm Street, UNiversity 5-1101<br>New Haven, Connecticut                             | Westlab Electronics, Inc.<br>2475 Central Ave., SPencer 9-6400<br>Yonkers, New York                     |
| Shrader Sound, Inc.<br>2803 M Street, N.W., ADams 4-4730<br>Washington 7, D. C.                             | Porter Engineering Company<br>619 Elm Street, DUbar 1-4246<br>Cincinnati 2, Ohio                        |
| Electronic Expeditors, Inc.<br>The Hi-Fi Center<br>2909 W. Devon Ave., RO 4-8640<br>Chicago 45, Illinois    | Custom Classics<br>13421 Euclid Ave., GL 1-0256<br>Cleveland 12, Ohio                                   |
| The Golden Ear, Inc.<br>15 E. 16th St., ME 5-6421, Indianapolis, Indiana                                    | The Pioneer Electric Supply Co.<br>2115 Prospect Ave., SU 1-9410<br>Cleveland 15, Ohio                  |
| 108 Northwestern Ave., 2-2917, Lafayette, Indiana   | Baker Communications<br>9 South 12th Street, HEmlock 3-3326<br>Allentown, Pennsylvania                  |
| Woodburn Sound Service<br>218 E. College St., 8-0151<br>Iowa City, Iowa                                     | Danby Radio Corp.<br>19 South 21st St., RIttenhouse 6-5686<br>Philadelphia 3, Pennsylvania              |
| The Golden Ear, Inc.<br>610 South 3rd St., CLay 4531<br>Louisville, Kentucky                                | Radio Electric Service Co. of Pa., Inc.<br>709 Arch St., LO 3-5840, Philadelphia, Pennsylvania          |
| Custom Electronics, Inc.<br>4215 So. Claiborne Ave., TWInbrook 1-5874<br>New Orleans 25, Louisiana          | Also: Easton & Allentown, Pennsylvania  |
| The Listening Post, Inc.<br>161 Newbury Street, COpley 7-7530<br>Boston, Massachusetts                      | Melody Shop<br>466 Pine, 4-4848<br>Abilene, Texas   |
| Audio House, Inc.<br>19771 Conant at State Fair and Outer Dr., TW 3-3358<br>Detroit 34, Michigan            | Home Music Associates<br>4518 North Central Expressway, TA 1026<br>Dallas 6, Texas                      |
| K-L-A Laboratories, Inc.<br>7375 Woodward Avenue, TRinity 4-1100<br>Detroit 2, Michigan                     | Audio Associates<br>2804 Race Street<br>Fort Worth 11, Texas  |
| West Michigan Sound Co.<br>1932 Peck Street, 25910<br>Muskegon, Michigan                                    | Wrye Co., Ltd.<br>2410 West Alabama, JA 3-7874<br>Houston, Texas  |
| Audio King Co.<br>1827 East Lake St., PArkway 9-7451<br>Minneapolis 7, Minnesota                            | Olympic Engineering Co.<br>2008 Westlake Ave., EL 4650<br>Seattle 1, Washington                         |
| David Beatty Custom Hi-Fi & TV<br>1616 W. 43rd (Westport Rd.), JEFFerson 1-3110<br>Kansas City 11, Missouri | The Hi-Fi Center, Inc.<br>4236 W. Capitol Drive, UPlown 1-2113<br>Milwaukee 16, Wisconsin               |
|   | Maguire Electric, Ltd.<br>1330 Maguire Ave., 73401<br>Sillery, Quebec, Canada                           |

# Opening night at the Metropolitan

*The opera will be Norma, rich as velvet,  
smooth as silk, but rarely given.*

*Now you can have it three ways*

By RICHARD WILLIAMS

This year the Metropolitan will begin its season with the performance of an opera which, though infrequently performed, is one of the most frequently quoted and discussed of all works. It is a unique masterpiece, in a special way the grandest of the grand operas. The work is *Norma*, by Vincenzo Bellini. The current revival will introduce to Metropolitan audiences Maria Callas, the most stellar star of the present operatic firmament.

We deal here, then, with two superlatives. *Norma* will also be given at one of the Saturday afternoon broadcasts, and with Callas. In addition, an Angel recording of *Norma*, again with Callas, is available, so you can "attend" the opening of the Met in your living room by using your phonograph.

Since the opening is of importance and since everybody does

have a chance to become acquainted with *Norma*, I welcome the opportunity to discuss it in some detail. *Norma* is not difficult to enjoy, but it is vastly difficult to perform. In modern times, times far removed from the style of long-breath singing, which flourished when Bellini wrote the work, these difficulties have become increasingly formidable. "The role of *Norma*," said Lilli Lehmann, the famous Wagnerian singer, "is more taxing than all three Brünnhildes put together."

Toscanini once rehearsed *Norma* at La Scala for a whole year and then regretfully called off the performance, because he did not feel that he could do justice to the opera with the cast available. In novels about opera and opera singers, *Norma* often represents the

(Please turn to page 32)



For Free

Booklet of Installation  
Ideas and complete in-  
formation send coupon to  
any of dealers listed above

©Conrac, Inc., 1956

Please send Fleetwood Booklet to:

Name .....

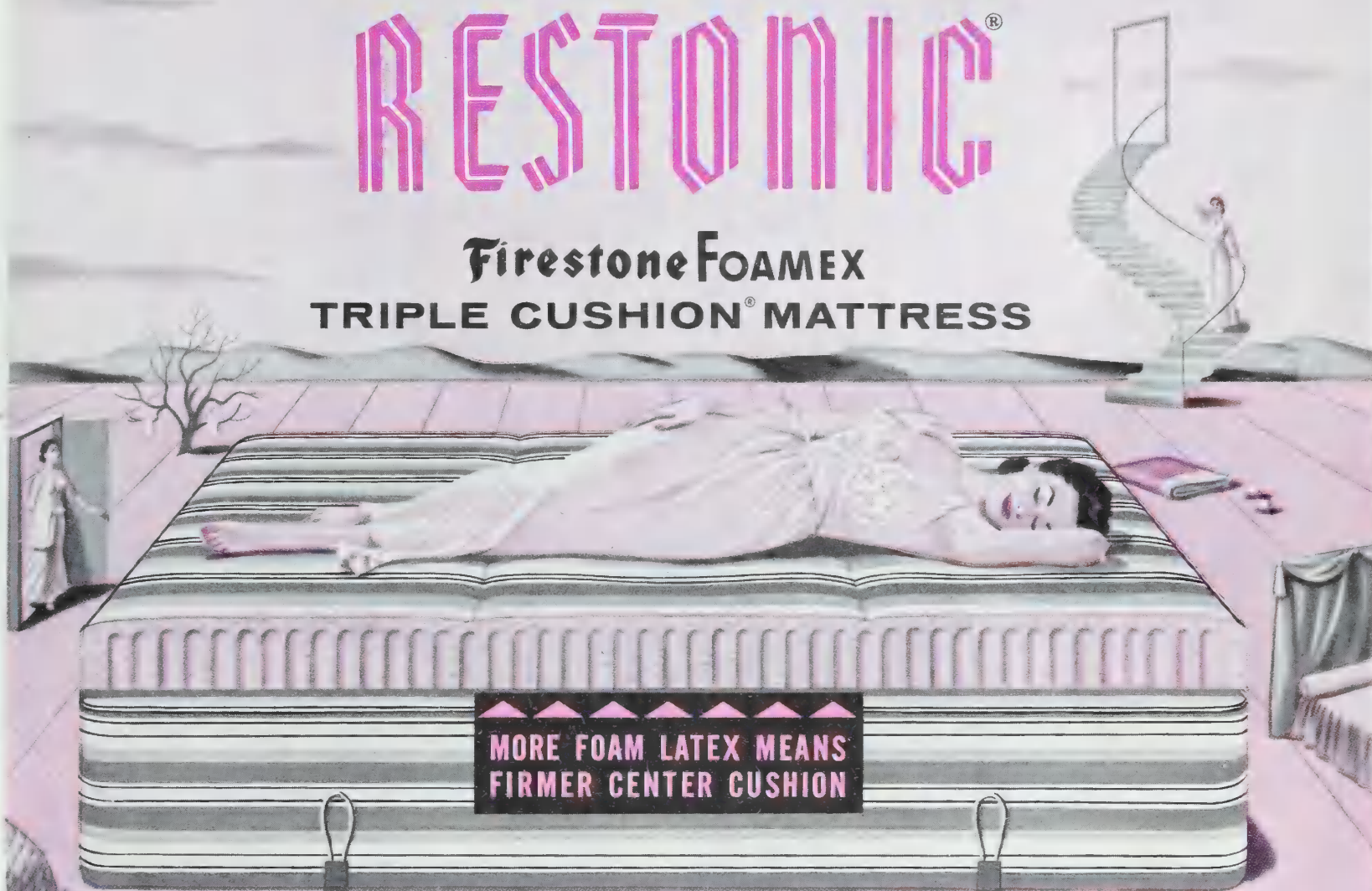
Address .....

City..... State.....



# MORE COMFORTABLE MORE DURABLE RESTONIC<sup>®</sup>

Firestone FOAMEX  
TRIPLE CUSHION<sup>®</sup> MATTRESS



MORE FOAM LATEX MEANS  
FIRMER CENTER CUSHION

## MORE COMFORTABLE

## MORE DURABLE



- Firmer center cushion—extra Foamex compressed for added support—keeps back straight
- Firm end sections give just the right support to head and legs
- *Form Fitted* comfort end to end relieves work weary backs

- Specially designed Firestone Foamex with cover locked in place
- Heavy duty, reinforced foundation specifically made to provide proper mattress support

**RESTONIC SLEEP PRODUCTS**

**Restonic Corporation**  
666 Lake Shore Drive, Chicago 11

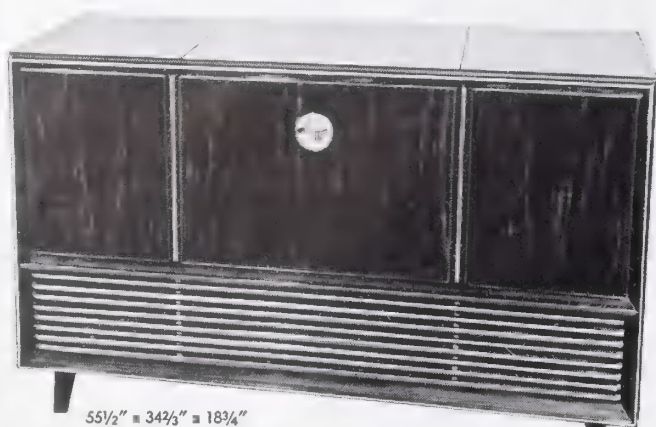


Write for booklet,  
"Here's Form  
Fitted Back Magic"





Perhaps you  
will be among the  
**801 fortunate Americans...**



55½" x 34½" x 18¾"

Price \$895, slightly higher West Coast and Texas

## TELEFUNKEN "OPUS HIGH-FIDELITY DE LUXE"

exclusively imported from West Germany by  
**AMERICAN ELITE, INC.**

This expression of German electronic genius is the finest high fidelity sound system you can purchase complete in one cabinet. Unfortunately, there are only 801 in this country. With over 15 watts of "clean" amplification, these sets have more than enough power to flood your home with the majesty of pure sound — of unequalled, undistorted presence — on all tuning bands: FM, AM and Short Wave. Open to your hearing now is an entire new world, the brilliant world of *Omniphonic* sound. It is introduced in the Opus De Luxe by two electrostatic "tweeters," two dynamic mid-range speakers and one extra-large dynamic "woofer" — sealed in a perfectly insulated *Speaker Vault*. The *Selectovox* tonal system offers you total control of desired emphasis: orchestra, bass, jazz, solo and intimate. This, too, is an exclusive Telefunken feature. Interior lighting and an anti-fade control are automatic. Built-in Telefunken Record Changer\*—and a special compartment for a Telefunken Tape Recorder. The same masters who built the Opus De Luxe have applied their talents to smaller Telefunken systems. Seriously consider them, too.

**Telefunken Opus 7** is a complete hi-fi FM table model, delivering *Omniphonic* sound through 6 speakers. *Selectovox* tone control system. Jacks for phonograph, outside antennas, tape recorder, extension speaker. Your choice of three superbly crafted cabinets: modern, traditional and blonde. Dimensions: 25½" x 16" x 11".

**Telefunken Record Changer** in the Opus De Luxe features a ceramic pick-up cartridge with a diamond stylus and a sapphire stylus. One to ten 10" and 12" intermixed records change automatically, swiftly, safely. Needle pressure is amazing — less than ½-ounce! Surface sound is filtered out. Motor is powerful, smooth, silent.

Hear Quality Speak—See your dealer, or call or write  
American Elite, Inc., 7 Park Avenue, New York 16, N.Y., Tel: MU 3-8490

## OPENING NIGHT AT THE METROPOLITAN

CONTINUED FROM PAGE 30

pinnacle of the heroine's achievement; she sings the part on the very night when her lover walks out on her. What, then, is responsible for *Norma's* exalted reputation and what is the nature of the difficulty which stands in the way of more frequent performances?

To understand this, we must make a slight historical excursion and note that *Norma* represents the culmination of a development of a style which gave its all to the human voice. Beautiful singing—*bel canto*—was cultivated in the conservatories of Italy in the last part of the Eighteenth Century. The voice was developed to a point where almost nothing seemed impossible to it, no scale passages too altitudinous, no long note too long, no roulade too intricate. All other ingredients of theatrical entertainment were sacrificed to the singer, who was the undisputed monarch of the lyric stage. He just sang while the orchestra accompanied him, often improvising his own ornaments to the melodic line. Nobody cared about the drama.

**B**UT BY and by people had enough of it. They got tired of the succession of arias and duets strung together without much reason and they began to resent the tyranny of the singer. They still wanted beautiful singing and they still cared very little about what the orchestra in the pit did. But they did want a semblance of sense, of dramatic cogency, of character and denouement.

Early in the Nineteenth Century there became available to the operatic composer singers who could still sing as beautifully as their predecessors, though they could no longer improvise and "compose" their own tricks and ornamentations, and who in addition were capable of doing some acting. Men like the tenor Rubini, the bass Lablache, the soprano Pasta, the mezzo-soprano Crisi, later Maria Malibran, Manuel Garcia's brilliant daughter, and the famous Jenny Lind, the Swedish Nightingale, were serving the young composers. Of these new composers, three emerged into lasting eminence: Rossini, Donizetti, and Bellini. Of these three, Bellini was the greatest in tragic grandeur and lyric beauty.

Bellini wrote his operas to suit the talents of certain singers. His first great success, *La Sonnambula* (The Sleepwalker), was written

for Pasta and Rubini. His masterpiece, *Norma*, given at La Scala on December 26th, 1831, was written for Pasta. He knew what he could expect from Pasta's throat. Confidently he set down on paper arias and effects sublime in beauty, uncompromising in the long design of their melodies. And so *Norma* turned out to be a culmination of a century of art; it is the triumph of *bel canto*.

In appreciating this unique opera, we ought to quote what a well-known composer said about it: "Those who can hear in *Norma* only the usual Italian tinkle are not worthy of serious consideration. This music is noble and great, simple and grandiose in style. The very fact that there is style in this music makes it important for our time, a time of experiments and lack of form." We must not, however, use this statement as an indication of "our time" meaning today, for the words were written in 1836, and they were written by Richard Wagner, then a young man of twenty-three.

It was not only Richard Wagner whom Bellini's music impressed. He influenced all lyric composers after him, and the echo of his fine elegiac and moon-drenched music can be heard in Chopin's *Nocturnes*. Among his other admirers were Verdi, as was to be expected, Berlioz, Bizet, and, unexpectedly, Stravinsky, who believes that it will yet be many years before Bellini's genius will be fully valued.

**B**ELLINI himself was as romantic as his music, a carefully groomed, punctiliously dressed, frail, and prepossessingly sad young man. The poet Heine gave a good description of him: "Bellini was a tall, upshooting, slender figure, which always moved gracefully; coquettish, looking as if he just emerged from a band-box; a regular, but large, delicately rose-tinted face; light, almost golden hair, worn in wavy curls; a high, marble forehead, straight nose, light blue eyes, well-sized mouth and rounded chin. His features had something vague in them, a want of character, something milk-like and in this milk-like face flitted sometimes a painful-pleasing expression of sorrow. It was this shallow sorrow that the young maestro seemed most willing to represent in his whole appearance.

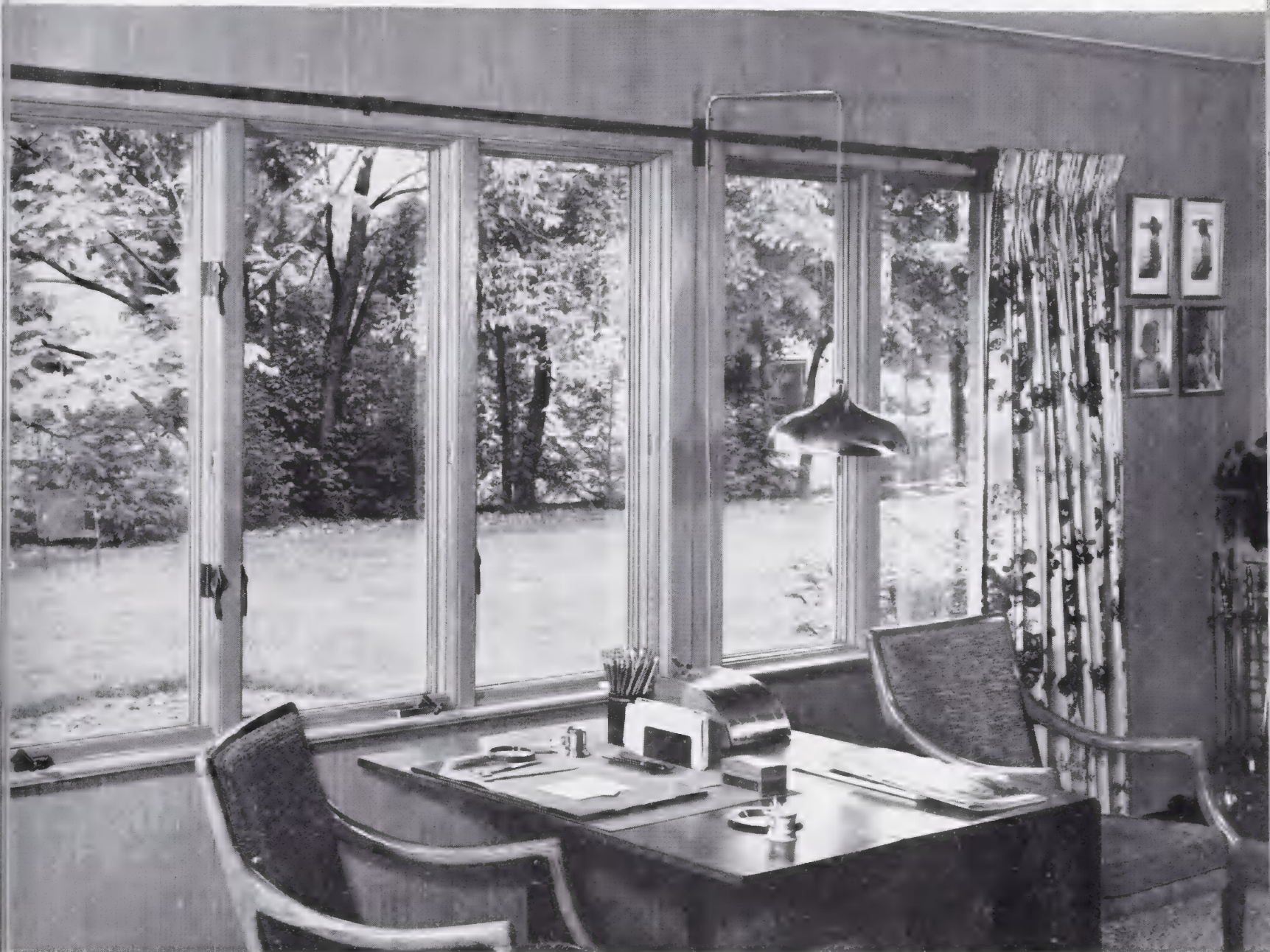
(Please turn to page 34)



Window beauty like this can be yours

# Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION

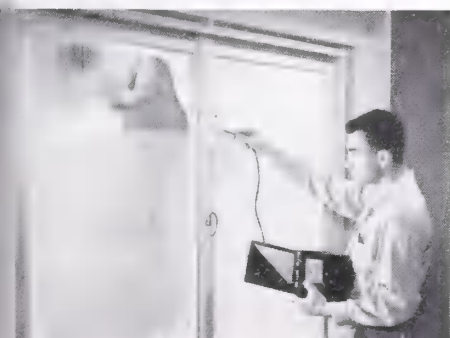


*Let Andersen Casements like these make your home more beautiful and livable, too!*

You, too, can have all the beauty and charm of Andersen WINDOWALLS in your new home—or in your present home. You can enjoy the extra comfort . . . the extra convenience that only windows of *wood* can offer: *natural* warmth, beauty and insulation.

Choose Andersen Wood Window Units for your home! They give you the pleasures of the view, of fresh air and sunshine. Yet they *close tight* to give you the comfort of a weathertight wall! Yes, these are *both* walls and windows . . . WINDOWALLS. Make true window beauty *yours* with Andersen WINDOWALLS! Your architect, builder or lumber dealer will gladly help you. Or send the coupon to Andersen Corporation.

**WOOD'S NATURAL INSULATION!** This "old box" test shows the superiority of wood over metal as an insulator against heat and cold. Andersen Wood Windows can't rust or corrode, and are toxic-treated to stop decay, termites.



**WINDOWALLS FIT THE BUDGET!** Harold Kramer of Clifton, New Jersey, features Andersen Flexivent Windows in the \$12,000 project homes built by his company. You can afford them in *your* home, too!



## Mail for **FREE** window ideas

HB-10

Andersen Corporation, Bayport, Minnesota.

Get 36-page booklet of window beauty photos and ideas . . . 20-page booklet of window facts and information. There is no obligation.

Please Check: ☐ I plan to build ☐ I plan to remodel

Name . . . . .

Address . . . . .

City . . . . . Zone . . . . . State . . . . .





with **GENUINE  
OZITE**  
CARPET CUSHION

- 1 Ozite never loses its resiliency — even after decades of wear.
- 2 Ozite is permanently mothproofed — actually kills moth larvae.
- 3 Ozite more than doubles the life of your carpets.
- 4 Ozite is fire resistant, has actually been known to prevent spreading of fires in homes.
- 5 Ozite is porous . . . your vacuum can draw air all the way through the carpet.
- 6 Ozite provides insulation against heat, cold and noise.
- 7 Ozite safeguards your carpet against heel and foot impact.
- 8 Ozite cannot trap moisture . . . spilled liquids offer no problem.
- 9 Ozite contains no dye. Cannot stain your carpets.

For almost a century the makers of OZITE have been developing a master's skill in the selection and blending of the finest cattle hair, creating an excellence in quality which has made Genuine OZITE the standard by which all other carpet cushions are judged.



Every  
square yard  
proudly bears  
the name

## OPENING NIGHT AT THE METROPOLITAN

CONTINUED FROM PAGE 32

His hair was dressed so fancifully sad; his clothes fitted so languishingly around his delicate body; he carried his cane so idyl-like, that he reminded me of the young shepherds we find in our pastorals, with their crooks decorated with ribbons. His whole walk was so innocent, so airy, so sentimental. The man looked like a sigh in pumps and silk stockings."

When Bellini visited England to supervise performances of his operas, he was invited by the leading families. He went from one salon to another, and Queen Victoria herself clapped her hands and cried *Bis!* He would sit down at the piano and play his arias, occasionally accompanying Pasta, who had come with him.

AT ONE of these gatherings, the daughter of the house, Josephine Clarke, then a little girl, saw him, and he made such an impression on her that she remembered him vividly all her life. More than 50 years later she wrote: "I shall never forget this gentle and graceful person, that blond and curly hair—and his eyes, Oh! The eyes of the divine Bellini!"

Women were always falling in love with him and he with them. When he was sixteen, he was writing love letters to the daughter of a lawyer in his native Catania. When he left Catania, he had in his pocket the love token of another girl, an embroidered handkerchief sewn by the hands of a young seamstress. A wealthy woman, whom he met, promptly left her husband to follow Bellini around. It is probable that he was in love, and successfully, with many of the more presentable singers who appeared in his operas, and there is evidence also that he was in love with the famous Maria Malibran, though unsuccessfully. (She helped to make *La Sonnambula* the rage of London.) It is curious that this charmer was tongue-tied. He spoke his native language badly and was but half at home in French, though much of his career was made in Paris.

In an age when composers shook operas out of their sleeves one after another, Bellini composed carefully. He could and did demand high prices for his works and justified these prices by saying that he composed slowly. Far more than Donizetti and Rossini was he concerned with dramatic verity, and that is the reason *Norma*, in

spite of the old-fashioned quality of its plot, is still possible and even exciting, dramatically speaking, on the stage.

"Locked in my room," he himself said, "I begin to declaim the role of each personage of the drama with all the force and passion at my command. I observe as closely as I can, the inflections of my voice. In this way I can find the melodies and tempi best adapted to them. . . . Then I sketch the whole thing on paper; then I try it on the piano, and if then I feel a corresponding emotion, I consider that I have succeeded."

The famous "Casta Diva" aria in *Norma* was rewritten by him eight times before he was satisfied with it. He himself regarded *Norma* as his masterpiece. "If I were out at sea and should be shipwrecked," he said to a Parisian lady, "I would leave all the rest of my operas and try to save *Norma*."

The action takes place in Gaul during the Roman occupation about 50 B.C., and centers around Norma, high priestess of the Druid temple. In the first scene soldiers and priests await the rising of the moon; at that hour Norma is to perform the symbolic rite of cutting the bough of mistletoe. We learn from a conversation between Pollione, the Roman pro-consul, and his friend, Flavio, that Norma has fallen in love with Pollione and, violating her vows of chastity, borne him two sons. But Pollione has tired of Norma; he is secretly in love with Adalgisa, one of the maidens. The conversation is interrupted by the sound of the approaching Druids. The two Romans conceal themselves. Norma appears and makes an eloquent appeal for peace. She prays to the "casta diva," the chaste goddess. She prays for peace, fearing secretly for the safety of her Roman lover should war break out. Thus the famous aria is in part a public apostrophe of a priestess, in part the private song of woman.

ADALGISA later meets Pollione in the forest and consents to elope with him to Rome.

The second act takes place in Norma's secret dwelling in the forest. In a very dramatic scene, Adalgisa confesses to Norma that she has fallen in love. She names the man. It is Pollione, who has just entered. Norma reveals him  
(Please turn to page 163)





Create a home

that sings

with

Happy Mood

colors

in carpets by

WASLAND



These are colors that interpret *your* tastes, *your* feelings about yourself, your family and your friends—in beautiful Masland carpets for your home.

These are, truly, your "happy mood" colors for two very important reasons: one, they blend naturally with the colors in your home and with wall coverings and fabrics you plan to buy—two, they are colors that delight the eye and lift the spirit. Every Masland carpet has subtle, sunny undertones that you may not even see and a weave designed to catch the light in a special way. Everything Masland does in creating your carpet is planned to make your home a happy place to be!

Shown here are five of the many famous Masland weaves. These and many others are available right now in the exclusive new Happy Mood Colors at fine stores according to the keyed listing on the following page.

- A** Twist Weaves—shown in Mist Grey
- B** Textured Velvets—in Icelandic Green
- C** Embossed Wiltons—in Aztec Gold
- D** Tufted Textures—in Moresque Beige
- E** Loop Pile Wiltons—in Corsage Green

All fabrics by Everlast  
Paints by Martin-Senour

*...make every room*





*say "welcome"*

*with Masland*

# Happy Mood

*colors*



C



E





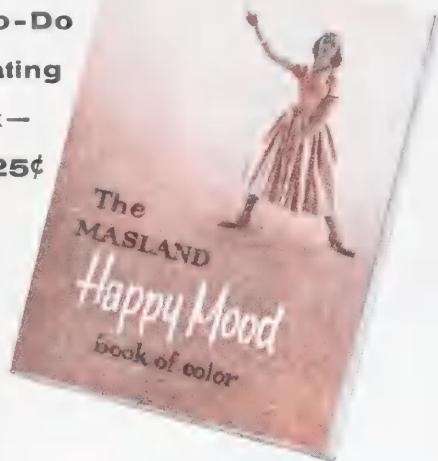
See the  
Masland

Happy  
Mood

colors at these  
fine stores

Masland carpets are woven in a variety of patterns, textures and price ranges and you can have a Masland carpet tomorrow for as little as **\$2.75 a week** for an average room! Different stores feature different Masland carpets, as shown in the keyed listing opposite. All these stores feature the exclusive new Masland Happy Mood Colors. See them soon at the store nearest your home.

Easy-To-Do  
Decorating  
Book—  
only 25¢



Never have you seen so much helpful color-planning information as in this 36-page book! It shows, in full color, hundreds of decorator harmonies. With unique do-it-yourself pages you can try your own combinations of carpets, wall colors and fabrics. Only 25¢ at the stores listed or write to C. H. Masland & Sons, Carlisle, Pa.

Masland  
RUGS AND CARPETS  
Always Good Company

**ALABAMA**  
**BIRMINGHAM**  
Lovemans—A Executive, D Saranette  
Pizitz—B Mulby Tex  
**MOBILE**  
C. J. Gayfer's—D Nyl-Ray  
T. S. Wall & Sons—D Nupoint  
**MONTGOMERY**  
Lovemans—A Executive, D Saranette  
Montgomery Fair—D Nyl-Ray  
**ARIZONA**  
**PHOENIX**  
Dorris-Heyman—B Rippletone, C Mill Valley,  
D San Juan  
**ARKANSAS**  
**LITTLE ROCK**  
Little Rock Cpt & Lino Co.—B Westside, D Saranette  
Pfeifers—D Precedent  
**FT. SMITH**  
Arcade Furn. Co.—B Rippletone, C Mill Valley  
D Saranette  
**CALIFORNIA**  
**ARCADIA**  
Rounds Floor Coverings—B Rippletone, C Mill Valley,  
D Star Point, E Fairway  
**BAKERSFIELD**  
Dawn Co.—B Rippletone, D Star Point,  
E Amity Hall, E Fairway, C Mill Valley  
**BERKELEY**  
Breuner's—B Rippletone, E Breuner Wiltons  
**BEVERLY HILLS**  
Greene & Hinkle—D Beverly Crest, C Clark Wilton  
D Cabana  
W. & J. Sloane—B Northside, D Nupoint,  
E Sloane Wilton  
J. W. Robinson Co.—D Texture Twist  
**COVINA**  
Covina Carpet Co.—B Rippletone, C Mill Valley,  
D Star Point  
**CRENSHAW**  
Barker Bros.—B Melody, B Enchantment,  
E Dashwood  
**CULVER CITY**  
Goldsmith Carpet Co.—B Rippletone, C Mill Valley,  
D Star Point  
**DOWNEY**  
Downey Carpet Co.—B Rippletone, C Mill Valley,  
D Star Point  
**FRESNO**  
A & M Carpet & Lino—B Rippletone, B Strata,  
E Amity Hall, C Mill Valley  
Sheppard Rug Co.—B Rippletone  
**GARDEN GROVE**  
Shear's Carpet Co.—B Rippletone, C Mill Valley,  
D Star Point, E Fairway  
**GLENDALE**  
Allied Rug Co.—B Rippletone  
**HAYWARD VILLAGE**  
Jackson Furniture Co.—B Rippletone, D San Juan  
**HILLSDALE**  
Macy's—B Rippletone, D San Juan  
**HOLLYWOOD**  
Barker Bros.—B Melody, B Enchantment,  
E Dashwood  
Zandt Carpet Co.—D Star Point, B Strata  
**HUNTINGTON PARK**  
Al Terrence Carpet Co.—B Multi-Tex, C Mill Valley,  
D Nupoint, E Amity Hall  
**LAHABRA**  
Bill Drea—B Rippletone, D Star Point,  
C Mill Valley  
**LAKEWOOD**  
The May Co.—E Stratford, B Rippletone, Rippletone  
**LONG BEACH**  
Aaron Schultz & Sons, Inc.—B Rippletone,  
C Anthem, D Star Point, E Waybrook  
Barker Bros.—B Melody, B Enchantment,  
E Dashwood  
Carl's Furniture Co.—B Mulby Tex, C Mill Valley,  
D Cabana, E Fairway, Amity Hall  
**LOS ALTOS**  
The Magic Carpet—B Rippletone, B Strata  
W & J Sloane—B Northside, D Nupoint,  
E Sloane Wilton  
**LOS ANGELES**  
Angelus Floor Coverings Co.—B DeVille,  
D Star Point, B Reef  
Barker Bros. (2 stores)—B Melody, Enchantment,  
E Dashwood  
May Co. (All stores)—E Stratford, B Rippletone,  
B Rippletone  
J. W. Robinson Co.—D Texture Twist  
**MILLBRAE**  
Gens. Bried, Inc., Rugmaster—B Rippletone, D Star  
Point, B Strata, C Mill Valley, A Tite Twist  
**MODESTO**  
House of Carpets—B Rippletone, E Nubine,  
D Star Point, C Anthem, A Tite Twist  
**MONTEBELLO**  
Rite Loom Carpet—A Tite Twist, B Rippletone,  
E Fairway, D Star Point  
**MONTEREY**  
Forest Carpets—B Rippletone  
**NEWPORT BEACH**  
Dick Macker—D Star Point, B Rippletone  
**NO. HOLLYWOOD**  
Allied Rug Co.—B Rippletone  
Boulevard Floor Coverings—B Mulby Tex,  
D Star Point  
May Co.—E Stratford, B Rippletone, Rippletone  
Singer Rug & Carpet Co.—B Rippletone  
**OAKLAND**  
Conklin Bros.—B Rippletone, D Saranette  
Breuner's—B Rippletone, E Breuner Wilton  
Jackson Furniture—B Rippletone, D San Juan  
Sterling Furn. Co.—A Tite Twist, B Strata,  
Rippletone, C 1608 Wilton  
**ONTARIO**  
Ontario Floor Coverings—B Rippletone, C Mill Valley,  
D Star Point, E Fairway, Amity Hall  
**ORANGE**  
Clyde Higgins Furn.—B Rippletone, C Anthem,  
D Star Point  
**PALO ALTO**  
The Emporium—B Westside, D Star Point  
**PASADENA**  
Barker Bros.—B Melody, B Enchantment,  
E Dashwood  
Rounds Floor Coverings—B Rippletone, C Mill Valley,  
D Star Point, E Fairway  
**POMONA**  
Alm & Mercer—B Rippletone, D Star Point  
**RESEDA**  
Jack Hargus, Inc.—A Tite Twist, B Rippletone,  
C Mill Valley, D Star Point  
**RICHMOND**  
Breuner's—B Rippletone, E Breuner Wilton  
Macy's—B Rippletone, D San Juan  
Rouse & Boive Magic Carpet—B Rippletone,  
B Strata, E Nubine, E Amity Hall

**ROSEMOND**  
Howards Rug Co.—B Rippletone, C Mill Valley,  
D Star Point  
**SACRAMENTO**  
Breuner's—B Rippletone, E Breuner Wilton  
Jackson Furniture—B Rippletone, D San Juan  
**SALINAS**  
Everetts Carpet House  
**SAN BERNARDINO**  
The Harris Co.—B Rippletone, E 1608 Wilton  
**SAN DIEGO**  
Albert Dryer Furniture—B Rippletone, C Anthem,  
D Star Point, E Amity Hall  
Dryer's Standard Furn.—E Stratford, D Cabana,  
B Westside  
North Park Rug & Carpet Co.—B Rippletone,  
C Mill Valley, E Amity Hall, A Tite Twist  
**SAN FRANCISCO**  
Breuner's—B Rippletone, E Breuner Wilton  
Conklin Bros.—B Rippletone, D Saranette  
The Emporium—B Westside, D Star Point  
Jackson Furniture Co.—B Rippletone, D San Juan  
Lachman Bros.—A Tite Twist, B Rippletone  
Macy's—B Rippletone, D San Juan  
W & J Sloane—B Northside, D Nupoint,  
E Sloane Wilton  
Sterling Furniture Co.—A Tite Twist, B Strata,  
Rippletone, C 1608 Wilton  
**SAN JOSE**  
Goldeens—B Rippletone, E Nubine, D Star Point,  
C Mill Valley, E Amity Hall, E Polonaise  
Lachman Bros.—A Tite Twist, B Rippletone  
Macy's Valley Fair—B Rippletone, D San Juan  
**SAN MATEO**  
Conklin Bros.—B Rippletone, D Saranette  
Sterling Furniture Co.—A Tite Twist, B Strata,  
Rippletone, C 1608 Wilton  
**SAN RAFAEL**  
Carpets Unlimited  
**SANTA ANA**  
Gene's—B Rippletone, C Mill Valley,  
D Star Point, E Amity Hall  
**SANTA BARBARA**  
Ferguson's—B Rippletone, D Star Point,  
E Fairway  
**SANTA CRUZ**  
Habers Eastern Furniture—B Rippletone  
**SANTA MONICA**  
Pacific Rug & Carpet Co.—B Rippletone, E Nubine  
**SANTA ROSA**  
Yeager Interiors—D Star Point, B Rippletone,  
E Nubine  
**STOCKTON**  
Breuner's—B Rippletone, E Breuner Wiltons  
**STONE TOWN**  
The Emporium—B Westside, D Star Point  
**TAFT**  
Ebberts—B Rippletone, C Mill Valley,  
D Star Point, E Amity Hall  
**VALLEJO**  
Breuner's—B Rippletone, Breuner Wilton  
Jackson Furn. Co.—B Rippletone, D San Juan  
Sterling Furniture—A Tite Twist, B Strata,  
Rippletone, C 1608 Wilton  
**VENTURA**  
Sewelson Cooper—B Rippletone, D Saranette,  
Star Point, E Amity Hall  
**WALNUT CREEK**  
Jackson Furniture Co.—B Rippletone, D San Juan  
**WESTCHESTER**  
Westchester Carpets—B Rippletone, E Fairway  
**WEST HOLLYWOOD**  
Allied Rug Co.—B Rippletone  
**WHITTIER**  
Boulevard Carpet—B Rippletone, E Amity Hall  
**WILMETTE**  
Garo's Inc.—D Nupoint  
**W. COVINA**  
Shear's Carpet Co.—B Rippletone, C Mill Valley,  
D Star Point, E Fairway  
**W. LOS ANGELES**  
Kay's Carpet—B Rippletone, D Star Point  
**COLORADO**  
**AURORA**  
Alcoves—C Mill Valley, D Copa, Samba, Spinette,  
Star Point, B Westside, Rippletone,  
E Amity Hall, Mulby Tone, Nubine  
**BOULDER**  
Blackmarr Furn. Co.—B Rippletone, D Star Point,  
D Saranette, E Nubine  
**COLORADO SPRINGS**  
Home Furniture Co.—D Star Point, B Rippletone,  
E Nubine, D Saranette, Precedent  
**DENVER**  
Alcoves (3 stores)—C Mill Valley, D Copa, Samba,  
Spinette, Star Point  
Wes. Side, Rippletone,  
E Amity Hall, Mulby Tone, Nubine  
Del-Teet Furn. Co.—D Cabana, San Juan, B Strata  
Joslin Dry Goods Co.—D Nyl-Ray, E Waybrook  
Snow-Furniture—C Oakmont, E 1639 Wilton  
D Precedent, San Juan  
**ENGLEWOOD**  
Alcoves—C Mill Valley, D Copa, Samba, Spinette,  
Star Point, B Westside, Rippletone,  
E Amity Hall, Mulby Tone, Nubine  
**GRAND JUNCTION**  
Empire Furn. Co.—E Loopoint, D Cabana,  
B Rippletone, D Star Point  
**GREELEY**  
Rucker's Inc.—E Nubine, D San Juan  
**PUEBLO**  
Pepper Furn. Co.—D Saranette, D San Juan  
D Cabana, C Mill Valley,  
E Amity Hall, D Precedent  
**CONNECTICUT**  
**BRIDGEPORT**  
Howland's—C Charm House, D Precedent  
**CANAAN**  
Berkshire Carpets—B Rippletone  
**DANBURY**  
Carpet Fair—B Rippletone, D San Juan  
**GREENWICH**  
Roberts, Inc.—A Asherest, B Loopoint Tweed,  
D Nupoint  
**HARTFORD**  
G. Fox & Co.—D Precedent  
Friedman Rug Co.—A Asherest, E New Polonaise  
Pierce Carpet Co.—B Rippletone, D Saranette  
**MIDDLETOWN**  
James H. Bynce Co.—C Charm House  
**NEW BRITAIN**  
New Britain Rug Co.—A Executive, D Nupoint  
**NEW CANAAN**  
Roberts, Inc.—A Asherest, B Loopoint Tweed,  
D Nupoint  
**NEW HAVEN**  
Carpet Mart—A Tite Twist  
Chamberlains—B Rippletone

continued



# See the Masland HappyMood colors at these fine stores

**ALBANY**  
For Covering Shop—A Tite Twist  
**ALBANY**  
Associated Carpet—E Mulby Tone  
**HARTFORD**  
Use of Carpet—A Highgate, D New Saranette,  
E Oak Ridge  
J. Skenderian, Inc.—A Highgate, D New  
Saranette, E Oak Ridge  
**PORT**  
ited Carpet Stores—D New Saranette,  
C Mill Valley, E Amity Hall  
**DELAWARE**  
**WILMINGTON**  
onal Rug & Carpet—A Executive Nylon,  
D Nupoint Nylon  
tital's—A Tite Twist, M Rippletone,  
E Mulby Tone  
awbridge & Clothier—A Executive, M Rippletone,  
E Westside, D Copa, Nupoint, Saranette,  
E Nubine Stuart  
B. Van Sciver Co.—B Rippletone, D Saranette  
**DISTRICT OF COLUMBIA**  
ner's Inc.—C Festival, E Fairway, B Craftsman,  
D Copa  
nsburgh's—E Park Hall, C Cedar Park  
E. E. Miller Furniture Co.—E Mulby Tone  
odward & Lothrop—B Rippletone, B Melody,  
E New Polonaise  
**FLORIDA**  
**LA GABLES**  
uls Carpet Co., Inc.—A Tite Twist, C Amity Hall,  
M Rippletone, Mulby Tex, Westside,  
D Cabana, Star Point, Nupoint, Spindrift,  
E Waybrook, Polonaise, Nubine  
**LAUDERDALE**  
uls Carpet Co., Inc.—A Tite Twist, C Amity Hall,  
B Rippletone, Mulby Tex, Westside,  
D Cabana, Star Point, Nupoint, Spindrift,  
E Waybrook, Polonaise, Nubine  
**SONVILLE**  
en Bros.—C Mulby Tone  
Bard Floor Coverings—B Rippletone, B Strata,  
E 1608 Wilton, D Saranette  
II End Rug House—D Cabana, Patio  
II  
usey Carpet Co.—B Rippletone, D Star Point,  
A Tite Twist, Executive, C Musicale,  
E Polonaise, Nubine  
uls Carpet Co., Inc.—A Tite Twist, C Amity Hall,  
B Rippletone, Mulby Tex, Westside,  
D Cabana, Star Point, Nupoint, Spindrift,  
E Waybrook, Polonaise, Nubine  
opical Rug, Inc.—B Rippletone, E Sheldrake  
**INDO**  
merican Rug & Linoleum Co.—A Executive  
**PETERSBURG**  
alian & Co.—A Tite Twist, Executive  
E Polonaise, B Rippletone, D Nupoint  
**PA**  
nique Carpets, Inc.—A Executive, B Westside,  
C Mill Valley, E 1608 Wilton  
**TALM BEACH**  
an Brody's Carpet Mart—B Westside, B Strata,  
C Mill Valley  
**GEORGIA**  
**ANTA**  
y Lang, Inc.—A Executive, C Melody  
ch's—D Patio  
**IDAHO**  
ers Fair—C Fairway, E Mill Valley,  
E Monument Valley  
**40 FALLS**  
tersens Furniture Co.—E Mill Valley  
E. Wood Company—B Rippletone, C Fairway  
**PA**  
fers Furniture & Appliance—C Fairway,  
E Mill Valley, E Monument Valley  
**ATELLO**  
artin Furniture Co.—B Rippletone  
**N FALLS**  
eets Furniture Co.—B Rippletone  
**ILLINOIS**  
**ORA**  
ath & Co.—E Del Prado  
**FORD PARK**  
arson Pirie Scott & Co.—C Dictator  
**VEDERE**  
ath & Co.—E Del Prado  
**OMINGTON**  
ath & Co.—E Del Prado  
**MPAIGN**  
evens Rug & Linoleum Co.—A Tite Twist  
B Rippletone, D Star Point, E Glen Valley  
**CAGO**  
arson Pirie Scott & Co.—C Dictator  
ark Rug & Cpt. Mart—E Luxury Point  
hn A Colby & Sons—D Star Point  
ntractor's Furniture &  
Carpet Co.—D Star Point, E Monaco  
shman Rug Co.—C Oakmont  
he Fair—B Westside, E Fairdale Wilton  
lk Bros. (2 stores)—B Mark 90, C Mill Valley,  
E Nubine, B Strata  
erling Carpet Co.—C Oakmont  
xy Rug Co. (2 stores)—C Edan Roc, D Manor  
Ridge, E Estate  
g City, Inc.—C Saxony  
M. Torcom & Co.—B Strata  
alton Rug & Furn. Co. (4 Stores)—E Fairway,  
E Mulby Tone, E 1608 Wilton, D Precedent  
tebold's (4 stores)—B Rippletone, E Elmhurst  
**VILLE**  
ath & Co.—E Del Prado  
ock & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
E Mulby Two-Tone  
ndusky's—B Rippletone, D Nupoint  
**ATUR**  
ock & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
ath & Co.—E Del Prado  
**IN**  
ock & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
ath & Co.—E Del Prado  
**NSTON**  
hn A. Colby & Sons—D Star Point  
tebold's—B Rippletone, E Elmhurst  
**GREEN PARK**  
he Fair—B Westside, E Fairdale Wilton  
**PORT**  
ock & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
ath & Co.—E Del Prado

**GALESBURG**  
Block & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
Jasperson-Palmgren—E Fairway  
Leath & Co.—E Del Prado  
**HILLSIDE**  
Carson Pirie Scott & Co.—C Dictator  
**JOLIET**  
Leath & Co.—E Del Prado  
**LA GRANGE PARK**  
John A. Colby & Sons—D Star Point  
**MACOMB**  
Brenner Furniture Co.—D Precedent  
**MOLINE**  
Block & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
Carpets by Edstrom—B Rippletone, Westside,  
D New Saranette, E Polonaise, Glen Valley  
Leath & Co.—E Del Prado  
**MT. PROSPECT**  
Garro's Inc.—D Nupoint  
**OAK PARK**  
The Fair—B Westside, E Fairdale Wilton  
Wieboldt's—B Rippletone, E Elmhurst  
**OLD ORCHARD, SKOKIE**  
The Fair—B Westside, E Fairdale Wilton  
**PEKIN**  
Cohen Furniture Co.—D Precedent  
**PEORIA**  
Block & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
Cohen Furniture Co.—D Precedent  
Columbia Rug & Linoleum Co.—B Rippletone,  
C Glen Valley  
**QUINCY**  
Block & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
**ROCK ISLAND**  
Block & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
Carpets by Edstrom—B Westside, D New Saranette,  
E Glen Valley  
Franc's—A Cabana, B Rippletone, D San Juan  
**ROCKFORD**  
Block & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
Car-Pet Line Store, Inc.—B Rippletone,  
E New Polonaise  
Hess Bros.—B Mulby Tex, E Mulby Two-Tone  
Larsons Furn. Inc.—B Rippletone, D Star Point,  
E Amity Hall  
Leath & Co.—E Del Prado  
Warehouse Furn. Mart—E Mulby Tone  
**SPRINGFIELD**  
Leath & Co.—E Del Prado  
Reif's Home Furnishers—B Rippletone  
**STERLING**  
Babb's Rug House—E Nubine, B Rippletone  
Leath & Co.—E Del Prado  
**WILMETTE**  
Carson Pirie Scott & Co.—C Dictator  
Garro's Inc.—D Nupoint  
**INDIANA**  
**ANDERSON**  
Leath & Company—E Del Prado  
**EVANSVILLE**  
Stevens Floor Coverings—A Tite Twist, B Rippletone,  
D Spinette, E Glen Valley  
**FORT WAYNE**  
Standard Rug & Linoleum Co., Inc.—A Tite Twist,  
M Rippletone, D New Spinette,  
E Glen Valley  
**GARY**  
Leath & Co.—E Del Prado  
**INDIANAPOLIS**  
Simpson-Miller, Inc.—A Executive, B Rippletone,  
D Nupoint, E Nubine  
United Rug & Linoleum Co.—A Tite Twist  
B Rippletone, C Anthem, D San Juan,  
E Superba  
**KOKOMO**  
Leath & Co.—E Del Prado  
**LAFAYETTE**  
Loeb's, Inc.—E Glen Valley  
**LAPEL**  
Fisher Bros. Village Furniture—A Executive,  
E Nubine  
**MARION**  
Leath & Co.—E Del Prado  
**MUNCIE**  
Leath & Co.—E Del Prado  
**SOUTH BEND**  
George Wyman & Co.—A Executive, B Rippletone,  
D Glen Valley  
**TERRE HAUTE**  
Midwest Floor Coverings—A Executive, M Rippletone,  
E Amity Hall  
The Roof Store—D Nyl-Tweed, E Mercantile  
Wilton (2481)  
**WABASH**  
Leath & Co.—E Del Prado  
**IOWA**  
**ATLANTIC**  
Neiby Furniture Co.—B Rippletone  
**BURLINGTON**  
Block & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
**CEDAR RAPIDS**  
Smulekoff's—E Nubine, D Precedent  
**CLARINDA**  
Otte Furniture Co.—E Nubine  
**DAVENPORT**  
Block & Kuhl Co.—B Mulby Tex, E Mulby Two-Tone  
Carpets by Edstrom—B Rippletone, Westside,  
D New Saranette, E Polonaise, Glen Valley  
Franc's—D Cabana, San Juan, B Rippletone  
Petersen-Harned-Von Maur—E Amity Hall  
**DES MOINES**  
Davidson's—B Westside, E Stratford  
L. Ginsberg & Sons—D Precedent  
Grays Carpet Furniture—B Loopoint,  
C Monument Valley, E Mulby Tone  
**DUBUQUE**  
Leath & Co.—E Del Prado  
Roshek Brothers Co.—B Mulby Tex, E Mulby Deluxe,  
D New Saranette  
**EMMETSBURG**  
Hiller Stores—B Rippletone, E Amity Hall  
**MARSHALLTOWN**  
The McGregor Co.—D Nupoint  
**MASON CITY**  
Davidson—B Westside, E Stratford  
**MUSCATINE**  
S. G. & P. Stein Furniture Co.—B Rippletone,  
D New Saranette, E Glen Valley  
**NEWTON**  
Grays Carpet Furniture—B Loopoint,  
C Monument Valley, E Mulby Tone  
**OTTUMWA**  
The McGregor Co.—D Nupoint

**SAC CITY**  
Farber & Otteman—E Nubine, B Rippletone  
**SIoux CITY**  
Bekins Furniture Co.—E Polonaise  
Jamgotch Rug Company—B Rippletone, E Nubine  
**STORM LAKE**  
Birdsell's Furniture—B Rippletone, E Nubine  
**WATERLOO**  
Davidson's—B Westside, E Stratford  
Mueller's Furniture—D New Saranette  
**KANSAS**  
**CLAY CENTER**  
P. M. Conrad & Sons—D Precedent  
**DODGE CITY**  
Mullin Furniture, Inc.—B Rippletone,  
E Colorama Wilton  
**GARDEN CITY**  
Mullin Furn. & Appliance Co.—E Colorama Wilton  
Southwest Carpet & Tile Co.—B Rippletone  
**GREAT BEND**  
Mullin Furniture, Inc.—B Rippletone, D Saranette,  
E Amity Hall, Nubine, Colorama Wilton  
**HUTCHINSON**  
Harmon Furniture Co.—B Rippletone,  
D Precedent, Saranette, E Waybrook  
**LARNED**  
Mullin Furniture, Inc.—A Executive, B Rippletone,  
E Nubine, Colorama Wilton  
**LIBERAL**  
Mullin Furniture Co., Inc.—B Rippletone,  
D Saranette, E Amity Hall, Colorama Wilton  
**MARYSVILLE**  
Sanders Furniture Co.—E Amity Hall  
**MISSION**  
Macy's of Mission—D Copa, Bolero, Nupoint  
**PRATT**  
Mullin Furniture & Appliance Co.—B Westside,  
E Colorama Wilton  
Pratt Furniture Co.—B Rippletone  
**SALINA**  
Anderson Swan Furniture Co.—B Westside  
**TOPEKA**  
Bomgardner-Furniture & Carpets—B Rippletone,  
E Nubine  
Crosby Bros., Inc.—B Mulby Tex, Westside,  
E Mulby Tone  
Ed Marling Stores—B Westside, D Nupoint  
**WICHITA**  
Bevens Carpet Co.—B Rippletone, D Saranette  
Cunningham Carpet and Drapery Co.—B Rippletone,  
D Star Point, A Tite Twist  
Heflum's—D Cabana, Spinette  
Innes—D Copa, Bolero  
**KENTUCKY**  
**ASHLAND**  
Topping-Christian—B Rippletone  
**LEXINGTON**  
Carmichael Carpet Co.—B Rippletone, E Amity Hall  
L. L. Roberts Furn. Co.—D Nupoint, B Westside  
**LOUISVILLE**  
J. Bacon & Sons—B Westside, D Largo  
Bensinger Outfitting Co.—D Precedent  
Stevens Floor Covering—B Rippletone, E Glen Valley  
**LOUISIANA**  
**BATON ROUGE**  
Kornmeyer Furn. Co., Inc.—D Saranette  
**LAFAYETTE**  
Knight Furn. Co.—D New Saranette, A Tite Twist,  
C Mill Valley, D Nupoint  
**LAKE CHARLES**  
Carpet Center—A Tite Twist, M Strata,  
D Star Point, D New Saranette,  
B Rippletone  
**MONROE**  
Dixie Bedding & Furn. Co.—A Tite Twist,  
D Nupoint, A Executive, C Mill Valley  
Monroe Furn. Co.—D New Saranette  
**NEW ORLEANS**  
Rug & Carpet Center, Inc.—B Rippletone  
**SHREVEPORT**  
Hemenway's Furn. Co.—D New Saranette,  
D Raydon, A Tite Twist  
**MAINE**  
**BANGOR**  
Dewey A. Christmas Rug Shop—B Rippletone,  
D New Saranette, E New Polonaise  
**PORTLAND**  
Porteous, Mitchell & Braun—B Mulby Tex,  
E Mulby Two-Tone  
**MARYLAND**  
**BALTIMORE**  
Gomprecht's & Benesch—D Saranette  
Hochschild, Kohn & Co.—E Mulby Tone  
Hutzler Brothers Company—B Rippletone,  
D Spinette, A Executive  
Levenson & Klein—E Carrollton, E Fairway  
The May Company—E Stratford  
Stewart's—D Nupoint, E Kentridge, D Copa,  
D Nupoint, E Nubine  
Wieland's, Inc.—E Waybrook  
**CHEVY CHASE**  
Woodward & Lothrop—B Rippletone, B Melody,  
E New Polonaise  
**HAGERSTOWN**  
Shockey Furniture Co.—A Executive,  
B Rippletone, E Amity Hall  
**HYATTSVILLE**  
Lansburgh's-Langley Park—E Park Hall,  
C Cedar Park  
**MASSACHUSETTS**  
**BOSTON**  
Gilchrist's—C Charm House Wilton  
Jordan Marsh Company—C Mill Valley  
Pray's—A Tite Twist, A Pray Twist,  
B Rippletone, D Precedent  
**BROCKTON**  
Gilchrist's—C Charm House Wilton  
**FALL RIVER**  
Mason Furniture Co., Inc.—B Rippletone,  
E Scrollway  
Regal Floor Covering, Inc.—C Riviera, D Monaco,  
D New Saranette  
**FRAMINGHAM**  
Gilchrist's—C Charm House Wilton  
Jordan Marsh Company—C Mill Valley  
**GREAT BARRINGTON**  
Berkshire Carpets—B Rippletone  
**MEDFORD**  
Gilchrist's—C Charm House Wilton  
**NATICK**  
Emerson Rug Co.—A Carlisle Twist, B Rippletone,  
D Nupoint, E Amity Hall

**NEWTON CENTER**  
Beacon Floor Coverings—A Brookside, C Aegean  
**NORWOOD**  
Emerson Rug Co.—A Carlisle Twist, B Rippletone,  
D Nupoint, E Amity Hall  
**PITTSFIELD**  
Haddads—E Nubine  
**QUINCY**  
Gilchrist's—C Charm House Wilton  
Roger W. Kent & Co.—D Precedent, D Copa,  
D New Saranette  
**ROSLINDALE**  
Allen Furniture—A Royal Plaza, A Executive,  
C Symphony  
**SPRINGFIELD**  
Hoskin Rug Co.—B Rippletone  
**STONEHAM**  
Barbo's, Inc.—A Imperial Twist, E Florelle Wilton,  
E Nubine  
Emerson Rug Co.—A Carlisle Twist, B Rippletone,  
D Nupoint, E Amity Hall  
**WALTHAM**  
Derman Rug Co.—B Rippletone  
Gilchrist's—C Charm House Wilton  
**MICHIGAN**  
**ADRIAN**  
Gray Floor Covering Co.—B Rippletone,  
D Nupoint, E Amity Hall  
**ANN ARBOR**  
Martin Haller Co.—A Tite Twist, B Rippletone,  
D Cabana, E Amity Hall  
**BATTLE CREEK**  
L. G. McDaniel Co.—A Tite Twist, B Rippletone,  
C Mill Valley, D Nupoint, E Nubine  
**BAY CITY**  
Marion Carpet Co.—B Rippletone, D Precedent,  
E Glen Valley  
**BENTON HARBOR**  
Dean Stanard Floor Covering—A Tite Twist  
M Rippletone, C Mill Valley, D Precedent,  
E Amity Hall  
**DEARBORN**  
Beckwith Evans—A Castletwist, B Jamboree,  
C Fairlane, D Star Point, E Cherry Hill  
New York Linoleum & Carpet Co.—A Yorktwist,  
B Barktone, C Waybrook, E York Lane  
People's Outfitting Co.—D Ray-Tuft, E Sheldrake,  
B Rippletex  
**DETROIT**  
Beckwith Evans—A Castletwist, B Jamboree,  
C Fairlane, D Star Point, E Cherry Hill  
Central Floor Covering Co. (2 stores)—  
A Tite Twist, C Melody, D Saranette,  
E Nubine  
R. S. Dalley Co.—B Strata, E Nubine  
Arthur Fleischman Linoleum & Carpet Co.  
(2 stores)—E El Amigo, C Edinboro  
Lasky Carpet Co., Inc.—A Executive, B Rippletone,  
E Fairway, D Saranette, E Nubine  
New York Linoleum & Carpet Co. (3 stores)—  
A York Twist, B Barktone, C Waybrook,  
E York Lane  
People's Outfitting Co.—D Ray-Tuft, E Sheldrake,  
B Rippletex  
Thos. W. Walsh & Co.—B Westside, E Fairway  
**FLINT**  
Gossett's Carpet Co.—B Rippletone, C Cumberland  
Valley, D Cabana, E Mulby Tone,  
A Tite Twist  
Leath & Co.—E Del Prado  
**GARDEN CITY**  
Michigan Floor Covering—D Evening Star,  
A Triple Twist, E Moon Glow, E Grandeur,  
B Corde  
**GRAND RAPIDS**  
Byle Floor Coverings—D Saranette, M Rippletone,  
E Nubine  
Morrie's Floor Covering—A Rippletwist,  
B Rippletone, E Polonaise  
Herman Schmitt Floor Covering—D Saranette,  
E Nubine, Stratford, B Rippletone, C Anthem  
Paul Steketee & Sons—C Mill Valley, M Strata  
The Wurzburg Co.—B Rippletex, C Charm House,  
E Arizona  
**HOLLAND**  
DeWaard Floor Coverings—D Saranette, E Nubine,  
B Rippletone, C Anthem, A Tite Twist  
**KALAMAZOO**  
Ideal Floor Covering Co.—A Tite Twist  
B Rippletone, C Anthem, D Cabana,  
E Amity Hall  
Leath & Co.—E Del Prado  
**LANSING**  
J. W. Knapp Co.—A Tite Twist, M Rippletone,  
D Cabana  
Maloney Carpet Co.—A Tri-Twist, B Nob Hill,  
C Deep Valley, D Cedar Ridge, E Avon Hall  
**LINCOLN PARK**  
People's Outfitting Co.—D Ray-Tuft, E Sheldrake,  
B Rippletex  
**LIVONIA**  
Beckwith-Evans—A Castletwist, B Jamboree,  
C Fairlane, D Star Point, E Cherry Hill  
Michigan Floor Covering Co.—D Evening Star,  
A Triple-Twist, E Moon Glow, E Grandeur,  
B Corde  
**MIDLAND**  
Gidley-Everett Carpet Co.—D Saranette,  
B Rippletone  
**MUSKEGON**  
Home Furn. & Carpet Co.—D San Juan,  
B Rippletone, E Nubine, Amity Hall,  
C Mill Valley  
**PLEASANT RIDGE**  
Beckwith-Evans—A Castletwist, B Jamboree,  
C Fairlane, D Star Point, E Cherry Hill  
**PORT HURON**  
J. B. Sperry Co.—E Del Prado  
**ROSEVILLE**  
Central Floor Covering Co.—A Tite Twist, C Melody,  
D Saranette, E Nubine  
Michigan Floor Covering Co.—D Evening Star,  
A Triple-Twist, E Moon Glow, E Grandeur,  
B Corde  
**SAGINAW**  
Leath & Co.—E Del Prado  
McMullen Carpets—B Loopoint, E Nubine,  
C Glen Valley  
Stevens Furniture Co.—B Strata, A Tite Twist,  
E Amity Hall

continued



# See the Masland Happy Mood colors at these fine stores

**ST. CLAIR SHORES**  
Lasky Carpet Co., Inc.—A Executive, B Rippletone, C Fairway, D Saranette, E Nubine, Fairway

**STURGIS**  
Mac's Furniture—A Tite Twist, B Rippletone, C Anthem, D Star Point, E Amity Hall

**SUNFIELD**  
Mapes Furn. Co.—B Rippletone, C Mill Valley, E Nubine

## MINNESOTA

**DULUTH**  
Public Furniture Company, Inc.—B Rippletone, D Precedent, Nupoint, E Amity Hall, Fairway

**MINNEAPOLIS**  
Barry Ashwell, Inc.—B Mastone, D Cabana  
Boutell's—B Rippletone, C Classic  
B Westside  
Modern Rug Company—B Rippletone, E Amity Hall  
Swenson Furniture Stores (3 stores)—B Rippletone, D San Juan, E Glen Valley

**MOORHEAD**  
Plunkett's Furniture—B Rippletone, E Amity Hall

**ROCHESTER**  
Leath & Co.—E Del Prado

**ST. CLOUD**  
Sivinski's—B Rippletone

**ST. PAUL**  
Butwinick Bros. Furniture City—C Fairway, D Precedent, E Shell Drake, E Nubine  
The Emporium—A Tite Twist, B Rippletone, C Mill Valley, D Precedent, E Capitol

**TRUMAN**  
E. E. Olson Company—E Nubine

## MISSISSIPPI

**JACKSON**  
Kennington Co., Inc.—D Saranette

**CLAYTON**  
Famous-Barr—E Stratford

**JEFFERSON CITY**  
Jefferson Rug Co.—D New Saranette

**JENNINGS**  
Famous-Barr—E Stratford

**JOPLIN**  
Christman's—D Copa, Bolero, Nupoint

**KANSAS CITY**  
Aladdin Rug Co.—E Anthem, Amity Hall, B Strata  
American Rug Co., Inc.—D Star Point, E Imperial Wilton  
Harper Rug Co. (4 stores)—B Rippletone, C Mill Valley, D Saranette-Precedent, E New Haven Wilton  
Macy's of Kansas City—D Copa Rolero, Nupoint  
R. D. Mann Carpet Co.—A Tite Twist

**SEDALIA**  
McLaughlin Bros. Furn. Co.—D New Saranette

**SPRINGFIELD**  
Midwest Rug Co.—B Rippletone

**ST. LOUIS**  
Craig Furniture Co.—B Loopoint  
Famous-Barr Co.—E Stratford  
Lammert Furn. Co.—E Ken-Mar (1608 Wilton)  
Scruggs-Vandervoort-Barney—B Westside

## MONTANA

**BILLINGS**  
Rowe Furniture Co.—B Rippletone, C Fairway, D Star Point, E Mill Valley

**BUTTE**  
Hennessy Company—D Largo

**GREAT FALLS**  
Town and Ranch—B Rippletone, C Amity Hall, Nubine, D Star Point, E Mill Valley

**MISSOULA**  
J. M. Lucy & Sons—B Rippletone

**NEBRASKA**

**GRAND ISLAND**  
Swan Furniture Co.—E Nubine

**HASTINGS**  
Swan Furniture Co.—A Executive, B Rippletone, D Star Point, Precedent

**KEARNEY**  
Swan Furniture Co.—B Rippletone

**LINCOLN**  
Gold & Co.—E Waverly, Wilton  
Lincoln Rug & Furniture Mart—D Star Point, Nupoint, Saranette  
Miller & Paine—C Charm House, Wilton

**McCOOK**  
Swan Furniture Co.—D Star Point, E Amity Hall

**NORTH PLATTE**  
Swan Furniture Co.—B Rippletone

**OMAHA**  
J. L. Brandeis & Sons—C Charm House, Wilton  
Davidson Furniture Co.—B Westside  
Nebraska Furniture Mart—B Rippletone, D Cabana, E Amity Hall

**SCOTTSBLUFF**  
Seaford Stores, Inc.—D Cabana, B Rippletone

## NEVADA

**LAS VEGAS**  
Sheppard's Furniture and Carpet Co.—D Star Point, C Mill Valley, B Rippletone

**RENO**  
Home Furniture—C Anthem, E Nubine, A Executive, B Rippletone, D Star Point

**NEW HAMPSHIRE**

**MANCHESTER**  
Hillsboro Furniture Mart, Inc.—B Rippletone

**NASHUA**  
Dionne Bros. Furniture, Inc.—D New Saranette, E Nubine

## NEW JERSEY

**BLOOMFIELD**  
T. Einstein, Inc.—A Twist, B Westside

**CAMDEN**  
Euler's Rugs & Carpets—C Anthem, A Executive, B Westside

**EATONTOWN**  
J. B. Van Sciver Co.—B Rippletone, D Saranette

**HACKENSACK**  
Sandler & Worth—A Tite Twist, B Rippletone, C Mill Valley, D San Juan, E Fairway

**LITTLE FALLS**  
Kaufman Carpet Co., Inc.—A DeLuxe Supreme, B Melody, C Riviera, D Copa, E Castellano

**MORRISTOWN**  
M. Greenberger Co.—A Tite Twist, E Amity Hall, B Rippletone, B Saranette

**NEWARK**  
Kresge-Newark—B Mulby Tex, E Mulby Wilton

**ORANGE**  
Huffman & Boyle Co., Inc.—A Dale Twist, C Bradford, E Brittany

**PARAMUS**  
Sandler & Worth—A Tite Twist, B Rippletone, C Mill Valley, D San Juan, E Fairway

**POMPTON PLAINS**  
Huffman & Boyle Co., Inc.—A Dale Twist, C Bradford, E Brittany

**PRINCETON**  
The Rug Mart—B Rippletone, D Precedent

**SHORT HILLS**  
B. Altman & Co.—A Ashcrest, B Melody, D Star Point

**SOUTH AMBOY**  
Kaufman Carpet Co., Inc.—A DeLuxe Supreme, B Melody, C Riviera, D Copa, E Castellano

**SPRINGFIELD**  
Huffman & Boyle Co., Inc.—A Dale Twist, C Bradford, E Brittany  
Sandler & Worth—A Tite Twist, B Rippletone, C Mill Valley, D San Juan, E Fairway

**TRENTON**  
J. Ferd Convery, Inc.—A Tite Twist, B Rippletone, D San Juan  
S. P. Dunham & Co.—B Mulby Tex  
New Jersey Floor Covering Co.—B Rippletone, D Cabana, E New Polonaise  
J. B. Van Sciver Co.—B Rippletone, D Saranette

**VERONA**  
The Rug Fair—D Star Point

**VINELAND**  
Delsea Floor Coverings—B Westside, E Amity Hall

## NEW MEXICO

**ALBUQUERQUE**  
American Furniture Co.—E Nubine, B Rippletone, E Amity Hall, C Monument Valley  
John McCormack—D Woolpoint, C B Westside, Mulby Tex, E Mulby Two-Tone, D Star Point

**CLOVIS**  
Allen's Furniture—B Rippletone, D Star Point, San Juan, D Cabana, E Amity Hall, D Saranette

**HOBB'S**  
Barrow Bros. Furniture Co.—D Saranette, B Rippletone, D Cabana, E Nubine, D San Juan

**ROSWELL**  
Dabbs Furniture Co.—D Cabana, San Juan, B Rippletone, D Star Point

## NEW YORK

**ALBANY**  
W. M. Whitney & Co.—A Tite Twist, B Mulby Tex, C Mill Valley, D Precedent, E Mulby Wilton

**BATAVIA**  
Max Pies Furn.—A Tite Twist, B Rippletone, C Mill Valley, D Precedent, E Fairway

**BAYSHORE**  
Canter Bros.—D San Juan

**BAYSIDE**  
Rugcraft, Inc.—A Tite Twist

**BINGHAMTON**  
Ace Rug Co.—A Tite Twist, B Rippletone, C Mill Valley, D Cabana, E Fairway  
Fowler, Dick & Walker—B Mulby Tex, D Cabana, E Mulby Tone

**BRONX**  
Kaufman Carpet Co., Inc.—A DeLuxe Supreme, B Melody, C Riviera, D Copa, E Castellano

**BROOKLYN**  
Abraham & Straus—E Amity Hall  
G. Fried & Sons—B Melody, A Kuritwist  
Kaufman Carpet Co., Inc.—A DeLuxe Supreme, B Melody, C Riviera, D Copa, E Castellano  
Namm's-Loeser, Inc.—C Charm House

**BUFFALO**  
Carpet Land, Inc.—A Tite Twist, B Rippletone, C Mill Valley, D Saranette, E Amity Hall, Fairway  
Hens and Kelly Co.—A Tite Twist, B Wool-O-Tweed, C Charm House, Mill Valley, E Fairway, Minuet, Pageantry  
Sattlers—E Majestic

**CANANDAIGUA**  
Phil. H. Fitzhugh—A Tite Twist, B Rippletone, C Mill Valley, D Precedent, E Fairway

**DANVILLE**  
Dansville Furn. Co.—A Tite Twist, B Rippletone, C Mill Valley, D Saranette, E Amity Hall

**FOREST HILLS**  
Surrey Carpet Shop, Inc.—A Roll Twist

**GLEN COVE**  
Glen Floors—C Mill Valley, B Rippletone

**HARTSDALE**  
Kenny's—A Tite Twist, A Ken Twist

**HEMPSTEAD**  
Abraham & Straus—E Amity Hall  
The Carpet Mart of Hempstead—B Rippletone, A Tite Twist, C Oakmont  
Kaufman Carpet Co., Inc.—A DeLuxe Supreme, B Melody, C Riviera, D Copa, E Castellano

**HICKSVILLE**  
Glen Floors—C Mill Valley, B Rippletone

**JAMAICA, L. I.**  
Kaufman Carpet Co., Inc.—A DeLuxe Supreme, B Melody, C Riviera, D Copa, E Castellano

**JAMESTOWN**  
Field & Wright Co.—B Rippletone, C Mill Valley, D Saranette, E Fairway, Nubine

**LARCHMONT**  
Kenny's—A Tite Twist, A Ken Twist

**LATHAM**  
Carpet Center, Inc.—A Tite Twist, B Rippletone, C Monument Valley, D Melody, E Amity Hall

**LOCKPORT**  
Max Pies Furn.—A Tite Twist, B Rippletone, C Mill Valley, E Fairway

**MANHASSET**  
B. Altman & Co.—A Ashcrest, B Melody, D Star Point  
Kaufman Carpet Co., Inc.—A DeLuxe Supreme, B Melody, C Riviera, D Copa, E Castellano

**NEW YORK**  
B. Altman & Co.—A Ashcrest, B Melody, D Star Point  
The Carpet Mart—A Tite Twist  
Frischer Carpets, Inc.—A Tite Twist, B Rippletone, C Anthem  
Kaufman Carpet Co., Inc.—A DeLuxe Supreme, B Melody, C Riviera, D Copa, E Castellano  
R. H. Macy & Co.—A Executive Twist, D Saranette  
Manhattan Carpet Co.—A Excell Twist

**Simon Manges & Son, Inc.** (Through Interior Decorators and Designers Only.)  
United Carpet—A Carlyle Twist, A Barry Twist  
United Linoleum & Carpet Mills, Inc.—A Barry Twist, B Carlyle Texture

**MONSEY**  
Crown Carpet Shops—C Mill Valley

**NIAGARA FALLS**  
Harold's Furniture House, Inc.—A Tite Twist, B Rippletone, C Mill Valley, D Cabana  
S. Dao Furn. Co.—B Rippletone, C Mill Valley, E New Polonaise

**PARKCHESTER**  
R. H. Macy & Co.—A Executive Twist, D Saranette

**ROCHESTER**  
E. W. Edwards & Son—C Charm House Wilton  
Lauer Furn. Co.—C Oakmont, D Precedent, E Lauer Wilton  
Max Pies Carpets—A Tite Twist, B Rippletone, C Mill Valley, D Star Point, E Fairway  
Sibley Lindsey & Curr—D Saranette, E Sibley Sp. Wilton

**ROOSEVELT FIELD**  
R. H. Macy & Co.—A Executive Twist, D Saranette

**SYRACUSE**  
Albino Linoleum & Cpt. Co.—C Monument Valley, D Saranette, E Amity Hall  
C. E. Chappell & Son's—B Sahara Sands, E Mulby Wilton  
E. W. Edwards & Son—B Rippletone, C Charm House Wilton, E Glen Valley  
M & R Lino. & Cpt. Co.—C M & R, Wilton, E Admiration Wilton  
Richmark Furn. & Cpt. Co.—A Tite Twist, B Wool-O-Tweed, C Oakmont, D Precedent, E Fairway

**VALLEY STREAM**  
Roman Co.—A Tite Twist

**WATERTOWN**  
Hardiman Furn. Center—A Tite Twist  
B Rippletone, C Mill Valley, D Saranette, E Fairway

**WHITE PLAINS**  
Kaufman Carpet Co., Inc.—A DeLuxe Supreme, B Melody, C Riviera, D Copa, E Castellano

**YONKERS**  
Crown Carpet Shops—C Mill Valley

## NORTH CAROLINA

**CHARLOTTE**  
Efird's Department Store—A Executive, E Strata, D Star Point

**HIGH POINT**  
Diffendal's—B Westside

**WINSTON SALEM**  
Warner Flooring Co.—A Tite Twist, A Executive

## NORTH DAKOTA

**BISMARCK**  
Dakota Flooring, Inc.—D Star Point, E Amity Hall

**GRAND FORKS**  
Bill Larson Company—B Rippletone, E Nubine

**MANDAN**  
Dakota Flooring, Inc.—D Star Point, E Amity Hall

**MINOT**  
Voeller Furniture—D Star Point, E Amity Hall

**WILLISTON**  
Conlins Furniture—E Amity Hall

## OHIO

**AKRON**  
The M. O'Neil Co.—A Tite Twist, B Rippletone, E Stratford  
Yeager's—C Charm House, D Mulby Tex

**ALLIANCE**  
The Cope Furn. Co.—A Executive, B Rippletone, D Star Point, E Amity Hall

**ASHTABULA**  
Carlisle Allen Co.—B Rippletone, D Precedent

**BOWLING GREEN**  
Byers Floor Covering—B Rippletone, C Monument Valley, D Cabana, E Amity Hall

**CANTON**  
Rose Rug Co.—D Copa, B Rippletone, D Star Point

**CINCINNATI**  
Harrys Corner—D Copa, B Rippletone, C Mill Valley, E Amity Hall  
The McAlpin Co.—D Largo, E Mulby Two-Tone

**CLEVELAND**  
London Furniture Co.—C Anthem  
The May Co.—E Stratford  
Pearl Carpet Co.—(5 stores)—B Rippletone, Sterling Carpet Co. (all stores)—A Tite Twist, Executive, C Mill Valley  
Wm. Taylor Son Co.—C Anthem, D San Juan, B Mulby Tex

**COLUMBUS**  
Kas Carpet Co.—B Mulby Tex, E Nubine  
Rite Rug Co.—A Tite Twist, B Rippletone, C Anthem, E Cumberland Valley, D Precedent

**COLUMBUS GROVE**  
Hartman & Sons—B Rippletone, C Amity Hall, D Star Point, E Nubine

**DAYTON**  
Barrar Floor Covering—D Copa, B Rippletone, C Mill Valley, E Amity Hall

**FREEMONT**  
Paul E. Spieldenner—A Tite Twist, B Rippletone, E Fairway, D Star Point, E Nubine

**FINDLEY**  
Jackson's Furniture Co.—B Rippletone, D Saranette, E Nubine

**HAMILTON**  
Harrys Corner—D Copa, B Rippletone

**LIMA**  
Hartman & Sons—B Rippletone, C Amity Hall, D Star Point, E Nubine

**LORAIN**  
Oberlin Ave. Carpet Shop—A Executive, B Rippletone, C Anthem, D Star Point, E Amity Hall

**MANSFIELD**  
Scattergoods—B Rippletone, E Marlow, D Star Point, Cabana, Precedent

**MARION**  
The Lennon Furniture Co.—B Rippletone, E Amity Hall

**PAINESVILLE**  
Carlisle Allen Co.—B Rippletone, D Precedent

**PORTSMOUTH**  
Gemperlin Furniture—B Rippletone, E Amity Hall

**SANDUSKY**  
Crusey's—B Rippletone, D Precedent, Cabana, E Marlow

**SPRINGFIELD**  
Central Rug & Lino Co.—B Rippletone, C Mill Valley

**STERLING**  
Maibachs—B Rippletone, D Star Point, Cabana  
E Polonaise

**TOLEDO**  
Bernards Carpet Co.—B Rippletone, C Mill Valley, E Cherry Lane  
Lamsons—B Mulby Tex, E Mulby Tone  
The Lions Store—D Largo, E Classic

**WARREN**  
Griswolds—C Mill Valley, E Stratford  
Mackey Cpt. Sales—A Executive, B Rippletone, D Star Point

**YOUNGSTOWN**  
Rose Rug Co.—B Rippletone, D Star Point, Copa  
Shaffer Rug & Carpet Co.—C Anthem, D Star Point, Strouss-Hirschbergs—E Stratford

## OKLAHOMA

**ADA**  
Perry & McGee Furniture Co.—D Cabana, E Waybrook

**ARDMORE**  
Johnson Furniture Co.—B Rippletone, D Star Point, Saranette, Cabana

**BARTLESVILLE**  
Carpet City, Inc.—B Rippletone, C Mill Valley, Anthem, D Saranette, E Fairway

**ENID**  
Carpet City, Inc.—B Rippletone, C Mill Valley, Anthem, D Saranette, E Fairway

**MUSKOGEE**  
Nelson Furniture Co.—B Rippletone, D Saranette, Star Point

**OKLAHOMA CITY**  
John A. Brown Co.—E Mulby Tone  
Carpet City, Inc.—B Rippletone, C Mill Valley, Anthem  
Harbour-Longmire Co.—D Copa, E Glen Valley

**SEMINOLE**  
Perry & McGee Furniture Co.—D Cabana, San Juan, E Waybrook

**SHAWNEE**  
Perry & McGee Furniture Co.—D Cabana, San Juan, E Waybrook

**TULSA**  
Carpet City, Inc.—B Rippletone, C Mill Valley, Anthem, D Saranette, E Fairway  
Mayo Furniture Co.—D Copa Cotton, E Stratford

## OREGON

**EUGENE**  
Rubenstein's—D New Saranette

**PORTLAND**  
Atiyeh Bros., Inc.—B Strata  
House of Carpets—B Rippletone, E Nubine  
Lipman's—B Mulby Tex, E Glen Valley  
Meier and Frank Co., Inc.—B Executive, D Nupoint

**SALEM**  
Lipman's—B Mulby Tex, E Glen Valley  
Meier and Frank Co., Inc.—B Executive, D Nupoint

## PENNSYLVANIA

**ALLENTOWN**  
C. A. Dorney Furniture Co.—A Executive, B Rippletone, C Mill Valley, D Nupoint, E Amity Hall  
Hess Bros.—A Executive, B Mulby Tex, D Nupoint, E Mulby Two-Tone  
J. B. Van Sciver Co.—B Rippletone, D Saranette

**ALTOONA**  
The Wm. F. Gable Co.—C Charm House  
Penn Furniture Co.—B Rippletone, C Anthem, D Precedent, E Glen Valley, Nubine

**ARDMORE**  
Strawbridge & Clothier—A Executive, B Westside, B Rippletone, D Copa, Nupoint, Saranette, E Nubine, Stuart

**BALA-CYNWYD**  
J. B. Van Sciver Co.—B Rippletone, D Saranette

**BRADDOCK**  
Ohringer Home Furniture Co.—B Rippletone, C Monument Valley, D Precedent, E Fairway, Waybrook

**CARLISLE**  
Bowman and Co.—A Ashcrest, B Rippletone, C Mill Valley, D Nupoint, Saranette, E Amity Hall  
Earley's Furniture Store—A Ashcrest, B Rippletone, C Mill Valley, D Nupoint, Saranette, E Amity Hall

**CHAMBERSBURG**  
P. Nicholas Sons, Inc.—B Rippletone, C Mill Valley, E Amity Hall

**ERIE**  
Rose Rug Co.—B Rippletone, D Star Point, Copa

**GREENSBURG**  
Ohringer Home Furniture Co.—B Rippletone, C Monument Valley, D Precedent, E Fairway, Waybrook

**HARRISBURG**  
M. Lee Goldsmith—A Executive, B Rippletone, C Mill Valley, Anthem, E Amity Hall, D Nupoint, Saranette  
Quaker Carpet Co.—A Ashcrest, Tite Twist, E New Polonaise

**JOHNSTOWN**  
Penn Traffic Co.—C Charm House  
Penn Furniture Co.—B Rippletone, C Anthem, D Precedent, E Glen Valley, Nubine

**JENKINTOWN**  
Strawbridge & Clothier—A Executive, B Rippletone, B Westside, D Copa, Nupoint, Saranette, F Nubine, Stuart

**LANCASTER**  
Watt and Shand—A Tite Twist, B Rippletone, C Mill Valley, D Saranette, E Waybrook, Amity Hall

**McKEESPORT**  
Ohringer Home Furniture Co.—B Rippletone, C Monument Valley, D Precedent, E Fairway, Waybrook

**NEW CASTLE**  
Haney Furniture Co.—E Amity Hall, Nubine  
C Anthem, B Rippletone, D Precedent

**PHILADELPHIA**  
Axminster Rug Mills—A Tite Twist, B Rippletone, E Fairway  
Isadore Klinghoffer—A Superbrook, Executive, C Anthem  
Rittenhouse Carpet Crafters—A Ashcrest, C Anthem, D Nupoint, Star Point, B Barcarole

continued



**KAU-KAUNA**  
 Fargo's Inc.—B Rippletone, M Tite Twist,  
 C Anthem, D New Saranette, E Nubine

**KENOSHA**  
 Aryan Rug Co.—B Super Fernbrook, Rippletone,  
 D Star Point, E Amity Hall, Nubine

**LA CROSSE**  
 Leath & Co.—E Del Prado  
 Ross Furniture & Rug Co.—B Rippletone, E Nubine

**MADISON**  
 John's—A Tite Twist, M Rippletone, C Anthem,  
 D New Saranette, E Nubine, Amity Hall  
 Leath & Co.—E Del Prado  
 McGilligan's, Inc.—B Rippletone, E Nubine

**MANITOWOC**  
 Brewer Furniture Shoppe—A Tite Twist,  
 B Rippletone, E Amity Hall, Nubine

**MARATHON**  
 Lohr & Novitzke—A Tite Twist, B Rippletone,  
 E Amity Hall, Nubine

**MARSHFIELD**  
 Leath & Co.—E Del Prado

**MAUSTON**  
 Crandall M Sons—B Rippletone, E Nubine,  
 Amity Hall, A Tite Twist

**MILWAUKEE**  
 American Furniture Co.—B Rippletone,  
 D New Saranette, E Amity Hall, Nubine,  
 A Executive  
 Bilt-Rite Furniture Co.—B Rippletone, E Amity  
 Hall, D Cabana  
 Ed Boucher Floor Covering Co.—D New Saranette  
 Brill Furniture Co.—A Tite Twist, B Rippletone,  
 E Amity Hall, Nubine  
 Carpets, Incorporated—A Executive, B Rippletone,  
 D Star Point, New Saranette, E Amity Hall  
 Farnam Furniture Factory—B Rippletone, E Nubine,  
 D Star Point  
 Mayor-Hughes Co., Inc.—D New Saranette  
 Merit Furniture Co.—E Amity House, Nubine,  
 D Nupoint  
 O'Donnell Furniture Co.—B Mastone, Rippletone,  
 E Amity Hall, Nubine  
 Schuster's—A Executive, B Westside, Rippletone,  
 C Anthem, E Nubine, Amity Hall, Fairway  
 Stienhafel's—B Mastone

**NEENAH**  
 The Jandrey Co.—B Rippletone, D New Saranette,  
 E Amity Hall, Nubine

**OSHKOSH**  
 Agrell & Brueske—B Rippletone, E Nubine  
 D Star Point  
 B/Z Furniture Co.—B Rippletone, E Amity Hall  
 Leath & Co.—E Del Prado

**PORTAGE**  
 Black & Weiss Furniture Mart—B Rippletone,  
 A Tite Twist, D Cabana, E Amity Hall,  
 Nubine

**RACINE**  
 Buffham's, Inc.—B Rippletone, D New Saranette,  
 E Amity Hall, Nubine  
 Porter Furniture Co.—A Executive, D Nupoint

**SHEBOYGAN**  
 H. C. Prange Co.—B Mulby Tex

**STEVENSPOINT**  
 Boston Furniture Co.—B Rippletone, D Cabana,  
 E Nubine, Amity Hall

**WATERTOWN**  
 Charles Fisher & Sons Co.—B Rippletone,  
 E Amity Hall

**WAUSAU**  
 Mirman's Home Furnishings Co.—B Rippletone,  
 E Amity Hall, Arizona  
 Leath & Co.—E Del Prado

**WYOMING**

**CASPER**  
 Stewart Furniture Co.—D Cabana

**CHEYENNE**  
 B Davis Furniture Co.—B Rippletone, D Cabana,  
 E Waybrook

**TERRITORY OF HAWAII**

**HONOLULU**  
 Oahu Furniture Co.—A Tite Twist, D Cabana,  
 Nupoint, Saranette  
 Vans—A Tite Twist, D Calypso, Saranette,  
 C Mill Valley, Melody  
 C. S. Wo and Sons—A Tite Twist, D Calypso,  
 Saranette, C Mill Valley, Melody

# MASLAND



## WALL CALENDAR LINEN TOWEL

Now Only \$1.00

Your name  
add 50c

A "kitchen tapestry" made of imported linen 16" x 29". Calendar and four color scene in beautiful fast colors. Furnished with wooden staff hemmed in top for hanging. A delightful pure linen calendar gift for '57 becomes a novel and practical tea towel for '58. Complete. \$1 each; personalized (with one name hand-painted) \$1.50 each, 12 for \$17.00 ppd. Dept. P-A10.



### Imported WIND BELLS

A breeze brings melodious notes ringing from these attractive ceramic bells. Hang in trees or doorways, any place that air moves — metal foil vane on clapper does the trick. They decorate as well as fascinate. Special 2 for \$1 or 59c each ppd. Dept. P-X9.

200 Beatty Building  
HOLLYWOOD 46, CALIFORNIA

Carol Beatty

Free! Write for  
BIG NEW GIFT catalog.



## WINDOW

Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping



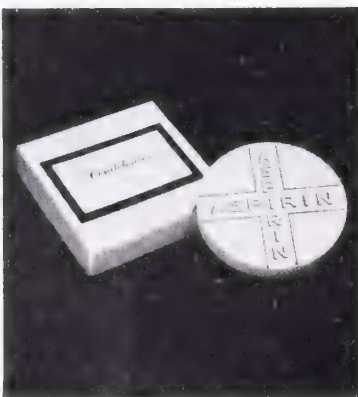
**MINK SHOE BUCKLES**, clipped to polished leather or suede pumps, will make every other shoe in the room look slightly down at the heels. They're honest-to-goodness mink, in white, natural or silver blue; are sprinkled with a spray of rhinestones and measure 3" long. Terrific eye-catchers for a pair of glamorous gams! \$3.98 the pair, incl. tax. Ppd. Howard House, 106 Warren St., New York 7, New York.



**WHEN IT RAINS, YOU'LL SHINE** in this Sparkle Plenty Rain Hood. To the best of our knowledge, this is the first time anyone has been smart enough to make a party rain bonnet, and it is indeed a drizzle-dazzler. Waterproof black satin, sparkled with rhinestones and pearls, it's just \$2.95 ppd. Order it from Bard's, Dept. 1180, Evanston, Ill.



**LIGHTER TO DELIGHT HER** is set, like a shining crown, in the lid of a white china cigarette jar. Decorated with a Parisian bouquet of flowers and highlighted with gold, the jar holds over a pack of regular or king-size cigarettes, 6" high over all, and the price is just plain unbelievable. \$2.95 plus 25c postage. We found it at Helen Gallagher, 413 Fulton St., Peoria, Ill.



**THE BIGGEST ASPIRIN** that ever cooled a fevered morning brow—or mopped the bar the night before, is made of sponge rubber, a monstrous 4" in diameter. "Condolences" it says on the black-bordered box, and if you act quickly it should take the headache out of lots of your Christmas shopping. \$1 postpaid. The Game Room, 1538 Connecticut Ave., Washington 6, D.C.



**LITTLE ANGEL BOX** is the sweet guardian for the miniature rosary it contains. This is a present for the toe of every good little girl on your Christmas list. The ANGEL BOXES come in assorted pastels, are approximately 2 1/2" high, \$1.50 each; 3 for \$3.95 postpaid.

**ELIZABETH McCaffrey**  
DEPT. HB-10 ORANGE, NEW JERSEY



## 20 GUEST-SIZE CAKES PERSONALIZED SOAP

Here is custom-made glamour for your bathroom at a new, amazingly low price. 20 cakes of baby-smooth pure castile soap are personalized with any lettering just for you. The name never washes away, stays on each cake until completely used.

Use two first names, or a family name like "The Smiths," or the name of your boat or estate. The lettering will be done in clear black lettering, smart black style. Unusual gift for all occasions, perfect for showers, weddings and anniversaries and tops for "new home" giving. 20 postpaid for \$2.95 just

Free Gift 'N' Party Plan Catalog

**HOSTESS HOUSE, Dept. B-10**  
5858 Forbes St. Pittsburgh 17, Pa.



## Monogrammed SILVER TRAY

Silver plated, it is engraved with 1-, 2-, or 3-letter monogram in script, Old English or block letters. The scalloped oblong shape is grand for celery, bread, vegetables, canapes. 11 1/2" x 5 1/2". Including engraving, postage, federal tax, only. **\$8.00**

Penna. Residents Add 3% Sales Tax

Sorry No COD's

**THE Lillian SHOPPE**

(Dept. B10), 20 Armat St.  
Germantown Phila. 44, Pa.



## AND THE BIRDIE SINGS

... darling little canary is a mechanical songster of great talent. When he chirps his pretty tune, his head turns and tail moves in time with the melody. A German import, he is hand painted in true bright bird colors on metal. What a "pet" for every home. About 7" long. **\$3.95** postpaid.

No C.O.D.'s, please.

**JEREDITH MANOR**

P. O. Box 130 Nyack, N. Y.



# SHOPPING

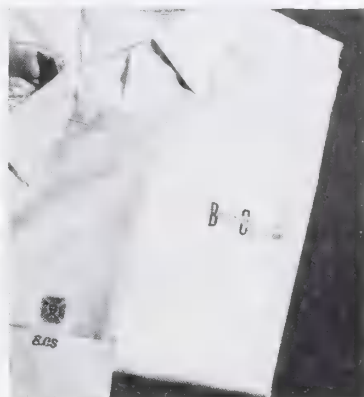
WITH

*Pat Guman*



## COLLEGE EMBLEM

**SHIRTS** of fine combed Oxford cloth come in blue or white; have a button-down Ivy League collar, button cuffs. And embroidered on the pocket in authentic colors is the emblem for virtually any college, university or fraternity. Send sleeve and neck size. Allow 3 wks. deliv. \$4.95 each, ppd. Brecks of Boston, 422 Breck Bldg., Boston 10, Massachusetts.



**REGAL EAGLE** is a cast-iron match holder to hang beside your fireplace or in a wonderful kitchen. Satin-black, with the American eagle and Federal stars finished in gold, this is that rare gift whose enormous style has absolutely no connection with its piggy-bank price tag. 4 1/2" wide, 4" high, \$1 ppd. Bryn Mawr Gifts, Bryn Mawr, Pennsylvania.



## WHISKEY MOUTH WASH.

Yo-Ho-Ho! What a repulsive idea! But what a terrific gag-gift for the Life-of-the-Party and for Mr. Sobersides. A little brown jug comes with 8-oz. of Scotch or Bourbon flavored mouth wash. But don't worry. It's only 5% alcohol and won't turn your tycoon into a tippler. Better kiss him Good Morning before he hits the bottle. though. \$1.95 ppd. Wayne Mig. Co., Wayne 1, Pa.

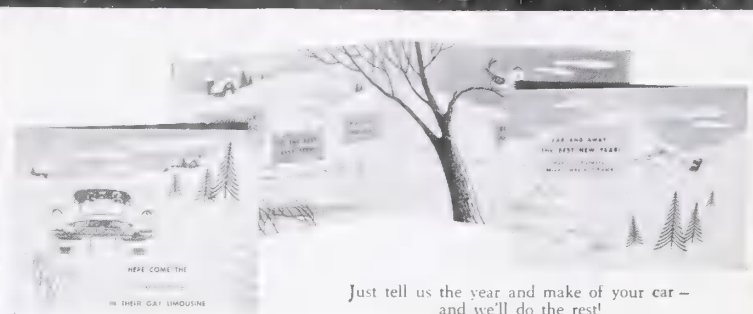


## 20-GALLON GLAMOR CAN

is one of our most exciting finds of the month. Any similarity to your noisy old garbage can is purely coincidental. This one comes in lawn green, autumn red, gray or lemon yellow. It's polyethylene; noiseless, rustproof, can't retain odors. And you can pick it up with one finger! With lock-lid cover, \$12.95 exp. chgs. coll. Hammacher Schlemmer, 145 E. 57th St., New York City.



## A Christmas Card Featuring Your Own Car!



Just tell us the year and make of your car — and we'll do the rest!

A sketch of your own car—and "Here come the (your family name) in their gay limousine" are on front cover. Inside, decorative roadside signs carry poetic words of greeting. Your first names are on back-page signboard. Red, green and soft gray on white vellum text paper. Car and your names in black. 25 Cards and envelopes—\$5.45; 50—\$9.50; 75—\$13.65; 100—\$17.50; 200—\$33.25, postpaid. Money-back guarantee!

Order: Your Own Car Greeting, No. 84-259.

Write for 36-page catalog of unique, personal Greetings!



**Kimball Printers**

DIVISION OF MILES KIMBALL

25-9 Bond St.  
Oshkosh, Wisconsin



## TIME ON HIS CUFFS

A pair of gold-filled cuff links has a guaranteed 17-jewel watch mounted in one link. The other is engraved with three initials. The Present Perfect for The One you love the best!

\$39.95 incl. tax, post., engraving.  
In 14K gold, \$79.95



19 GARDEN PLACE • BROOKLYN 1, N.Y.



## Beloved all over the world FLOWER MADONNA

"M. I. Hummel"  
with indented signature. Beautiful inspiring work of art.  
9" high, white \$8.00 ppd. handtinted \$14.50  
12 3/4" high, white \$14.50 ppd.  
handtinted \$27.00 ppd.

Available 36 beautiful "Hummel"  
CHRISTMAS CARDS \$2.25 ppd.  
200 Hummel Fig. catalog free with 1st order  
GRACEFUL ANGELS  
white 6 asstd. \$7.65 3 asstd. \$3.85 ppd.  
handtinted 6 asstd. \$11.55 3 asstd. \$6.25 ppd.

Order from

**Hildegard Studios**

Dept. HB  
597 Farmington Ave., Hartford 5, Conn.



## THE MELODY THAT ELUDED

the Songwriter will never be written now. Because two melodious Eighth Notes decided to become bookends. And here they are, made of solid polished brass, standing 6 1/2" high on a 4"x4" base. \$9.95. In a black satin finish, they're \$4.95. Postpaid.

TENNESSEE CHROMIUM PLATING CO.

206 Louise Avenue N. Nashville 5, Tenn.



## Personalized Glasses

A fine-line pen drawing from your photo of Home, Garden, Dog, Horse or Boat; printed on 11 oz. Heavy-base frosted Hi-Ball Glasses in Kiln-fired ceramic colors.

Set of Eight glasses... \$20.00 ppd.

Set of Twelve... 25.00 ppd.

(Include Color description and allow about two weeks; no COD's)

**Warren E. Guggenheim**

P.O. BOX 86, ENKA, N.C.





## Dinner table dress-up with imported hand hemmed sets

64" x 84" cloth with 8 napkins **9.98**

Imported pastel damask in a blend of lustrous rayon and finely combed Mercerized cotton yarn in the lovely "Chrysanthemum" pattern. Ivory, white, pink, gold or turquoise. All napkins are 17" dinner size.

52"x52", 4 napkins **4.98** 64"x104", 12 napkins **12.98**

52"x70", 6 napkins **6.98** 70" round, 6 napkins **9.98**

*Linens, 2nd Floor*

*Also New Rochelle, Fresh Meadows, Stamford*

Bloomingdale's • Lexington at 59th, New York 22. N. Y. • EL 5-5900



HAND BLOWN—HAND FINISHED

### Crystal CORDIAL SET

Add charm and beauty to your sideboard during dinner and be a gracious living room hostess after dinner. Each of these 7 sparkling pieces is hand blown and hand finished crystal. Decanter is 11" high, glasses 4 1/2". Postpaid, complete

SET OF 8 MINIATURE BRANDY GLASSES, tinted crystal 2 1/2" H. Ppd... **\$5.95**

Pa. Residents Add 3% Sales Tax  
Send For Free Gift Catalog

**TAYLOR GIFTS**  
Wayne 1, Pennsylvania



### HOT CASSEROLE HOLDER

Will fit almost any size hot casserole dish, round or oval. Even holds our heavy Creuset iron cocottes with ease. A wonderful gift for mother, your hostess, or for yourself. All heavily chrome plated. And comes in two styles. Expands to a 10 1/2" opening.

Gift Boxed. Makes a wonderful Christmas present!

No. 1 ..... **\$2.00** West of Miss. **\$2.25**  
No. 2. With Candle Warmer **2.98** **3.45**

Write for complete catalogue on other "666" specialties.

No C.O.D.'s, please

**Bazar Francais**  
EST 1877

666 SIXTH AVE. NEW YORK 10, N.Y.



### AMERICAN EAGLE

Majestic and stately! Perfect decorative accessory for wall, above fireplace, or any doorway... inside or out. Authentically detailed in cast aluminum; impressive 20" wing spread. Choice of antiqued Gold or dull Black. A true Yankee bargain!

**\$5.50** ppd.

**Mastercraft** 212HB SUMMER  
FREE GIFT 'N GADGET CATALOG BOSTON 10, MASS.



## WINDOW



**MY FAIR LADY** chooses the hat that was made in Switzerland for the American Beauty. And it's violently becoming! Black or red suede; one size fits all sizes. Elasticized back holds it secure even in a sports car. Add a rhinestone clip, and you have a devastating Theatre Cap. \$7.50 ppd. Imported exclusively by Johnny Appleseed's, Box 711, Beverly, Mass.



### AFFAIR OF THE HEARTH.

You *know* these Faithful Hound Dogs are wonderful andirons! As you can see, there isn't a giddy bone in their bodies. Made from a very old pattern in a new popular size, they have 14" burning irons, stand 18" high, weigh 20 lbs. Solid brass, \$27.95; black cast iron, \$16.95. Ppd. Tennessee Chromium Plating Co., 206B Louise Ave. North, Nashville 5, Tenn.



**STOCKMAN PANTS**, stiletto-slim and cut with a spare, anatomical wizardry, come in fine-wale washable corduroy in orange, helio, black, beige, rust, kelly green, peacock, red, coral, gold, pink, cream, nickel-gray. The long-legged line and high waist turn a good figure into an extraordinary one. Waist sizes 22 to 32, incl. odd sizes. \$8.95 ppd. Beckwith's, 37 Essex St., Boston 11.



### TINY TUREENS

are Meissenlike cuties whose baroque covers feature fat little cupid riders. Multicolor flowers decorate the oval white china box, and you'll use it for pins on the dressing table or mints on the coffee table. An engaging 3 1/2" x 2" x 5" high, they come in left and right facing pairs; the pair, **\$2.95** postpaid

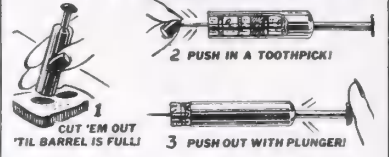
BAROQUE CANDLE HOLDERS 5 1/2" HIGH. MAKE LOVELY COMPANION PIECES FOR TINY TUREENS. PAIR, PPD. .... **\$2.95**  
TUREENS & CANDLE HOLDERS, PPD. .... **\$5.50**

Pa. Residents Add 3% Sales Tax  
Sorry No C.O.D.'s Please  
Send For Free Gift Catalog

**Lee Wynne**

(Dept. B 10) 5446 Diamond St., Phila. 31, Pa.

### DIG THAT CRAZY SANDWICH



In a jiffy, the SNACK CUTTER makes up mouth-watering Hors D'Oeuvres, little sandwiches on a toothpick, of foods you have on hand... apple, pickles, cheese, bread, meats... Send a dollar bill to CHRISTINE to-day for two CUTTERS, to use yourself, or for gifts and prizes.

**60c** each, **2 for \$1.00** postpaid

Full money back guarantee.

WRITE FOR FREE CHRISTMAS CATALOG

**CHRISTINE**, Box 597-HB,  
Mundelein, Ill.



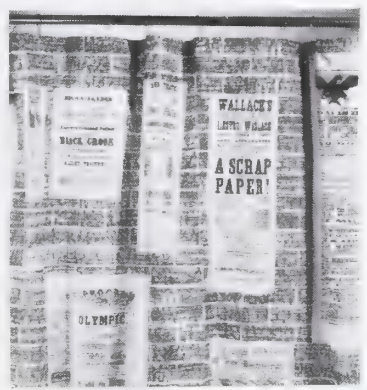
# SHOPPING



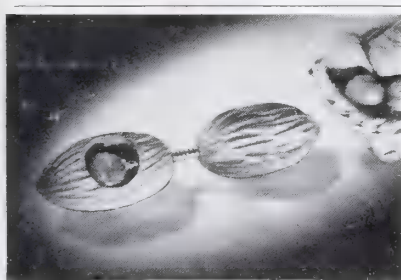
**TELL ME, DOCTOR,** have you ever seen cuff links that pay such handsome homage to your profession? They're about the size of a nickel with the Caduceus (insignia of doctors) in relief. Sterling silver or gold-filled, \$5.95 the pair. In 14k gold, \$39.95. Tax and postage included. House in the Garden, 19 Garden Place, Brooklyn, New York.



**STAGE-STRUCK CURTAIN** for drama in the shower has for its design reproductions of old playbills. It makes for such fascinating reading that you'll wonder why guests take so long to powder their noses. Taffeta shower curtain comes in two shades of green; yellow and brown; red and white; all with black printing. \$10.95 ppd. Edith Chapman, Nyack, New York.



**POODLES FROM PARIS** are flown directly to the purchaser by Pan American. They're 7 to 12 weeks old, purebred, registered with the French Kennel Club. They will have received all necessary shots before leaving Gay Paree; are guaranteed to arrive in tip-top condition. Standard French Poodles are \$119.95, duty included. Other sizes similarly low priced. World-Wide Kennels, Dept. P-2, Darien, Conn.



## For the Hard-to-Please on Your Gift List

We offer this clever nutcracker from Italy . . . hand-carved of beautiful hardwood, about 9" long, with solid brass hardware. A nut is placed in the hollow of one end as shown, and a twist of the other end cracks it neatly and without strain—no more fly-away nuts as conventional-type nutcrackers are apt to produce!

A charming accessory to gracious living, or a gift designed to please the most discriminating, it's priced at \$4.95 postpaid.

**The Specialty House**  
P. O. Box 7166, Dept. H10, 222 West 31st St.  
HOUSTON, TEXAS



## PROTECT CARPETS with New Style Inside Doormat

Now you can protect your expensive carpeting with this new inside doormat that really works. Top-quality cotton carpeting, permanently bonded to non-skid rubber backing, does the trick. Thirsty, deep carpeting gets feet dry and clean; rubber base grips floor, won't curl. Special DuPont chemical makes mat soil resistant. Easy to clean with vacuum or detergent. Four rich decorator colors match your carpeting: beige, wine, green, only \$4.95 postpaid.

Send for free catalog  
**artisan galleries**  
2100-A10 N. Haskell Dallas 4, Texas

SAVE \$2.00 TO \$12.00 PER PAIR ON NEW

# Pastel Tinted SCULPTURED FIBERGLAS NO-IRON CURTAINS

New idea in window decorating—Sculptured Floral on misty sheer Fiberglass Marquisette. No-iron, no-work *Miracle Fiberglass* with embossed flocking that looks like finest Swiss lace. Each pair guaranteed for 5 years!



IN 4 COORDINATING SEPARATOR COLORS  
Pink on White    Yellow on White    Green on White    Blue on White

- Guaranteed no IRONING, no STRETCHING, no STARCHING!
- Easy to wash! Dries in 7 minutes!
- Embossed flocking will never wash out!
- 5-year guarantee with each pair!
- Use Handy Coupon to Order!



## SCULPTURED FIBERGLAS BY THE YARD

42" Width—  
\$1.19 per yard

## Ronnie's Special Introductory Prices

RUFFLED				TAILORED			
Width	Length	Usually	Now	Width	Length	Usually	Now
Extra Wide				per pair			Pair
90"	45"	\$ 9.98	\$ 7.29	82"	45"	\$ 7.19	\$ 4.69
90"	54"	10.98	7.59	82"	54"	7.79	4.98
90"	63"	11.98	7.98	82"	63"	8.39	5.29
90"	72"	12.98	8.29	82"	72"	8.98	5.59
90"	81"	13.98	8.59	82"	81"	9.59	5.98
90"	90"	14.98	8.98	82"	90"	9.98	6.49
*90"	99"	15.98	9.29	82"	99"	10.59	6.98
Double Width				TIERS			
180"	72"	\$25.98	\$15.98	Width	Length	Usually	Now
180"	81"	27.98	16.98	per pair			Pair
180"	90"	29.98	17.98	80"	30"	\$ 5.29	\$ 2.98
Triple Width				80"	36"	5.98	3.49
*270"	72"	\$32.98	\$22.49	80"	45"	6.98	3.98
*270"	81"	35.98	23.98	VALANCES			
*270"	90"	38.98	25.49	Width	Length	Usually	Now
*Sizes Indicated In White on White Only.				52"	10"	\$ 2.98	\$ 1.98

**Ronnie** (the world's largest distributor of Fiberglass Curtains and Drapes)  
145 Broad Avenue, Fairview, New Jersey

MAIL THIS COUPON NOW AND SAVE \$2 TO \$12 PER PAIR

**RONNIE**, Dept. HB-10, Ronnie Bldg., 145 Broad Avenue, Fairview, New Jersey

Please send me the following Sculptured Fiberglass Curtains. On arrival I will pay price indicated plus small COD charge. I must be delighted or may return curtains within 30 days, for full refund. I understand each pair includes your 5-year written guarantee and carries the Good Housekeeping Seal.

Quantity	Style	Size	Color	Price Each	Total Price

Yard Goods (Quan).....Yds. (State Color).....at \$1.19 per yd. Total Price \$.....

Name.....  
Address.....  
City.....Zone.....State.....

☐ SAVE UP TO \$1.65 COD postage Charges. Enclose check or money order to cover cost of curtains plus handling charge of 30¢ for first pair, and 10¢ for each additional pair. Same money back guarantee.



"Famous since 1921"

# Merrin

330 MADISON AVE. (COR. 34TH)  
NEW YORK 22

GENUINE STONES SET IN 14K GOLD



CULTURED PEARL  
14K GOLD  
EARRINGS, \$9.90†

LARGER SIZE,  
NOT ILLUSTRATED \$15†



BLACK STAR SAPPHIRE  
14K GOLD TIE TACK \$25†

LARGER SIZE \$35†



CULTURED PEARL  
GOLD TIE TACK \$5†

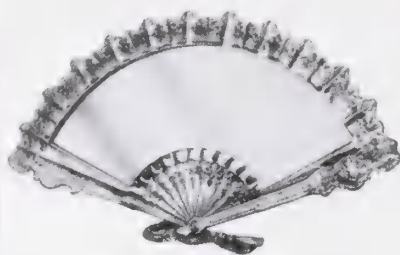
LARGER SIZE \$10†



CLUSTER  
EARRINGS  
WITH MATCHED  
CULTURED PEARLS  
AND PERFECT DIAMONDS \$55†

†TAX INCLUDED  
ALL JEWELRY ACTUAL SIZE

MAIL ORDERS FILLED • POSTAGE PREPAID  
UNCONDITIONALLY GUARANTEED  
WRITE DEPT. HB-10

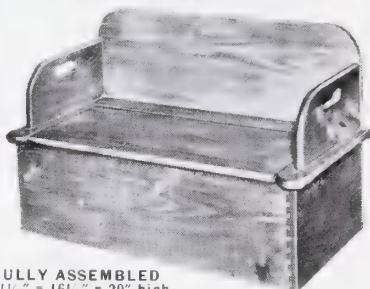


## CHARMING FAN MIRROR

Designed with an air of grace and femininity this mirror will add a delightful note to m'lady's boudoir. Stand it on your dressing table or hang it on your wall. 11" high x 18" wide, in brass \$25.95 ppd. In pink or white scrolled iron, \$12.95 ppd.

TOWNSEND HOUSE Dept. B-10  
645 Bergen Ave., Jersey City 4, N. J.

## Early American TOY-CHEST BENCH



FULLY ASSEMBLED  
31 1/2" x 16 1/2" x 20" high

You'll bless this chest that keeps toys under control (and not under foot!)... you'll love its charming Colonial flavor... and you'll find many other uses for this decorative piece wherever there's a storage problem! Hand-made of solid Pine and dovetailed, it will hold the toys of your children and your children's children. Cut out handles and concealed sliders make it easy to move despite its very solid construction. Direct from our workshop to you.

Write for FREE catalog

Express charges collect  
Send check or Money Order only \$14.95  
Quick delivery unfinished  
Satisfaction \$16.95 with hand-rubbed,  
Guaranteed antiques Pine finish

Jeff Elliot Craftsmen  
Dept. B-106 Statesville, North Carolina

## EXQUISITE MUSICAL CHARM BRACELETS

Just 1 1/4" x 1 1/2"—the tiny gold colored melody box plays a sentimental tune that captivates all who hear it. Comes with matching gold-tone link bracelet. Has fine imported musical movement, plays classic, romantic love songs. Detaches easily to wear with any necklace. Your choice of designs: Rhinestone Sunburst; Heart & Arrow; Cloisonne, Rose Decoration. \$6.98 each, postpaid. Tax included. Money back guarantee. Send cash, check or money order today. Please state your choice of design.

FREE

132 page catalog. The most complete assortment of colorful gifts and gadgets never assembled.

## GIVE FAMILY PIANO LESSONS FOR CHRISTMAS!

"Hobbying at the Piano" is the Home Music Course that should have a beginner playing No. #1 on the Hit Parade and the Moonlight Sonata in 6 months! There are 2 courses, each consisting of 13 complete lessons recorded on 12-inch 33-1/3 long play RCA records, and keyboard. Pupil can repeat any lesson over and over. And the entire family can learn with same course! Your teacher is a celebrated music educator.

\$19.95 for first course

Both courses of 26 lessons, \$29.95

Money refunded within 10 days if not satisfied

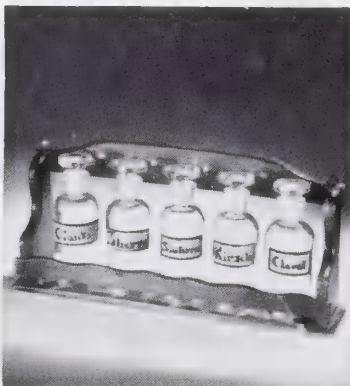
EDCO Dept. H, 5912, Harry Hines, P.O. Box 1848, Dallas, Texas



## WINDOW SHOPPING



**TOREADOR TIE** is such a dazzler that even a bull would yell "Ole!" Handmade in Mexico of satin, lavishly decorated with beads, sequins and gold braid, it will give enormous elegance to your saber-slim velvet trousers and ruffled bull fighter's shirt. In red, black, blue or green, with elastic band that goes around neck and under collar. \$2.95 ppd. Frances-Morris, 1016 Carroll St., Brooklyn 25, N.Y.



**SHOW YOUR VINTAGE TO ADVANTAGE** on this Cooking-with-Wine Shelf. It's really a beauty, and just having it in your kitchen will inspire you to make all kinds of creative dishes. Made of pine, it comes with five 4-oz. apothecary bottles and 10 pine-patterned labels that you can label as you wish. 14" x 3" x 6" high. \$7.95 ppd. Wit's End, 221 Bellevue Ave., Upper Montclair, N.J.



**A BEAUTY IN THE BATH** is this distinguished new towel rack. Made of gleaming chrome with plastic-tipped legs, it has three bars for hanging as many as 9 towels. And the bottom shelf is for stacks of fresh towels, bath sheets, hot water bottles, etc. It doubles as an in-the-tub drying rack, too. You'll be glad you ordered this! \$5.98 ppd. Mastercraft, 212-HB, Summer Street, Boston 10, Massachusetts.

(Please turn to page 53)

## CUCKOO CLOCK



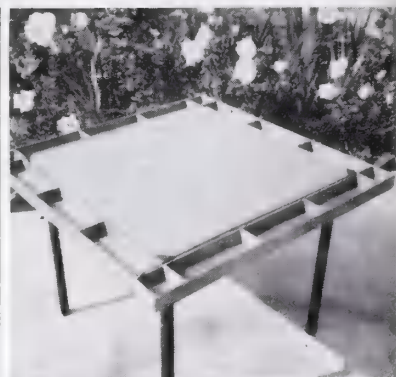
Now \$3.95  
only

postpaid... duty-free

Shipped Direct  
To You from  
EUROPE

This low price possible only through our unique direct import plan. Genuine German CUCKOO CLOCK with weight and pendulum movement. Excellent timekeeper. Cuckoos cheerily every quarter hour in clear pleasing voice. HAND CARVED in traditional design by the famous Black Forest wood carvers. Antique walnut finish. Perfect for den, bedroom, alcove, child's room or kitchen. Shipped direct from Free Europe in export packing with strange foreign stamps. Order as gifts, too, each shipped direct. (Not more than one addressed to the same person.) Send only \$3.95 for each. No C.O.D.'s. Postman collects 15¢ foreign packet charge which can't be prepaid. Satisfaction-or-money-back guarantee.

SEVEN SEAS IMPORTS, Dept. F79A  
1717 Westwood Blvd., Los Angeles 24, Calif.



## POK-A-TRAYS

Convert your card table into a game table with these four easy to attach trays. Provides seating accommodations up to six. Allows complete table top free for playing. Gives extra space for refreshments, ashtrays, poker chips, etc. No screws or clamps needed to install. Trays are held in place by interlocking brackets. Nothing to mar your table. Installed or removed in seconds. Ideal for apartments and homes with limited storage space. Excellent gift. MAPLE FINISH. \$9.95 ppd.

## W. L. ADAMS

2139 W. 74th St. Dept. C  
Los Angeles 47, California





*Fine Handmade Glass Since 1889*

Westmoreland has been making fine glassware by the same meticulous hand methods and in the same manner—without interruption—for sixty-seven years. The same consistent fidelity to detail and craftsmanship distinguishes Westmoreland handmade glassware today.

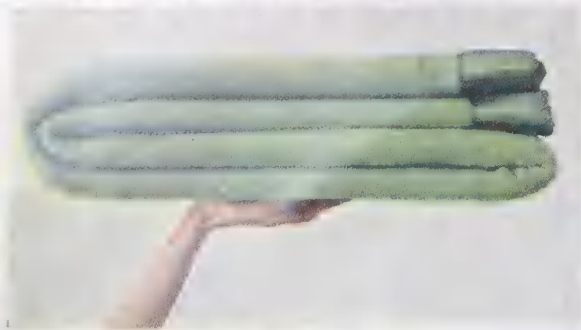
*Send 10¢ in coin for booklet of Westmoreland Reproductions*

**WESTMORELAND GLASS COMPANY**  
GRAPEVILLE, PENNSYLVANIA





# NEVER BEFORE A BLANKET LIKE THIS!



Never so much warmth, so little weight! Warmer, ounce for ounce, than natural-fiber blankets!



Never such easy washability! Comes out of the washing machine as soft and fluffy as before!



Never before such shrink-resistance! Folds perfectly, tucks in deeply even after many washings!



**ACRILAN**  
ACRYLIC FIBER BY  
CHEMSTRAND

## the remarkable Acrilan blanket

*This is the blanket that changed the buying habits of a nation! As you read this, hundreds of thousands have been sold...and families across the country are learning how completely different this is from any blanket they've known. Look over the facts. See for yourself why your family, too, deserves this new kind of blanket.*

What's the secret? Acrilan acrylic fiber. Acrilan is remarkably so. It's astonishingly light. Yet independent laboratory tests prove it's actually warmer, ounce for ounce, than natural-fiber blankets! It's not just washable, but *machine-washable*. No fear of shrinking...and no danger of matting or boarding! This blanket is non-allergenic, immune to moths and mildew, and comes in a whole bouquet of colors. Why settle for ordinary blankets...when you can own the one, the only, the wonderful Acrilan blanket?

In all sizes for twin or double bed. Also in crib sizes.

FOR STORE NEAREST YOU, AND FURTHER INFORMATION ABOUT THE ACRILAN BLANKET, WRITE BOX HB-2, THE CHEMSTRAND CORP., 350 FIFTH AVE., N. Y. 1 • Plants: ACRILAN® ACRYLIC FIBER - Decatur, Ala. • CHEMSTRAND® NYLON - Pensacola, Fla.







These lovely fixtures cost as little as 36¢ a day\*

Bathroom Design by Ving Smith

## The new trend in bathrooms

**Make it beautiful! Make it gay! Make it bright and airy!** That's the new trend in bathrooms... taking its inspiration from colored bathroom fixtures which were first introduced by Universal-Rundle.

Look at the new ideas in this room. Imagine bright sunshine streaming through the light... and your favorite plants adding a touch of life and color. Notice how the pastel shade of Azure Blue in the U/R fixtures is pleasantly enhanced by the cheerful yellow range drawers and the deep green floor.

Universal-Rundle fixtures are made in six colorator colors and white. You can depend on them for smart, modern designs and meticulously controlled color-matching. And you can depend upon U/R fixtures for easy-clean, long-lasting surfaces. U/R's one-

fire "Hi-Fired" processing of vitreous china and multi-coat enameling of cast iron makes surfaces that take hard family use for years.

If you're building or remodeling ask your plumbing contractor, builder or architect for the World's Finest Bathroom Fixtures by Universal-Rundle—with 55 years of leadership!

**Master Meadow Bathtub:** a luxurious vitreous enameled cast iron bathtub, with ex-

tra wide front panel for convenience, free-flowing lines for easier cleaning.

**Como Water Closet:** the newest in one-piece design. Ultra-quiet performance. Smooth-flowing panel design matches other U/R fixtures.

**Cathleen Lavatory:** a vitreous china counter lavatory with deep basin, anti-splash rim, and concealed overflow drain.

\*Plus Installation

### Send for your "Idea Book" today!

A wonderful, colorful book—ideal for anyone planning to build or remodel. Tips from a leading designer on finding a "personality" for your bathroom, color coordination, decorating, new materials and many, many more timely subjects—plus 18 full color "dream bathrooms." Just send 10¢ in coin for your copy!



• UNIVERSAL-RUNDLE CORPORATION  
• 382 River Rd., New Castle, Pennsylvania  
• Enclosed is 10¢ in coin for my "Planning & Decorating your Dream Bathroom" idea book.

• NAME \_\_\_\_\_  
• ADDRESS \_\_\_\_\_  
• CITY \_\_\_\_\_ ZONE \_\_\_\_\_  
• STATE \_\_\_\_\_

Copyright 1956 by Universal-Rundle

THE WORLD'S FINEST BATHROOM FIXTURES BY

# Universal Rundle

UNIVERSAL-RUNDLE CORPORATION, NEW CASTLE, PENNSYLVANIA • Plants in Camden, N. J.; Milwaukee, Wisc.; New Castle, Pa.; Redlands, Calif.; Hondo, Texas



Once in a long time, a totally new design expression emerges in furniture. Sophisticate by Tomlinson is such an expression. It is not modern in the cliché sense, nor is it a period piece. Sophisticate is utterly casual, yet discreetly elegant. It is thoroughly American — planned for today's kind of luxurious living — without ostentation. It is magnificently crafted in the finest tradition of the cabinetmaker's art. Five rare woods are skillfully matched in parquet and inlay treatments. All are blended beautifully by the mellow Emberglow finish. The specially designed hardware adds a final magnificent touch. Even fabrics are exclusive to the collection. Sophisticate was designed for the discriminating home-maker. And we're sure you'll agree when you visit the large gallery displays installed by the distinguished stores listed below.

## A MAJOR MILESTONE IN

**Birmingham:** Loveman, Joseph & Loeb. **Boston:** Paine Furniture. **Chattanooga, Tenn.:** Miller Brothers. **Chicago:** John M. Smyth, (Also Beverly Hills, Elmhurst, Evanston). **Cincinnati:** John Shillito Co. **Cleveland:** Higbee Co. **Colorado Springs:** Home Furniture Co. **Columbus, O.:** F & R Lazarus Co. **Columbus, Ga.:** Hinson Galleries. **Dallas:** Anderson Furniture Studios. **Dayton, O.:** Rike-Kumler Co. **Denver:** The Daniels & Fisher Stores. **Des Moines, Ia.:** Younker Brothers. (Also Sioux City). **Detroit:** J. L. Hudson, (Also Northland). **Durham, N. C.:** Style-Craft Interiors. **Fort Lauderdale, Fla.:** Grosse Pointe Furniture Shops. **Houston:** Foley Brothers. **Jacksonville, Fla.:** Cohen Brothers. **Kansas City, Mo.:** Edward Keith. **Los Angeles:** Cannell & Chaffin, (Also Pasadena, Westwood, La Jolla). **Miami:** Burdine's, Moore Furniture. **Milwaukee:** Kunzelmann-Esser Co. **Minneapolis:** Dayton Co. **Newark, N. J.:** Kresge-Newark. **New Haven, Conn.:** Chamberlain Co. **New Orleans:** Nu-Idea Furniture Co. **New York:** Lord & Taylor, (Also West Hartford), Vanleigh Furniture, W. & J. Sloane, (Also White Plains, Manhasset, Stamford, Millburn). **Norfolk, Va.:** Willis Wayside. **Oakland, Cal.:** Bonyng's. **Oklahoma City:** J. A. Cullimore. **Pasadena, Cal.:** J. H. Biggar Furniture. **Philadelphia:** Strawbridge & Clothier. **Portland, Ore.:** Paul Schatz Furniture Co. **Rahway, N. J.:** Koos Brothers. **Rochester, N. Y.:** McCurdy & Co. **Salt Lake City:** H. Dinwoodey Furniture Co. **San Antonio, Tex.:** D. J. Honigblum. **Seattle:** Frederick & Nelson. **Tampa, Fla.:** Maas Brothers, (Also St. Petersburg). **Washington:** Woodward & Lothrop. **Canada:** Henry Morgan & Co., Ltd. (Montreal); J. Levinter (Toronto). **Puerto Rico:** Salvador Casellas, Inc. (San Juan).







*S*OPHISTICATE  
by **TOMLINSON**

CONTEMPORARY DESIGN







## New horizons for low-cost luxury... yes, even in your basement with steel

Looks like a million, doesn't it . . . this pleasant playroom? Yet it costs far less than many a playroom not nearly so de luxe!

Why? Because its basic beautifier is low-cost steel, America's great bargain metal. Steel furniture, cabinets and lighting fixtures set the style note for this modern room.

Colorful, easy-to-clean steel wall tile, too—and steel counters and appli-

ances—add a practical touch to the refreshment area. And steel acoustical ceiling panels are both attractive and functional in confining party gaiety to this area.

Because low-cost steel is so durable—is so easy and economical to maintain—it is becoming the choice with more and more homemakers to whom lasting beauty, convenience and comfort come first. Remember: *Steel is the foundation of modern living.*

Using modern steel as trumps, famed designer Marvin Culbreth has made a grand slam transformation of the uninviting basement below into the luxurious playroom above, aglow with color and hospitably functional throughout.



**WEIRTON STEEL COMPANY**

WEIRTON, WEST VIRGINIA

a division of



**NATIONAL STEEL CORPORATION**







# WINDOW SHOPPING

CONTINUED FROM PAGE 46

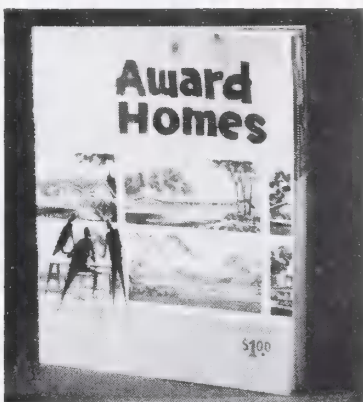
**RID-O-MUST** gives the bum's rush to musty odors in mattresses, closets, luggage, rugs, furniture, dresser drawers. Better get an extra can for your husband to use in the basement, in his car, boat or trailer. Just sprinkle it on. That stale, dead-storage odor vanishes right away, and there's a sunshine-fresh smell instead. \$1 ppd. Dryrox, Inc., 2800 Beauchamp, Houston 9, Texas.



**PHOTOGRAPHIC CHRISTMAS CARDS.** What could carry more personal meaning than your own favorite snapshot of the children, your home or that soulful Beagle, combined with warm holiday greetings? For free sample and style folder, send 6¢ stamp and negative. Trial order 25 cards and envelopes for \$1 plus 35¢ handling. Roy Photo service, Dept. HB9, GPO Box 644, New York 1, New York.



**AWARD HOMES** is a digest of the most-wanted building ideas and incorporates the latest construction and planning. Before you buy, build or remodel, see this superb collection which includes all sizes and styles of homes plus duplex and garage apartments. \$1 ppd. Nationwide Plan Book Co., Post Office Box 404, Northridge, California.



**Cordey China TV Lamp**  
Decorative . . . \$15.98  
practical ppd

Beautiful Cordey China TV lamp placed on top your TV set or hall table adds elegance and decorative touch to your room. Set on TV, it gives just right amount of light to get clearest picture. Brand new—here's best offer of this lovely china lamp. Two 7-feltike china roses seem to float in a setting of 10 moss-green leaves and 6 delicate, Dresden-like flowers, 3 at each end. This charming setting in a handsome, delicately fluted yet sturdy gold decorated china bowl 14" long, 6 1/2" wide, 4 1/4" high. Light comes softly from 2 electric candle bulbs in the heart of each rose. An heirloom piece for generations. Concealed on and off switch. Safe U. L. A approved cord. Order today. Satisfaction guaranteed. \$15.98 ppd.

**THE SANDERS CO.**

International Merchandise Mart, Dept. HB 1056, El Paso, Texas



## PETITE COIN COMPACT

Unique and practical way to end coin fumbling. Neatly holds \$3.24 in change. Translucent red styrene, beautifully embossed in gold with charming French design, including the Fleur-de-lis. A wonderful little gift. Inexpensive too.

Attractively boxed and only \$1 each

Special Price of 6 for \$5

Order by mail today—No COD's. Satisfaction guaranteed. Check or m.o.—Immediate delivery

**OLD PUEBLO TRADERS** Box 4035, Dept. BC-1 Tucson, Arizona

save to 1/2 by mail



It's easy to order by mail and save!

## Beautiful Custom Made Drapes Factory-to-you

approx. **\$1.50** a yd. including labor

• Easy credit terms to fit your budget •

Now is the time to redecorate with beautiful custom made draperies! Choose from a tremendous color selection in exquisite decorator fabrics. We will custom make draperies to your exact window measurements for less than ready-mades.

You'll be delighted with the fabric quality and the fine tailoring: tiny overlapped seams, full 3" weighted hems, plastic crinoline headings. Prices including labor, are approx. \$1.50 a yard. Discover how easy it is to order by mail.

*Send 25¢ for Swatches of all Colors  
of all our beautiful Fabrics*

We will include easy measuring directions, complete information

**Make your own drapes.** Fabrics by the yard \$1. Pleating tape, traverse rods, hooks available.

• **CLIP THIS COUPON AND MAIL TODAY!** •

Satisfaction Guaranteed

**CARABAO**  
SPECIAL PRODUCTS COMPANY

**CARABAO SPECIAL PRODUCTS CO. • Dept. HC7**  
2750 Hyde at Beach • Box 3689 • San Francisco, Calif.

☐ Enclosed is 25¢ for swatches, information, directions for measuring. (Please print)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

2750 Hyde at Beach • Box 3689  
Dept. HC7 San Francisco, Calif.  
Our Seventh year of selling direct by mail.





only \$9.50 down  
Candlelight  
and  
Coffee...

\$109.50

TAX INCL.

A complete 8-piece set designed in the finest F. B. Rogers silver-on-copper, beautifully detailed with hand-applied borders . . . and for such a delightfully surprising price!

- Candelabras which break down four ways: Console Stick, Chamber Stick, Low 3-branch and Tall 3-branch.
- Sugar and Cream (gold-lined)
- 10-Cup Coffee Pot
- 9-Cup Tea Pot
- Waste (gold-lined)
- Tray, 29" overall

OVER 66 YEARS IN FORT WORTH

ONLY \$9.50 DOWN... AS LITTLE AS \$2 PER WEEK

EXPRESS CHARGES PREPAID IN THE UNITED STATES

Write Betty Browne, The Fair's Personal Shopper, The Fair Department Store, Fort Worth, Texas. Postage and packing FREE on this special offer.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

☐ Cash ☐ Charge Sorry, No C. O. D.'s

I wish to pay the following amount \$ \_\_\_\_\_  
week or \$ \_\_\_\_\_ monthly. (As little as \$2 minimum weekly payment.)

*The Fair*

DEPARTMENT STORE  
FORT WORTH, TEXAS



Terrific Value

## FRUIT SHERBETS

are white ceramic with assorted raised fruit designs in vintage colors. They're perfect for every kind of dessert from fruit compote to ice cream sundaes. Each is 4 1/4" in diameter, 3" high. Set of 6. **\$1.95**

SET OF 12 FRUIT SHERBETS \$3.50

MATCHING 7 PC. JUICE SET OF 9" HIGH PITCHER AND 6 TUMBLERS \$2.95

Please Add 25¢ For Postage  
Send For Free Gift Catalog

THE ADDED TOUCH

Wynnewood, Dept. H.B. 10, Penna.

## GIVE AS GIFTS!



**IBIS BIRD SILHOUETTES**—These graceful birds form an attractive and most unusual decoration to mount above fireplace or on any blank wall in game room, den, etc. Each bird is 16" wide, about 11" high. Made of heavy aluminum. Specify finish preferred—black, copper or brass. Postpaid prices: Set of 3—\$19.50, single bird \$6.75.



Write for  
Gift Catalog

**Hagerstrom METALCRAFT STUDIO**

Handcrafted Specialties since 1922—Lanterns, Weather-vanes, House Signs, Door Knockers, etc.  
Dept. HB, Old Milwaukee Road, Wheeling, Ill.

**6.95**

postpaid anywhere in U. S. Practically eliminates table hopping. Now! Broil and toast right at the table. Perfect for bacon, hamburgers, franks . . . ideal, too, for old fashioned buttered toast, toasted sandwiches, brown 'n serve rolls. Chrome finished. Complete with 6-foot cord and switch. One full year guarantee.

**HIGHLANDER SALES COMPANY**

Dept. 10, 329 Merchandise Mart Bldg., Dallas, Texas



## WINDOW



### MAKE A GARDEN SPOT

on your wall with this Switch Plate Planter! Grained wood in a natural finish, 8 1/2" x 5", it comes with a plastic liner for planting ivy or arranging a small bank of fresh flowers from your garden. With shelf for miniatures and 2 fake drawers, single or double switch plate is \$1.98 ppd. Carol Beatty, 200 Beatty Bldg., Dept. O-SP, Hollywood 46, Calif.



### BEAT IT TO THE DRAWER

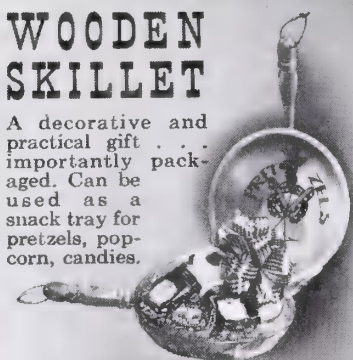
and do a fall-cleaning job with the organized help of this Flatware Caddy. It fits any buffet or pantry drawer, stacks 12 place settings in apple-pie order. And keeps them shining bright because it's lined with tarnish-preventing Pacific Silver Cloth. 12" x 10 1/2" x 2 1/4" deep, \$3.98 ppd. Downs & Co., Dept. 1180, Evanston, Illinois.



**RAINING BEAUTY** for a little girl is an umbrella and matching bag, hand-painted in white with her name and a shower of polka dots on bright red plastic. And there will probably be fist-cuffs among the male population of the 4th grade over who's going to walk home with her. With metal ribs, umbrella is 17" long, \$1.89; bag is \$1.00 postpaid. Meredith's, Evanston 25, Ill.

## WOODEN SKILLET

A decorative and practical gift. Importantly packaged. Can be used as a snack tray for pretzels, popcorn, candies.



Filled with assorted Wine Jellies and imported Cheeses **\$4.50** ppd.

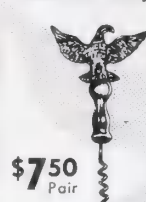
Filled with fish snacks . . . smoked sliced Salmon, Lobster paste, Anchovie filets, imp. Sardines, imp. Herring tidbits in Wine sauce **\$5.50** ppd.

Write for new catalog of gourmet foods and gifts

**WM. PENN. GIFT SHOP**

1520 Chestnut Street  
PHILADELPHIA 2, PA.

**NEW! An unusual and handsome addition to your bar — or theirs**



**\$7.50**  
Pair



Mailed in  
attractive  
gift box

**SOLID BRASS AMERICAN EAGLE**

## Bottle Beaters

Pulling corks, popping caps a cinch with these distinctive bar mates. Solid gleaming brass catches all eyes. Precision moulded, finely etched American Eagles assure positive grip and opening "toughies" becomes a feather-touch flick of your wrist. Makes any bar or mixing tray come instantly alive with just the right dash of luxury, refinement. 5 1/2" long, 12 ounces. For yourself or wonderful gift item send check or money order today. We'll pay postage anywhere in the U.S.A. Sorry no C.O.D.'s.

**FREE!** Write now for unique gift folder. Lovely and unusual items.

*The Mahogany Shop*

61 Central Street Wellesley 81  
Massachusetts



# SHOPPING



## FUR THE LOVE OF MIKE

(or Johnny or Pete), be sure to get these honest-to-goodness Fur Chaps and Vest for a two- to ten-year-old cowboy. Made of wild gray fox skins, nicely tanned, vest has a Sheriff's Star; chaps are trimmed with silvery ornaments. Specify age of child. Chaps, \$5.95; vest, \$3.95; Set, \$9.75. Ppd. Artisan Galleries, 2100 N. Haskell Ave., Dallas 4, Tex.



## PARFAIT GLASSES.

Even the name brings back delicious memories. You're a small girl in a smocked dress and you're having dinner in a hotel dining room. There's a string quartet; waiters call you "Miss"; and for dessert there's a parfait—tall as the Empire State Building. It's still an exciting dessert *if* you can find the glasses. Set of 8, \$1.95 plus 25¢ post. From Page & Biddle, Haverford, Pennsylvania.



## "NOTHING TO WEAR"

is the boo-hoo refrain of women everywhere. So for the man who must listen to the lament, while his wife's wardrobe usurps more and more closet space, we show this bank for him to give his frockless frau. It's a ceramic dress form, gold-trimmed and draped with a rhinestone-decorated velvet ribbon. 6½" high. \$2.95 ppd. Cloverleaf. Box 300. Pearl River, New York.



## Italian Marble Top COFFEE TABLE



This elegant imported Italian Marble Top table embodies unusual beauty. You'll marvel at its fine workmanship and fine lines. 23" wide, 46" long, 14" high. Mounted on sturdy hand polished wood legs (in your choice of wood finishes, Ebony, Walnut, Mahogany or Blonde) tapered to gleaming brass tips.

**Marble Top Available in the following decorator colors:**

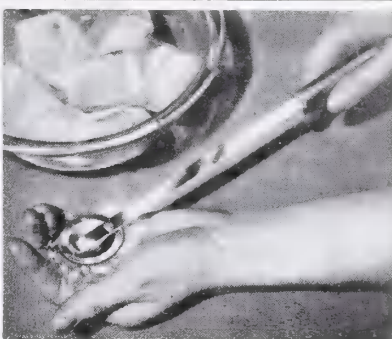
*Carrara Flower (Pictured) (White Marble with Black Vein); Portoro (Black Marble with White & Gold Veins); Italian Rose (Pink Marble with Crimson Vein); Perla Azzura (Beige Marble with Brown Vein).*

**\$89.95** shipped freight collect. Sorry, no C.O.D.'s. Send check or money order. Specify color of Marble & Legs desired. Order NOW!

**Dalba Marble, Inc.**

824 3rd Avenue

New York 22, N. Y.



## Amazing Device for Cracking ICE!

Now . . . crack ice so fast you won't believe your eyes. One or two light taps on a cube of ice cracks the ice to bits without effort. It's the action of the Tap-Icer spring steel vibrator that does the trick and the ice doesn't scatter. No grinding. No jarring. No pounding. No skill required. Amaze friends. A gift everyone enjoys. Made to last for years. Money back guarantee. **Only \$1.00** postpaid. Immediate delivery from

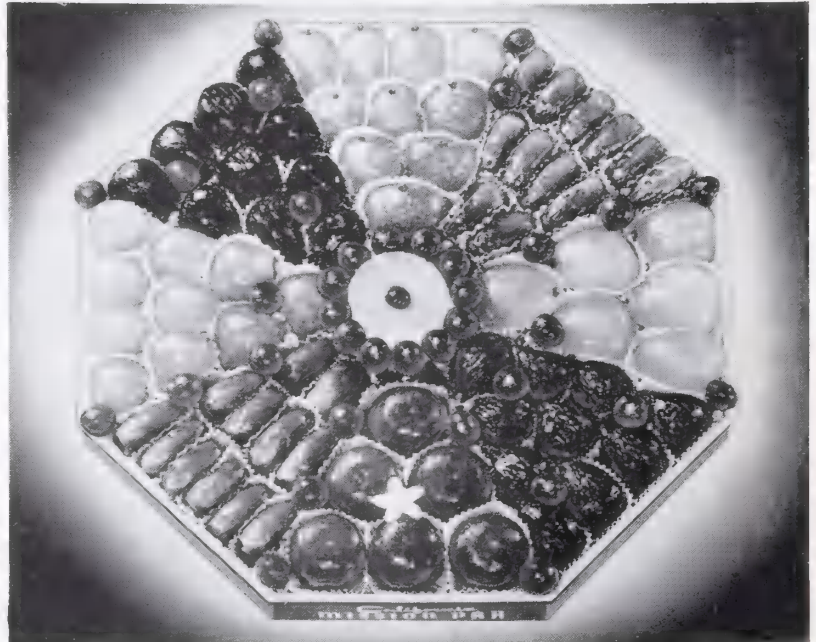
**TAP-ICER COMPANY**  
375 W. 3rd St. Williamsport, Pa.

FROM SUNNY CALIFORNIA  
DIRECT TO YOU!

DELICIOUS...TENDER...MOIST

## California Fruits

GLACÉD IN REAL ORANGE BLOSSOM HONEY



It takes a *full year* to prepare these rare fruit delicacies for you. Just the mist of honey sweetness surrounds each piece to blend with the *natural* flavor of freshly picked fruits . . . *whole* fruits. Repeated slow simmerings remove all water content and replace it with pure orange blossom honey and nectar syrups. You can't buy glacéd fruits like these in stores. So tasty . . . non-fattening, too! So inexpensive you can afford to add *extra* people to your gift list!

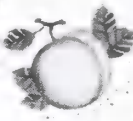
Gift No. 1, 1 lb. net, \$2.29. Gift No. 2, 2 lbs. net, \$4.57.  
Gift No. 3, 3 lbs. net, \$6.29. Gift No. 4, 5 lbs. net, \$8.99.

## MISSION PAK GLACÉD FRUITS MAKE WONDERFUL GIFTS

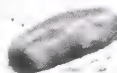
Just give us the address . . . and we do the rest! We festively wrap your gifts, enclose your card and ship *prepaid* anywhere in the U.S. Safe arrival and complete satisfaction guaranteed.



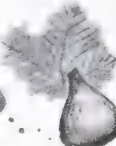
Luscious pineapple



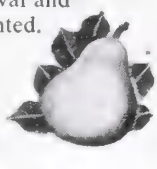
Tempting apricots



Plump, tender dates



Seedless white figs



Miniature pears



Huge, red cherries

## FREE GIFT BOOK

*Shop in arm chair comfort!*  
50 wonderful fruit gift ideas, in natural color, to thrill your friends and compliment you. Send for your copy today!

REFERENCE: ANY LEADING BANK

38 years experience making people happy at Christmas time.

**THE MISSION FOLK**

115 East 33rd Street, Los Angeles 11, California



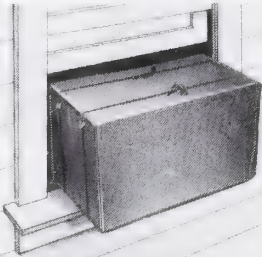


### Leaf Master

Rid your lawn of leaves and debris in half the time with half the effort! Leaf Master is a giant square of heavy burlap. Spread it out and rake right on to it! Corners have heavy reinforced grommets—simply draw the rope through to make a bag for easy carrying! Order 1936-6, Five-foot size holds 3 bushels) \$1.98; No. 1937-6, Ten-foot size (holds 6 bushels) \$3.95.

### Air Conditioner Covers

That's a sizeable investment you have in your air conditioner—and another slight investment will protect it! This handsome embossed heavy vinyl cover slips over your air conditioner and keeps it from rust, dust, dirt—anything that impairs its efficiency! Cover is waterproof and will not crack or peel. Order No. 9026-6, 3/4-ton cover, \$2.49; No. 9027-6, 1/2-ton cover, \$2.49.



Satisfaction Guaranteed Or Your Money Back!

### Write Now For Your FREE CATALOG!

New, Unusual Ideas in Gifts, Toys, Housewares!

**Miles Kimball** 242 Bond Street  
Oshkosh, Wis.



### HALO OF ENCHANTING CANDLELIGHT to highlight a flowery wreath

This circular, crystal-clear plexiglas flower holder is perfect as a glowing centerpiece, can be used in many original decorative arrangements. Fill with water and a circlet of blossoms that match your color scheme—or use as an ivy planter. Measuring 11 1/2" in diameter, it has holders for 4 candles. (Candles not included.) Add an exciting touch to special occasions and give your table a party look!

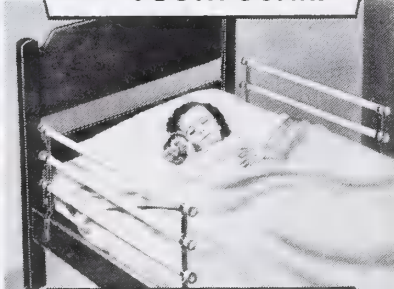
**\$5.50**  
ppd.

Attractively gift boxed.  
Sorry, no C.O.D.'s.

the salt & pepper shop Dept. B-10  
90 Park Ave., Park Ridge, N. J.

### ...MOTHER!

accidents can be tragic and costly...protect your child from falling off the bed with "YOUTH GUARD"



Converts any bed to youth bed. Easily attached, portable, can be taken on trips. Beautiful, colorful plastic over hardwood, chrome steel supports extra strong. Perfect for children of all ages. Will not mar bed. Available in two sizes.

31" long x 21" tall	48" long x 21" tall
ONE SIDE <b>\$395</b>	ONE SIDE <b>\$495</b>

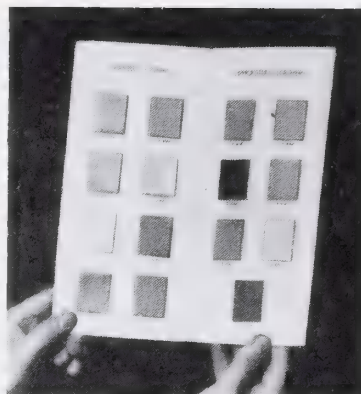
WHEN ORDERING SPECIFY PINK OR BLUE

**Towne Products**

(Adapters for Hollywood or Angle Iron Beds. \$1.00 per side extra)  
2079 East 16th Street, Dept. H, Brooklyn 29, N. Y.



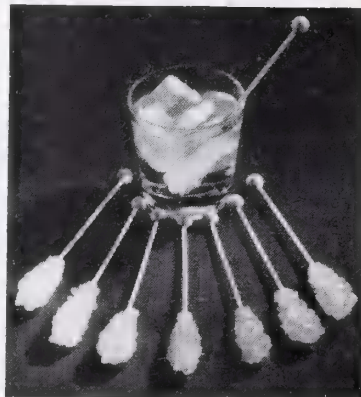
## WINDOW



**THE SWATCH-WORD IS LEATHER!** An Upholstery Leather Swatch Book comes with samples of over 24 popular colors in genuine leather. There are brilliant colors and pastels shown in 2 finishes. If you see something you like, you order it by the half hide (about 22 sq. ft.) or whole hide (44 sq. ft.). Send 35¢ for swatch book. Brandicalf, Dept. B12, 157 Federal St. Boston, Mass.



**PEARLS OF LITTLE PRICE.** Even if these were ten times the price, we think you'd be delighted with them. The gold-filled bands are adjustable to fit any ring size, and they're mounted with real cultured pearls. In a choice of 3 styles; with 1, 2 or 3 pearls; just \$3.95 each incl. tax and post. Aimee Lee, 545 Fifth Ave., New York 17.



**ROCK CANDY SWIZZLERS** are the brand-new, grown-up toys of the Cocktail Hour. Wood swizzle sticks, 6" long, are tipped with sizable chunks of rock candy. They're terrific sweeteners and stirrers for Old Fashioneds, Rock and Rye and your afternoon cup of tea. Each package has 8 swizzlers. Six packages are \$3.50 ppd. The Bar Mart, 62 West 45th St., New York 19, N.Y.



### For Your Garden

This chubby little fellow with Jug and Bird Bath is 25 in. high, 28 in. wide. The jug can be piped for running water. Made of Pompeian Stone—\$65.00 f.o.b. New York. Figure without bird bath \$35.00.

Write NOW for our NEW catalogue, picturing a great variety of Lovely Ornaments in Stone, Bronze and Lead—for House or Garden.

10¢ please for mailing.

**Erkins Studios**

Visit our GALLERIES

42 West 40th St., New York 18

### for the TIME of HIS LIFE

Smartly styled in the modern manner are these elegant gold plated cuff links for the man of the hour! One link has a guaranteed jeweled Swiss watch, the other with a hand engraved monogram. A timely gift!

only **\$14.90**

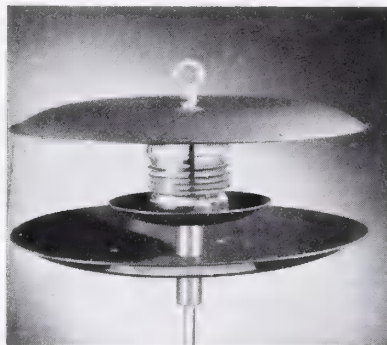
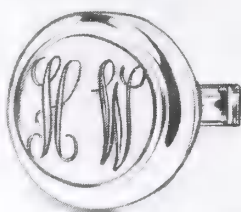
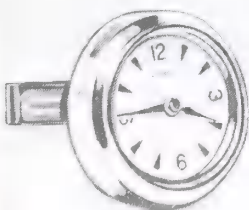
including tax and postage

Sorry, no C.O.D.'s.

Write for FREE catalog.

**Merrill Ann Creations**

Dept. B-10, 102 Warren St., New York 7, N. Y.



### KEPE-NETE BIRD FEEDER

Rustproof... Aluminum

Unquestionably the finest bird feeder ever made. Keeps food dry and fresh—even in winter. Always attractive because its 15 1/2" aluminum trays finished in palm green baked enamel are rustproof and easy to clean. Feeder tray and glass hold 1 1/2 pounds. Aluminum handle is drilled to mount on iron water pipe 3/8" inside diameter, or can be used for hanging. Simple to take apart. Our reorders prove Kepe-Nete is as good as we say.



Only \$9.95 postpaid

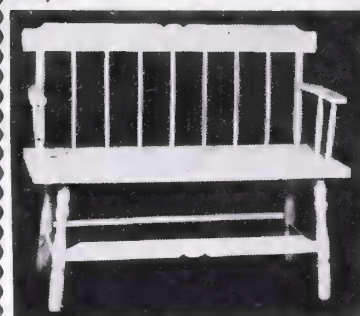
Satisfaction Guaranteed

**H. B. COWAP**

2423 Ridgeway Avenue Dept. HB-106  
Evanston, Illinois

### DEACON'S BENCH

Authentic Rustic Charm Recreated By Skilled New England Craftsmen



Stately-looking bench capturing genuine colonial decor. Perfect for den, TV room, porch, breezeway, living room—a striking conversation piece. Sturdily constructed from 2" New Hampshire White Pine and hardwood—unfinished. Slightly flared, sculptured legs reinforced by decorative stretcher. Bench may be stained or painted to fit every decor. Measures 17 1/2" x 42". Outstandingly priced at just \$22.50, express collect. Money Back Guarantee. Send check or M.O. Sorry no C.O.D.

R. J. HAFNER CO., DEPT. H, Northfield, Mass.

Write for special New England Wood Crafts Catalog. Please send 25¢ to cover cost of mailing—deductible from first order.



# SHOPPING



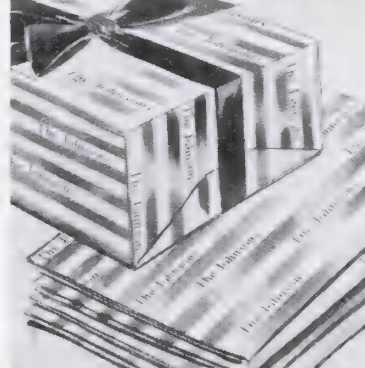
**UP ON IT, SWEETIE,** and your piggies into the dar-  
est Pussy Cat Rug that ever  
hed out on a nursery floor  
y beside a hearth. Cotton  
loom with skid-resistant la-  
back, it's a big 30" x 35",  
s in pink, blue, white or  
(state second choice).  
e's a Puppy Dog Rug, too.  
size, same colors, \$4.95  
ppd. Anders Co., 66 Beaver  
New York 4.



**S OF FOAM** crush in your  
to release a fragrant, fine  
for quick, gentle skin  
sing. Here's delicious beau-  
freshment for a guest room.  
pretty dressing table, in the  
See-through box with  
y ribbon bow and flower  
contains about 100 buds in  
, pink, blue, lavender, maize  
ile. \$2.25 ppd. Lavender  
e, Box 83, Old Chelsea Sta.,  
York 11, N.Y.



**YOUR NAME'S IN THE**  
**ER,** and your gift wrap-  
will steal the show on Christ-  
morning. Your name, im-  
d in gold, appears 18 times  
ch 20" x 30" sheet of silver-  
d paper. Better order lots.  
se you'll use it all year  
l. Print desired name. 5  
, \$2.49; 10 sheets, \$4.49;  
Mrs. Dorothy Damar, 742  
r Building, Elizabeth, N.J.



from native craftsmen  
of San Salvador...

## Lanasta

### BASKETS

wrought iron stand with  
removable legs included  
15" high  
20" in diameter

st decorating trend—big picturesque  
t of split bamboo on modern black  
ght iron stand! Beautiful filled  
flowers... holds magazines... smart  
cal accessory for any room! Perfect  
enics too!

Only **\$7.95** PPd.  
Money-back guarantee

**SAVADOR-CRAFT CO.**  
D. Box 1476, South Miami, Florida

**New**  
**Constance**  
**Spry**  
**Exclusive!**

### Miniature Oriental Hawthorne Trees

FOREVER "IN BLOOM"

Clipper Ship Captains in the Tea Trade first  
brought these dainty flowering Hawthornes to  
America. Now Constance Spry reproduces them  
with a care and subtlety that rivals nature!  
Each interesting gnarled branch and delicate  
waxed bloom captures the beauty of nature's  
own, to create a composition of real artistry.  
Choose from white, red or pink blossoms.

This new *Gau Deciever* is approximately 11"  
high, 12" spread, in a lovely porcelain rice  
bowl. Each arrangement is bit different. You  
may readjust branches if you choose. **\$12.00**

Mail Orders Promptly Filled Postpaid  
Send for **FREE Flower Arrangement**  
Guide in Full Color

**Constance Spry**

320 Park Avenue New York 22, N. Y.



present your name  
attractively... with

**DAY-n-NIGHT** Markers  
for Mailboxes • Lawns • Posts • Gates, etc.

and engraved  
**DESK-n-DOOR** Markers  
at home and in the office

PERFECT FOR GIFTS—ANY WORDING YOU WANT \*

**DAY-n-NIGHT** Markers  
guide your friends—beautify your home

Your name gleams in permanent reflector letters on your  
DAY-n-NIGHT Marker—shines brightly in headlights, softly in  
moonlight! It helps your friends find their way—helps the doc-  
tor, mailman and delivery men. Its graceful proportions and  
quiet good taste make your home more attractive.

The letters are treated with the same material that makes  
highway signs shine in your headlights, and they are permanent  
because they are embossed in the background plate.

- Letters shine bright at night
- Easy to read DAY-n-NIGHT
- 2 sided; raised letters on both sides
- Rustproof—lifetime aluminum throughout
- Permanent embossed lettering—raised in solid plates
- Baked enamel finish—black background—white reflector letters
- Attractive size—nameplates 2½" x 18", number plates 2½" x 7"
- Any wording you want, up to 17 letters and numbers on name-  
plates, up to 6 on number plates. Same on both sides

THE  
PERFECT  
GIFT FOR

Christmas

or any occasion

because it's personal

and now—**COLOR!**

Now you can have your DAY-n-NIGHT Markers made

in your choice of background colors!

**ANTIQUE COPPER • BARN RED • KELLY GREEN** only **\$1.00**

Baked enamel automobile finish. Same brilliant white reflecting  
letters as black and white styles.

extra per marker

engraved **DESK-n-DOOR** Markers  
distinctive beauty for your name

At home or in the office your **DESK-n-DOOR**  
marker identifies you with classic beauty and quiet  
good taste. It helps visitors—saves time—prevents errors  
in delivery, etc. Ageless design harmonizes with any  
setting.

Door Styles

- Engraved letters, black-filled
- "Silver-satin" bar of solid aluminum or "gold-satin"  
bar of solid brass
- Any wording, up to 20 letters and numbers
- Ebony-black heavy hardwood base on desk model
- Special stick-on backing on door model. Grips tight  
to any clean surface, never slips, can be removed  
and re-used. No screws or holes.

The J. E. ROCKWELLS

Style AF (aluminum) or

Style BF (brass) ..... **\$1.00** postpaid

JOHN REYNOLDS

Style AKE (aluminum) or

Style BKE (brass) ..... **\$1.95** postpaid

Title: President, Sales Manager, etc.) be-  
low name, on any **DESK-n-DOOR** Style,  
**50¢** ea. extra

Desk Styles

base 8½" x 2"

**SATISFACTION GUARANTEED OR MONEY BACK!**  
**WE SHIP WITHIN 48 HOURS**

**Spear ENGINEERING COMPANY**  
445 Spear Bldg., Colorado Springs, Colo.

**Spear ENGINEERING COMPANY**  
445 Spear Bldg., Colorado Springs, Colo.

* ANY WORDING YOU WANT ON ANY STYLE MARKER	STYLE	WORDING Any wording you want, up to 17 letters & numbers on Day-n-Night Marker name plates, & on number plates, up to 20 letters & numbers per line on Desk-n-Door Markers	DAY-n-NIGHT Marker COLOR (copper, red, green)	PRICE add \$1.00 for color
	TOP			
	BOTTOM			

SHIP TO:

ADDRESS

CITY

ROUTE  
OR ZONE STATE

TOTAL

- ☐ Remittance enclosed,  
ship postpaid in U.S.
- ☐ Ship C.O.D. (with pay)  
C.O.D. fees and postage

**DAY-n-NIGHT**  
**MAILBOX MARKERS**  
Style M (shown at left) **\$1.95**  
POSTPAID

Style MF (framed) **\$2.95**  
POSTPAID

Style EM (deluxe) **\$3.45**  
POSTPAID

Style NM (Name & Number) **\$3.95**  
POSTPAID

Style OM (2-line) **\$4.95**  
POSTPAID

Style EOM (deluxe, 2-line) **\$5.95**  
POSTPAID

**DAY-n-NIGHT**  
**LAWN MARKERS**

Style L **\$2.95**  
POSTPAID

Style NL (Name & Number) **\$4.95**  
POSTPAID

Style DG (Driveway Guide)  
Brilliant yellow reflecting  
target on 24" stand  
postpaid to the address

**DAY-n-NIGHT**  
**BRACKET MARKERS**

for posts, walls, fences and above all, beautiful

Style B

Style FB (framed)

Style NB (Name & Number)

Style OB (2-line)

Style SHEPPARDS

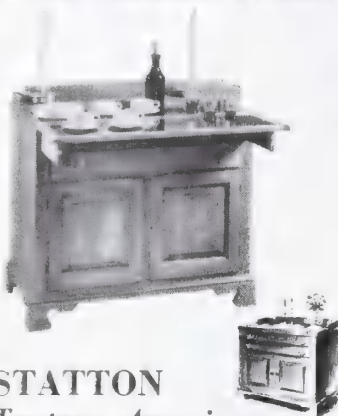
Style WHITEHALL MARKER

Style **\$5.95** POSTPAID



Another MASTERPIECE  
by Greenbaum Brothers  
EARLY AMERICAN

NOW YOU CAN ORDER OUR  
FAMOUS FURNITURE BY MAIL!



**STATTON**  
Trutype Americana  
Solid Cherry  
Serving Cabinet

Order America's finest Colonial furniture, including STATTON, STICKLEY, PINE SHOP and other brands of equal fame, delivered prepaid to your home! Beautiful reproductions modified with modern conveniences for today's living!

Magnificent STATTON Solid Cherry Server is typical. Finished in Antique Brown or Clear Brown Cherry. Top has black Formica serving area when open. Use this piece in dining room, living room, or as a bar. 38" W, 21" D, 36 1/2" H.

SEND CHECK OR  
MONEY ORDER  
NO C.O.D.'S PLEASE

**\$198**  
WE PAY  
SHIPPING

SATISFACTION GUARANTEED

SEND 25c FOR LAVISHLY ILLUSTRATED 28-PAGE CATALOG SHOWING AMERICA'S FINEST EARLY AMERICAN FURNITURE. WE'LL REFUND WITH YOUR FIRST ORDER.

**Greenbaum Brothers**

DEPT. HB-1056

101-105 WASHINGTON ST.  
PATERSON 1, NEW JERSEY

Size  
29 1/2" High  
12" Wide  
8" Deep

Salem Maple  
or  
Mahogany finish

With Westminster Chimes  
\$199 prepaid

**Early American In**  
*Distinctive Designs*

Clocks, furniture and accessories to select from in prices from \$1 to \$199. Perfect workmanship, and in selected finishes. Write for free literature today.



**A MAGNIFICENT IMPORT**

... scandalously low priced!

Proud, pure white Ironstone China Soup Tureen, gracefully sculptured with the heirloom quality of timeless beauty. Masterfully crafted in Western Germany, each piece is a collector's item you'll be proud to use for serving or showing on table, sideboard, or china cupboard.

Soup Tureen, 12" x 12", holds 3 qts. Complete with ladle and 13" platter **\$9.95** ppd.

Add \$1.00 West of Miss.

Write for our new 50-page catalogue!

**Jenifer House** Dept. B-10  
New Marlboro Stn.  
GREAT BARRINGTON, MASS.



**PROTECT YOUR  
AIR CONDITIONER  
WITH FITZ-ALL COVER**

Rain, snow, ice or wintry winds can't harm your valuable air conditioner with this heavy duty, water repellent canvas cover on the job! Far superior to plastic covers which cause condensation. Canvas protects exterior and mechanism. Saves expense of removing and re-installing each year; saves costly repair bills. Adjustable strap assures snug fit on all standard units. Folds flat for storage. **\$3.98**



Postpaid, No C.O.D.  
Guaranteed, of course.

225 W. Erie St., Dept. G-122,  
Chicago 10, Ill.

Firestone Foamex

**FOAM RUBBER  
PILLOWS**

- 16" x 16" large size
- 8 Decorator colors
- Smart Barkcloth
- Washable

Add decorator color accents to your modern or traditional living room, bedroom, den, patio. Smartly-styled, soft, luxurious! Completely washable. Non-allergic virgin foam rubber. Guaranteed.

**2 for 4.95**  
\$2.95 each  
POSTPAID

COLORS: Coral, Lipstick Red, Forest Green, Gold, Chartreuse, Turquoise, Black, White.



**3-WAY TV WEDGE  
FOAM RUBBER  
CUSHION**  
Smart barkcloth, zipper covered, in colors above. Washable. Guaranteed. Postpaid. **\$9.95**

**FOAM-AZE CO.**  
Firestone Factory Distributor  
2366 Reading Road Cincinnati 2, Ohio



**WINDOW**



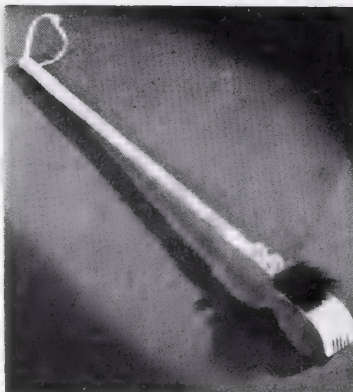
**SIX PAIRS OF SHOES**

That's what this fabulous piece of luggage holds. In Farquhar's plaid (green predominating blue or brown duck, or white canvas—all leather bound—the flannel-lined compartments are removable if you want to use as a super duffel bag. With your monogram, \$22 including tax and postage. For 12 pairs of shoes \$38.50. From T. Anthony, 78 Madison Ave., New York 21, N.Y.



**HE MUST LOVE HORSES**

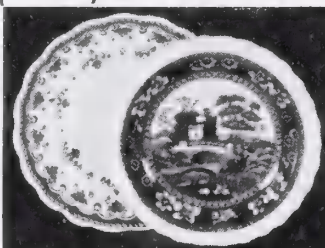
very much, this man with a wood carving studio up in Connecticut because he takes native black walnut and seems to breathe life into it. This 6" jumper, going over the bars, is sculptured, sanded and wax-polished by the artist's own magic hands. Base 7 1/2". The price is \$22.50 ppd. and you're getting a real bargain, ladies! M. E. Brashe, Chickadee Valley, Kent, Conn.



**TICKLE HER FANCY FOR MINK**

with a gilded bamboo back scratcher. Sprinkled with diamonds (fake, of course) and trimmed in mink (real, of course). Here's a bit of brilliance to put you out in front when it comes to gifting glamour girls. No thought, too, for sickabeds with "bandage itch." With gold cord for easy hanging. \$1.95; 3 for \$5. Ppd. Elizabeth McCaffrey, Dept. B-10, Orange, New Jersey.

*Cup Plates Then—Individual Ash Trays Now*



Made by Spode to match their well known dinnerware patterns. Perfect for that choice gift. In twos or enough for a dinner party. To start a collection or to give as a bridge prize.

Illustrated Fleur-de-Lis Blue or Brown—Tower Blue or Pink

Available  
Buttercup Mayflower  
Camelia—pink or blue Old Salem  
Cowslip Rosalie  
Fairy Dell Rose Bud Chintz  
Green Basket Valencia  
Lady Anne Wicker Dale

Gift Wrapped—Postpaid—\$1.00 each  
Spode dinnerware carried in open stock.

**Hunterdon House Shops** 148 Main Street—Flemington, New Jersey

that better cup of coffee  
needs a clean coffee pot

**KOFFEE  
KLEEN**

Hard to remove stains, crust, spoil true coffee flavor. The finest restaurants keep their coffee pots free of acid deposits with Koffee Kleen. 4 months supply (packed in convenient tube holder) for \$1 postpaid. Send check or m.o. to Bishop Co., P.O. Box 997, Stamford, Conn.



# SHOPPING



**HOOK A RUG.** Even if you're "all thumbs" (like us), you can hook a Shillcraft Readicut Rug. No frame or loom is needed, and with the patented latchet hook you can't go wrong. Yarn is pre-cut to exact length necessary. Kits range in price from \$10 to \$49. Rug shown is Design No. 882. A color catalog tells the whole story. Send 25¢ for it to A. & H. Shillman Co., 106 Hopkins Place, Baltimore 1, Md.



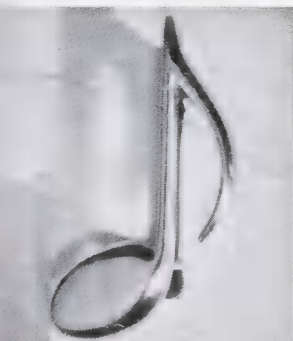
## WHO'S THE DOLL IN MINK?

It could be you, looking the way every woman wants to look in October's bright blue weather—up to the chin in mink. A mink jabot is a cascade of six luxuriant natural mink tails that does spectacular things for a fall suit or a wool dress. In dark, medium brown or gray, the hard-to-believe price is \$14.95 incl. tax, ppd. Harold Rubin, 52 E. 56th St., New York.



## ON THE SCUFF

is embroidered with your name or monogram in brilliant fireman red or bold policeman blue—and we've never seen a better reason for kicking off your shoes. They're called "Padarounds," come in sparkling white terry in sizes for men or women. Specify which. Small, medium, large. \$2.95 the pair, ppd. Mosley's, 11 East Washington Street, Chicago 2, Illinois.



**MUSICAL KNOCKER.** to strike a note of hospitality on your front door two wood screws supplied makes installing easy. Send it as a house-warming present to a music lover, or to the man who complains about having to face the man who is late getting home.

6" long solid brass .....\$5.95 postpaid  
6" long Black brass .....\$3.95 postpaid  
Bedroom size 4" long solid brass \$3.75 postpaid

Catalog 10c

**TENNESSEE CHROMIUM PLATING CO.**  
206 Louise Avenue N Nashville 5, Tennessee



## MORE T-V FUN!

### TURNABOUT CHAIRS

Best seats in the house . . . They're smart in style, they let you watch T-V in real comfort, they turn silently and easily on ball-bearing bases. . . . Wide spring seat, curved back, brass-trimmed legs. Ideal in pairs. In stylish, durable frieze; beige, gold, turquoise, green or black . . .

**29<sup>95</sup>**  
EACH

Shipped in carton, express collect from Belvidere, Ill. at this very special price . . . Send check or money order, specify color.

**DEPT. H, LEATH AND CO., 111 N. WABASH, CHICAGO 3**



## Treasured Gift

Elegant 18th Century reproduction Silver Pitcher on four English Rosebud feet. 2 Qt. size with Ice Guard on spout. Height 11", width 6 3/4". Exquisitely crafted in lustrous silver plate.

Only  
**\$13.95**  
Tax Incl.

**EXCEPTIONAL VALUE! \$13.95**  
(reg. \$21) . . . shipped gift wrapped, postpaid.

Money Refunded If Not Delighted

• Send for **FREE GIFT CATALOG**

**\*Croydon SILVERMART, LTD.**

(Dept. B), 805 Lexington Avenue, N.Y. 21, N.Y.  
Visit Our Retail Store at 62nd St.



**NOW  
IN KITS  
—TOO**

U. S. PAT. #2616566

## Safe-Lock Gun Racks

Displays your Guns . . . Protects your Family THE GUNS AND AMMUNITION ARE LOCKED IN! These handsome sturdy gun racks safely lock guns in the desirable display position. Large drawer locks up ammunition, hunting knife, pistol, cleaning gear, etc. One key unlocks drawer and guns. Guns cannot fall — be taken out. Children friends cannot tamper with them. The only one of its kind. Finely hand crafted and finished in satin smooth honey-tone knotty pine, maple or a lovely mahogany finish.

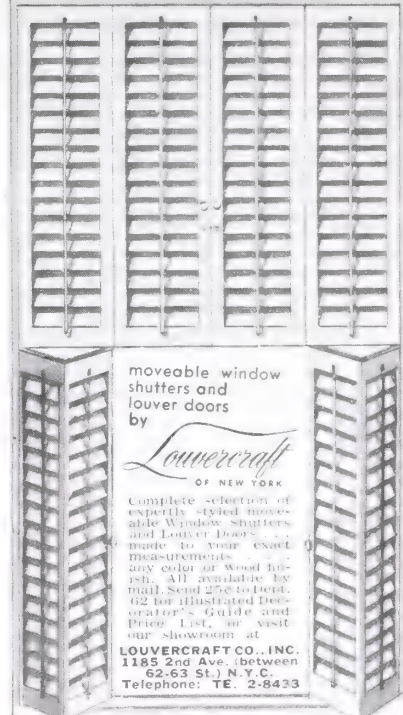
4-Gun Rack—24"x28" (illustrated) **\$19.95** Express  
6-Gun Rack—24"x40" (taller) **\$29.95** Charges  
3-Gun Rack—24"x21" (no drawer) **\$12.95** Collect

**IN COMPLETE KITS**—for easy, 1-hr. home assembly. Prefitted, drilled, sanded, etc. with simple instructions.

4-Gun Rack—\$11.95 Postpaid Add 10%  
6-Gun Rack—\$17.95 Postpaid West of  
3-Gun Rack—\$ 7.95 Postpaid Mississippi

Money  
Back  
Guaranteed  
No  
C.O.D.'S

**Yield House**  
Dept. B10-6  
North Conway, N.H.



moveable window  
shutters and  
louver doors  
by

**Louvercraft**  
OF NEW YORK

Complete selection of  
expertly styled moveable  
Window shutters and  
louver doors . . . made  
to your exact measurements.  
any color or wood finish.  
All available by mail. Send 25¢ to Dept.  
62 for illustrated brochure  
and price list. or visit  
our showroom at  
**LOUVERCRAFT CO., INC.**  
1185 2nd Ave. (between  
62-63 St.) N.Y.C.  
Telephone: TE. 2-8433

## OVER 500 ACTIVE, INACTIVE and OBSOLETE PATTERNS

FOR IMMEDIATE DELIVERY



Most of the illustrated and 500 other inactive patterns are available immediately. One of the world's largest silver dealers, we will also take your old silver in exchange on a purchase of any one of 100 new, current patterns.

Correspondence Solicited

**JULIUS GOODMAN  
and SON**

Jewelers in Memphis since 1862  
113 Madison Ave., Memphis, Tenn.





# WINDOW SHOPPING



**NOT BY THE SAG OF YOUR CHINNY-CHIN-CHIN** will anyone be able to guess that you're over 21 if you give yourself a lift with the Nu-Chin Beauty Strap. Massage your neck and chin with your favorite cream or lotion, then slip on the latex elastic strap while you do the housework or take a nap. \$1 ppd. Nouvelle, Ltd., Dept. HB, 227 W. Erie Street, Chicago 10, Ill.



**TEN LITTLE INDIANS.** Bowl them over with a good idea on a rainy afternoon. Here is a small wooden tepee, 6 1/2" high, housing 10 little Indians who double as bowling pins and 2 balls to knock them over. Compact, yet comes apart for many hours of good competitive fun. Hand-carved and highly colored. \$2 each; 3 for \$5.50 ppd. Q-T Novelty Co., Inc., P. O. Box 54, New York 16, N.Y.



**DUTCH TREAT** direct from Holland to brighten your home are these giant Amaryllis bulbs. Specially treated to burst into bloom 30 to 60 days after planting, they need no special soil, can stand steam heat, and produce as many as 12 beautiful blossoms. Scarlet, velvet red, or white, \$3.75 each; 3 for \$10. Ppd. Stern's Nurseries, Dept PN, Geneva, N.Y.

(Please turn to page 67)

## MOSLEY'S SPECIAL SALE

- ★ **MONOGRAMMED SHOWER CURTAIN** only **\$9.95**
- ★ Matching window curtain, plain or ruffled pair ..... only **\$5.95**
- MONOGRAMMED TOWEL SET**
- ★ 6 pieces (2 bath, 2 hand, and 2 wash cloths) ..... only **\$14.95**
- ★ **MONOGRAMMED BATHMAT** (21"x36") **\$6.95**
- MONOGRAMMED CHENILLE RUG** (21"x36") **\$9.95**

Prices include monogramming and postage prepaid. Fine 6' x 6' taffeta shower curtain is water repellent, mildew resistant, quick drying, long wearing. Luxuriously thick Martex towels are extra large, extra absorbent, with rich, deep softness that lasts for years.

Choose one color for shower curtain or towels from pink, turquoise, white, black, rose, yellow, green, gray, charcoal, peach, red, duobonnet, blue, champagne and brown. Monograms in any color you designate. Indicate script or block letters.



**MOSLEY**  
*Linens*

Dept. HB-106, 11 East Washington Street, Chicago 2, Illinois

### GIFT-WRAP RIBBON

**89¢**

**BRECK'S**  
**300**  
**FEET!**

**LOWEST PRICE EVER!** Save \$1.50 over store price! Fine quality fused-edge satin ribbon in popular half-inch width. You get 300 feet on handy double spool—150 feet in each of two colors. Choose double spool with red and green, or with gold and royal blue. Perfect for every gift-wrap need, all year long! One double spool only **89¢**—or save more with 3 double spools for \$2.50. Specify color. Limited supply—order by mail, **TODAY!** Postpaid. Satisfaction Guaranteed.



**FREE! BIG CATALOG**  
of Exciting New Gifts!

724 Breck Bldg., Boston 10, Mass.

### Hand Hooked STAIR TREADS

So Bright and Gay

Cheerful, multi-colored treads to brighten up your stairs. 26" by 9". Also available in Pennsylvania Dutch design. Other hand hooked pieces—landing pads, chair seats, and welcome rugs—to match. See them in our new FREE catalog. Send for yours today.

Stair Treads **\$3.00** ea. ppd.  
10% off on 10 or more

**THE PASCOS**  
West Hartford 7, Conn.

### PERSONAL CABINET FILE

with 6 letter-size drawers

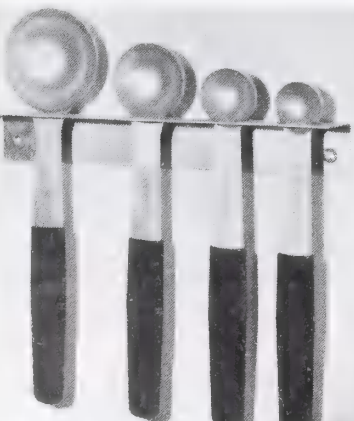
Compact steel file to keep all your papers neatly and efficiently in one handy, safe place. Roomy top lifts open, is completely equipped with A to Z index folders, sturdy lock

and key to insure privacy. Below are six roomy drawers, ready to hold all your stationery, supplies, even tools. 30" high, 12 1/2" wide, 10" deep, in smart hammertone gray, green, or walnut finish.

**\$13.95** shipping charges collect (shipping weight 25 lbs.)  
Jumbo Legal Size, 15" wide—**\$16.95**

**Elf Hollow**  
Dept. H-10

No C.O.D.'s please  
Write for free catalog  
P.O. Box 65  
Watertown, Conn.



### Terrific Value SET OF FOUR COPPER-FINISHED MEASURING SPOONS

These long and lovely measuring spoons are copper finished, have black stain-proof, crack-proof handles. Comes with handy, copper plated wall rack and screws. With 1/4 tsp., 1/2 tsp., 1 tsp., and 1 Tbsp. **\$1.00**

MATCH-NO COPPER FINISHED SERVING TONGS complete with wall bracket... **\$1.00**  
SET SPOONS AND TONGS... **\$1.95**

**THE ADDED TOUCH**  
Wynnewood H8 10, Pennsylvania

add a touch  
of the tropics  
to your home  
...or the home of a friend

### Genuine imported spray white cotton FISHNET CURTAINS

Ideal for child's room, den or bar. May be dyed any color, need no ironing, stretching or starching and easily cover 100% wide windows. Decorative detachable scalloped shells included.

60" length ..... Pr. \$5.95  
72" length ..... Pr. \$6.19  
90" length ..... Pr. \$6.95  
Lamp 12" high ..... Pr. \$5.95

Prices include tax and postage  
Send check or money order:

**BALI HAI**  
**ORIGINALS**

1238 AliBaba Ave., Opa-Locka, Fla.

### EDCO's Famous Fragrances Magically Refresh Every Room!

These lovely, lasting scents—the choice of Ritz Carlton Hotels for more than two decades—add elegance to thousands of homes. Created by master perfumers for finer living, EDCO miraculously dispels mustiness and stale odors. Single filling lasts for weeks and weeks.

Introductory Set—Permanent Wall Vase plus three months normal supply of concentrate—**\$2.90**...Additional vases **\$1.10**...16 Oz. bottle fragrance **\$3.90**...Specify which scent you prefer: Treffe (3 flowers)—Blue Spruce (pine). No excise tax and all prices are postpaid.

Send check or MO to **DODI DRAKE**

**1404 PONCE de LEON BLVD.**  
**CORAL GABLES, FLORIDA**







Floor is Armstrong Textelle® Linoleum—extra thick for unusual comfort and long wear. This fashionable coloring is No. 1555.

TO TAKE THE STRAIN OFF THE LIVING ROOM:

## a do-as-you-please room for all the family

This year, 100 housewives were invited to Washington to discuss the features they wanted in their houses. Here's one of the rooms they voted for... a room-in-the-kitchen where the whole family can enjoy its various activities together—and where Mother isn't left out of things, even when she's getting meals. For such a room to be a real success, a floor of Armstrong Linoleum is almost a *must*. The smooth surface is greaseproof and free of cracks that catch dirt, so it lets you be carefree as you never could be in the living room. There may be chaos here at 5 P.M.—stepped-on crayons, cut-up bits of paper, or the usual trails of cookie crumbs. But with this wonderful floor, it takes only minutes to give the room a fresh, spring-cleaned look—ready for an evening of family relaxation. For modern easy care—attractive wall-to-wall color—Armstrong Linoleum is a smart choice for every room in your home.

SEND FOR FREE BOOK, "Decorating Ideas for Today's Living." Description of this family-room-kitchen, along with a complete list of furnishings, is included. Write Armstrong Cork Company, 5610 Atkins Avenue, Lancaster, Pennsylvania.

**Armstrong**  
THE MODERN FASHION IN  
**FLOORS**

LINOLEUM • PLASTIC CORLON® • EXCELON® VINYL-ASBESTOS TILE • CUSTOM CORLON PLASTIC TILE • RUBBER TILE • CORK TILE • ASPHALT TILE • LINOTILE®



**Lounge...Rock...Recline or SWIVEL!**



Handsome BERK-LOCK 4-in-1 chair features Italian flair arm. Covered in washable, color-fast Chromspun and other fine fabrics.



Tops in comfort . . . and low-priced, too! The BERK-LOCK with ottoman is America's favorite comfort-chair! Many smart styles available.

## **LIFE LOOKS BETTER** in a **BERK-LOCK 4-in-1 CHAIR**

Wondering what to give *this* year? Well, fret no more! Here's the gift of a lifetime — at a price *everyone* can afford.

It's BERK-LOCK, the 4-in-1 chair that lounges, rocks, reclines and swivels! That tense, tired feeling melts away like magic when you relax in a BERK-LOCK. Over 1,000,000 families

already own one — and no wonder! What other chair gives you so much for so little? This year, give BERK-LOCK, most comfortable chair . . . anywhere!

See your local dealer or write Dept. HB-10.

**SITTING IS BELIEVING**

**THE BERKLINE CORPORATION**, MORRISTOWN, TENNESSEE  
WORLD'S LARGEST MANUFACTURER OF PLATFORM ROCKERS



## THE HORIZON SERIES

*A new fine dinnerware inspired by sand, sea and sky*

Just landed . . . a new English dinnerware designed for the life you lead today.

For the informal entertaining . . . the casual décor . . . the outdoor colors, outdoor textures you've transplanted into your home. Featuring the simple modern contours that set off today's silver . . .

the sleek lines that mean easier dish-washing, easier handling. In three patterns, each with a background motif of rippling sand. Standing pieces in turquoise. Desert Star with center pattern, \$8.75 the five-piece place setting. April Showers with wild flower border, \$8.75.

Vista, plain, \$7.25. Send 10¢ for china leaflets in color;

Figurine or Toby Jug booklet in color, 25¢ each.

**Royal Doulton**  
Copyrights, TM Reg.







Dual effect - 100% Fortisan, Celanese super-strong rayon, makes a new sheer hand-print. Here, stretched taut in a panel and also hung as a drapery, this remarkable fabric adapts to two-way treatment. **By-the-yard, by Cheney, Greeff.**



# NEW DIMENSIONS

## FLATTER -WITH - FABRIC IDEAS WITH CELANESE CONTEMPORARY FIBERS

"It's all done with fabrics" was never so true as this fall, and the fabrics that do it so beautifully are of Celanese Contemporary Fibers. You'll see what wonderful things these fibers do in a fabric. Fortisan rayon makes the sheerest sheers. Acetate, well known as the beauty fiber, adds a luxury look. Celaperm Acetate is the fiber that defies color to fade. And you'll see how fabrics woven with these fibers give NEW DIMENSIONS to your decorating ideas, too. For first-hand inspiration, see NEW DIMENSIONS fabrics displayed at fine stores listed on page 294. (All fabrics shown not necessarily at all stores.) Celanese Corporation of America, New York 16, N.Y. Celanese®



New effect for a window wall—Celanese Acetate, viscose rayon, linen, cotton and jute. 100% Fortisan sheer gives headboard effect. Fabric on bed: rayon, Acetate, linen and cotton. **By-the-yard, by S. M. Hexter.**



Top cafe curtains for high windows, 100% Fortisan sheer "Voodoo Beads." Wall fabric, "Bonanza," Fortisan and rayon. Bedspread, printed "Bonanza." **By-the-yard, by Schumacher.**

*Celanese* CONTEMPORARY FIBERS

ARNEL® TRIACETATE

CELAPERM®

ACETATE

FORTISAN® RAYON



# "Magnificent Possession"

*A golden treasure...  
dramatically reflected in  
contemporary materials  
for you who have a feeling  
for the finer things!*



340/675 Group  
712/714 Buffet with  
China Section



## Sculptured BLACK METAL DINING FURNITURE

*Kjer-Jakobsen Design  
Pats. Applied For*

**VIRTUE BROS. MFG. CO.** Los Angeles 45, California Available at Leading Furniture and Department Stores

*Send for informative booklet "Things to know about Contemporary Furniture," address Dept. A.*

*"GOD GRANTS LIBERTY ONLY TO THOSE WHO LOVE IT, AND ARE ALWAYS READY TO GUARD AND DEFEND IT." Daniel Webster*

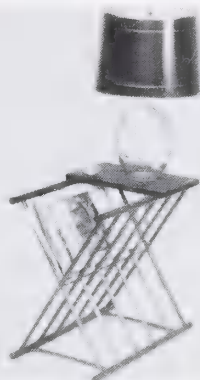




# WINDOW SHOPPING

CONTINUED FROM PAGE 60

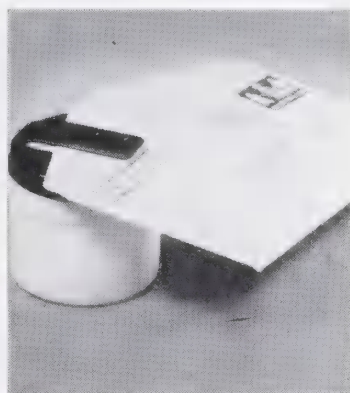
**SWEDISH MODERN**-ize your living room, den or patio with an end table-magazine rack combination. Its practical aspects are many and its beauty is outstanding. Crafted in fine cabinet woods, in blond birch or light walnut finishes, it measures 23" high x 25" wide. \$14.95 exp. chgs. coll. No c.o.d.'s. Order it from Scandicrafts, Ardsley, New York.



**ESSENCE PARIS-THEATRES** is a subtle new blend of rare scents, dramatically gift-packaged in a 9" Kiosk that looks real enough to have come straight from Rue de la Paix. The 4-oz. bottle itself is labeled with Parisien playbills. Mailed direct from Paris, \$7.50 incl. post. and tax. You pay postman 15¢ foreign delivery fee. Voyager Shops, Dept. HB, 545 5th Ave., N. Y.



**HOLD YOUR TONGUE**, lady, and let Nifty Sealer do the messy job in jig time. With Christmas time fast approaching, you'll welcome this Sealer which moistens and seals envelopes, applies stamps, labels and tapes. One filling of water is good for a week, and it's leakproof. Handy at home or in the office. \$1.50 ppd. Mayflower Industries, Dept. B-10, 15 Tennis Road, Boston 26.

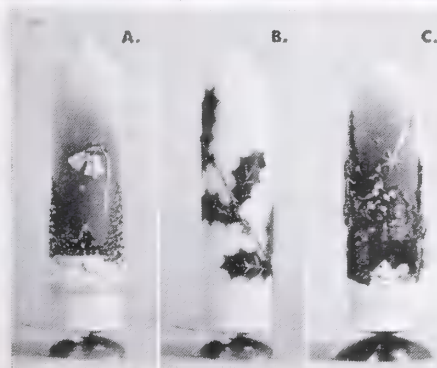


## Decorative HEART-SHAPED MIRROR

A reflection of your good taste for your dressing table. 1/4" plate glass mirror stands 15 1/2" high. Two cupids hold the heart-shaped frame, hand painted in the palest pastel colors of blue, pink and white with just a whiff of gold to enhance the delicate design. \$12.95 post paid.

SEND CHECK OR MONEY ORDER to BOX 4313

**Mail-Mart, INC.** KANSAS CITY, MISSOURI



## LIMITED QUANTITY! Imported, Hand-Carved HOLIDAY CANDLES

hand-dipped 14-K gold embossed  
Ideal for gifts or to decorate your own home, these exquisite 8" hand-dipped, hand-carved and gold embossed candles are made in Germany and achieve perfection in design, detail and lasting color. Your choice of 1 religious or 2 decorative scenes. Order today for early December delivery.

**\$7.95 each \$14.95 pair**

No C.O.D.'s—Shipped postpaid  
**SANDERS & COMPANY**  
125 Ivy St., N. E. Atlanta, Georgia

From Florence, Italy—Cradle of Finest In Art

## Florentine Masterpiece CHRISTMAS CARDS

Mailed Direct from Italy!

Featuring Full Color Lithographs from Original Photographs of the Most Famous Religious Paintings In The World

COMPLETE WITH  
12 FLORENTINE DECORATED MATCHING ENVELOPES

What a beautiful, meaningful way to send Christmas wishes to your loved ones! Each card is illustrated with a glorious full color lithograph of a world-renowned masterpiece by Botticelli, da Vinci and other famous artists of the XV and XVI century. The lifelike beauty and vibrant colors of the originals were carefully preserved by having master photographers reproduce the pictures right in the famed Uffizi and Pitti Galleries. The lithographic plates were then obtained from these original photos and used exclusively for these Christmas cards.

Cards are book folded and album folded, 4" x 5 1/2", printed on fine quality, parchment-like stock, and bear appropriate holiday greetings. Each work of art is framed by a classic Florentine scroll in rich gold, reds and cobalts. Cards as beautiful as these, if available in U. S. would sell for far more than this low price... made possible by favorable exchange rate.

### ORDER NOW FOR CHRISTMAS!

Send Only \$1 for each 1 doz. assortment of cards you want, shipped direct to you from Italy, ppd.\* Supply limited. First ordered, first served.

Or send \$1.50, with the names and addresses of 12 of your friends (very clearly printed or typed), and we'll mail cards direct to each from Italy. Your name will be hand-written on cards.

ORDERS MUST BE RECEIVED NO LATER THAN NOV. 1

\*NOTE: Your postman collects 15¢ foreign package delivery fee. This cannot be prepaid.

**TESORI d'ITALIA, LTD.** (U. S. AGENTS) 1261 Broadway, Dept 440, New York 1, N. Y.

**TESORI d'ITALIA, LTD., 1261 B'way, Dept. 440, N. Y. 1, N. Y.**

Send Cards To: \_\_\_\_\_ (OR TO LIST ATTACHED)

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zone: \_\_\_\_\_ State: \_\_\_\_\_

I enclose \$\_\_\_\_\_ for \_\_\_\_\_ doz. cards. No C.O.D. please.

☐ Send me Free Catalog "GIFTS FROM ITALY".



You Get 2 Each of These 6  
Christmas Card Masterpieces...  
Photographed In Color  
"On Location" At Uffizi and  
Pitti Galleries In Florence!

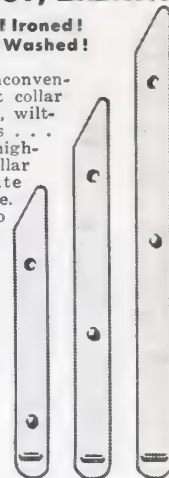
- 1 Madonna, Child and Angels by Botticelli
- 2 Virgin Mary of the Chair by Raffaello
- 3 Madonna Adoring The Child by Correggio
- 4 Holy Family by Rubens
- 5 The Annunciation by Leonardo da Vinci
- 6 Adoration by Gherardo delle Notti

## STAINLESS STEEL COLLAR STAYS

Can't BEND, RUST, BREAK!

- Won't Fuse To Collar If Ironed!
- Won't Twist In Shirt If Washed!

At last you can end the inconvenience of broken and lost collar stays! No more rolled-up, wilted, sloppy-looking collars... thanks to Mrs. Damar's high-quality stainless steel collar stays that accommodate your entire shirt wardrobe. Guaranteed never to break, twist, bend or rust... even when shirt is washed and ironed. 3 different sizes to fit ALL your collar styles. Protruded top makes them easier to insert and remove — even in starched collars. A lifetime supply — 50 for only \$2.00, postpaid. 10-day money-back guarantee. Send check, cash or money order today!



**Mrs. Dorothy Damar**

387 Damar Bldg., Elizabeth, N. J.

IN CANADA: delivered to your home, 50 for \$2.49, 811 Chatham St., Montreal, Quebec.

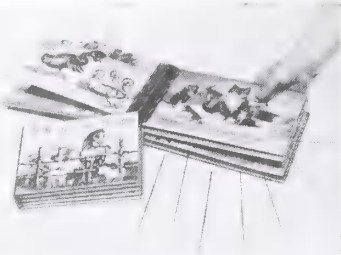
110 Bellevue Theatre Bldg., Upper Montclair, N.J.

## CROWN THUMBPRINT

Open stock reproductions of fine early American glass. Inexpensive enough for everyday use, decorative enough for parties. 7 1/2 oz. water goblet, \$1 each; cocktail 60¢, wine 60¢. Not shown sherbet 75¢, 8 1/2 in. plate \$1.75, ice tea \$1.25, 4 1/2 in. nappie \$1.35. Add 50¢ post for each 6 pieces. Ruby band available at higher prices. Illustrated brochure on request. WITS' END, 221H Bellevue Ave., Up. Montclair, N. J.





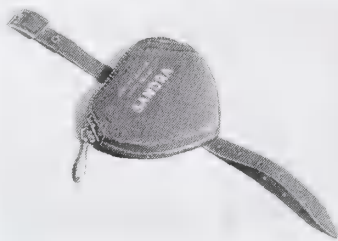


### Talking Animal Book

This book actually talks to you! It contains 12 beautifully colored illustrations of farm and forest animals, four with realistic sound makers. Press the page—the animal on it responds with the appropriate sound. Press the hard paperboard covers down all at once—hear the whole barnyard chorus! 4¼" x 7¼". Order **4370-6**, Talking Book, **75c**.

### Heart Bracelet Purse

You'll win the heart of any winsome wee Miss—if she wins this from you! Made in Western Germany of genuine leather in bright red, the cunning purse is heart-shaped with zippered top. Strap is 7" long, purse is 2½" across the top. We'll personalize it with her first name in gold. Order Number **X857-6**, Heart Purse, **\$1.00** including tax, by mail, postpaid.



Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**  
New, Unusual Ideas in  
Gifts, Toys, Housewares!

**Miles Kimball** 242 Bond Street  
Oshkosh, Wis.



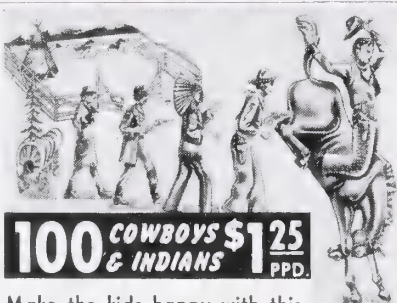
### De Luxe DOLL FURS

**COAT, HAT AND MUFF of Genuine  
White Coney Fur—GIFT BOXED**

A small girl will love you and these cunning *real furs* for her doll. They're deep-piled sheared white Coney, the choicest of bunny furs, for dolls 10" to 18" tall. Set consists of a *full hat* (not a hat band!), a *full jacket* with *full sleeves*, a *muff* with *wrist band*. Lined with luxurious white satin!

For dolls 19" & 26"—cape, 3-pc. set **\$2.98 ppd.**  
hat and muff set—**\$2.98 ppd.** Immediate Delivery.

**Hobi** FURS  
Dept. D10, 15 West 57 St., New York 19, N.Y.



**100 COWBOYS & INDIANS \$1.25**  
PPD.

Make the kids happy with this set of 100 fine quality **MOLDED PLASTIC** toys. Each brightly colored, authentic toy stands on its own base and is a full 2" high! Packed in a colorful gift box, this complete Rodeo contains **BUCKING BRONCOS, RODEO RIDERS, SHERIFFS, COWGIRLS, COVERED WAGONS, WARRIORS, SQUAWS**, etc. A gaily decorated Tepee and a Fenced Corral are included **FREE** with each set. Yes, all 100 toys—**\$1.25** postpaid. Order several sets **NOW** at this very low introductory price. Money Back Guarantee.

**BRECK'S OF BOSTON** **FREE! BIG CATALOG**  
of Exciting New Gifts!  
726 Breck Bldg., Boston 10, Mass.



### INDIAN MAKEUP KIT

A makeup that will make your young brave look like he just stepped off the reservation. There's a rubber headpiece that fits down over his hair, a feather to insert in it, a rubber nose and lots of war paint to make him as gaudy as Chief Rising Sun. Easily removed with cold cream or soap. Ppd. **\$1.95**

**ROBIN HOOD KIT**—Green suedette jacket, leather belt, money pouch with coins, cap with secret pocket, honor roll and comic book. S-M-L. **\$2.95**

Pa. Residents Add 3% Sales Tax  
Sorry No Stamps or C.O.D.'s Please  
Send For Free Gift Catalog

**Bryn Mawr Gifts**

Bryn Mawr 10, Penna.



### LITTLE BALLERINAS

Pretty pin-up plaques to dance across the wall of a young girl's room! Each assumes an authentic ballet position and wears a tutu of real nylon net. Hand made of hard latex rubber, hand painted, 10" high. In red, pink, yellow and ice blue.

**\$10 The Set, ppd.**  
No C.O.D.'s please

**The Children's Shop**

Shore Road Ogunquit, Maine



## WINDOW



**SOLOMON IN ALL HIS GLORY** never had anything more superb than this imported English leather belt—we'll bet you! Certainly we've never seen anything that can touch it. White contour belt, 2" wide, is bejeweled with "topazes" that are imported Czechoslovakian crystals. Send waist size. With concealed zipper closing, \$45. Matching eyeglass case, \$8.50. Ppd, No c.o.d.'s. Bejeweled by Mary Ellen, 566 E. Jackson Blvd., Elkhart, Indiana.



**DOORWAY EAGLE** is arresting decoration over your front entrance, inside door, mantel or book shelves. Made of cast aluminum, finished in dull black or antique gold, it has a 20" wing spread, is 5½" high, 3¼" thick. A masterful buy for just \$6.95 ppd. Cape Cod Cupola Company, 408 Hawthorne St., New Bedford, Mass.



**CAR CRESTS** will give to the family "buggy" the distinction of a Royal Carriage. And we think they'd be fun to give to a teenager for his souped-up hot rod. In chrome or 18k gold finish, each crest comes with 3 initials. If you have just 2 initials, a *fleur-de-lis* goes in the center. Adhesive back adheres firmly to car door. \$1 each, ppd. Charlotte Thomas, Sewell, N. J.



### DOLL COLLECTORS

will love "Her Royal Highness"

In regal robes of royal and pale blue felt trimmed with exquisite Belgian lace, this replica of royalty will graciously rule o'er all the dolls in any collection. Blue beaded crown, white net veil, pink and white bouquet. Lovely wax face. 7½". Handmade and imported from Belgium. An appropriate year to give a royalty doll. \$7.95 ppd.

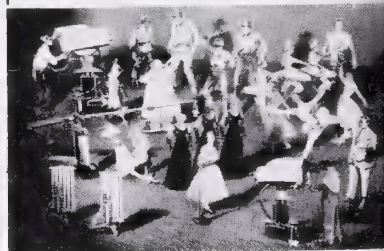
Write for gift catalog



**THE SEA HORSE**  
727 SHERIDAN ROAD  
EVANSTON, ILLINOIS

Dept.  
HB-86

### 130 COLOR TV TOYS—\$1.00



**LARGE SIZE IN FULL COLOR** New toy sensation, fun for ages 2-14. Realistic in every detail, this fun packed kit contains enough characters to put on 4 play TV shows at once... western, circus, variety show, drama, etc. Over 130 actors, actresses, acrobats, circus animals, dancers, clowns, cowboys, singers, TV cameras, scenery and studio props of rigid bookstock... ready to cut out and stand up. Even the youngest children will love TV dolls, recognize favorites. Educational "Director's Kit" explains how to set up shows. Each individual piece stands up—average 5" high. **FREE**—2 funny TV puppets, arms-legs move. Send \$1 plus 25¢ postage and handling (total \$1.25) for each set or 4 sets for \$4.00 to:

### WOLF ENTERPRISES

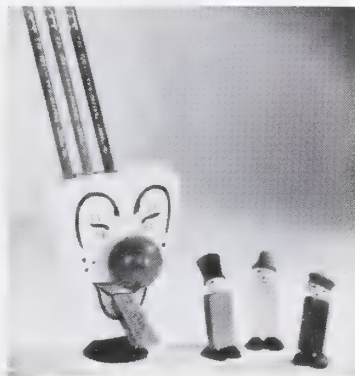
1550 Sherman Ave., 107-A, Denver, Col.



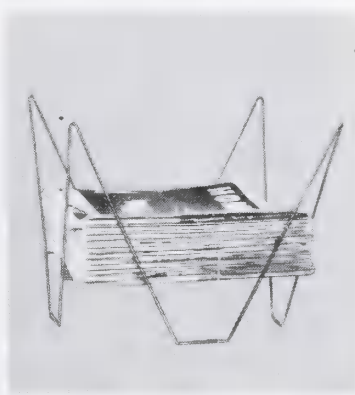
# SHOPPING



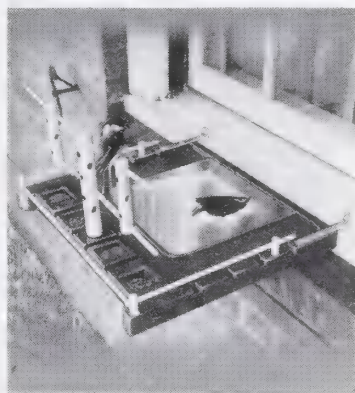
**PENCIL CLOWN** has a bright red nose which is a pencil sharpener, an impudent stuck-out tongue which is an eraser, and three holes in his head for pencils. Made of wood, his suction-cup base adheres to desk or table. \$1. The Eraser Boys (fun for party favors!) have eraser bodies, wood heads and feet. \$1 for 3. Set of clown and erasers. \$1.95. Ppd. The Added Touch. Dept. HB, Wynnewood, Pa.



**STACK-N-TIE** rack solves once and for all the problem of tying old newspapers into bundles for disposal or storage. You stack them in the rack. When you've got a pile, you tie them into a bundle—right in the rack, without lifting or turning. Attractive enough for the den and sturdy enough for the garage; in black lustrous finish, \$3; lacquered brass, \$4. Ppd. Rand Co., Box 557, Whittier, Calif.



**FLIGHT DECK** for wild birds is a fascinating feeding station that clips onto your window sill without tools. You can feed birds, photograph them, without going outdoors. Wonderful for a shut-in! It has perch rails, rotary feeding stick, 4 seed wells, recessed drinking and bird bath pool. Green weatherproof finish, 17 1/4" x 15 1/2", \$7.95 each; \$14.95 for 2, ppd. Duncraft, Dept. 10-H, Penacook, New Hampshire.



## 500 TOY CUTOUTS



Keep Kids busy for months! Educational, too. Set contains 100 dolls of all Nations, 100 Flags of All Nations, 100 Birds of the World, 100 Antique Cars and 100 Animals. Color 'em . . . Cut 'em out or stand them for play. Kids love it . . . makes a terrific gift now or anytime. Order several. Only \$1.95. Money back guarantee.

### HONEY BEE SERVER SET

This unique gift set, from California, holds 5 oz. of delicious honey. Giant bee is golden yellow with black markings . . . wrought-iron legs. \$2.95 plus 32¢ postage. Money back guarantee.

ORDER SEVERAL FOR GIFTS. . . Will ship in your name to your gift list.



**W. R. CHADWICK** 1020 S. KINGSLEY DR. LOS ANGELES 6, CALIF.



## MINIATURE "HORNS OF PLENTY" MAKE PARTY TABLES FESTIVE

Add a gay, festive air to your party decorations—with these delightful miniature cornucopias. Fill them with flowers or bright, small fruit—use them as individual nut cups or for mints. Their uses are as many as your own imagination can give them! Imported from Hong Kong, these tiny cornucopias are so unlike anything you've seen in table decorations. Woven of wicker, they measure 2 1/4" at top, approximately 4" long. Order a set now—they will make your table look its sparkling best!

Please write for free catalog

Set of 8, only \$1.95 post-paid

**artisan galleries**

2100-A10 N. Haskell • Dallas 4, Texas



## ELECTRIC JINGLE BELLS

AUTOMATIC ringing Christmas bells will ring a Merry Christmas welcome over your holiday door; of course a set is really fabulous on your tree; a truly inspiring tinkle at plant or office. They begin their perpetual "tinkle" the moment plugged in. Use them each Yuletide. Two sizes—economical, too! 3-bell set \$3.98; 4-bell set as shown \$4.98 ppd Dept. O-Y10.

## PERSONALIZED WREATHS

This attractive customized wreath retains its beauty in any weather and will last for years. Soft vinyl richly decorated in white, red, and green. Easily inflated, so light it will not mar any surface. Can be hung securely with a single pin—indoors or outdoors. Personalized with name of your choice on gleaming white hanging bells. \$1.95 ppd. Dept. O-BB10.

*Carol Beatty*

Free! Write for BIG NEW GIFT catalog.

200 Beatty Building, HOLLYWOOD 46, CALIF.



## BABY'S PERSONAL BIRTHDAY CANDLE

Artistically designed, beautifully colored for lighting on every birthday for 21 YEARS.

A charming gift of lasting value to a new-born or on the occasion of child's birthday. Pink ribbon for girls—blue for boys.

Baby's full name, birthdate and weight inscribed free. Size: 17 inches, weighs 1 lb.

\$3.45 ppd. including wrought iron holder

\$3.95 ppd. incl. cadmium plated (silver color) holder

Send for FREE COLOR photo and folder

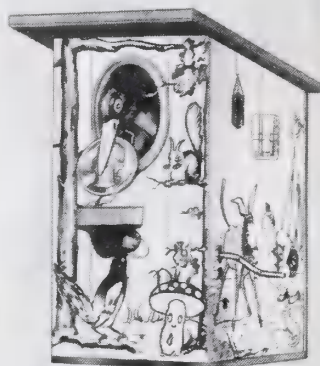
**Lion's Novelties, Inc.**

Dept. 72

139 Payson Ave. New York 34, N.Y.

A Beautiful gift to a young couple:

**WEDDING ANNIVERSARY CANDLE** (Personalized) with markings and symbols for 60 years. Silver color holder, silk ribbon and artificial flowers included. \$3.95 ppd.



## WOODPECKER BANK

Put money in the rubber catch, turn the crank, and snap! Wise old woodpecker picks up the money and stores it in bank. A fascinating gift for youngsters. Makes saving fun. Colorful, sturdy metal bank imported from Western Germany. \$1.00.

We pay postage.



WRITE FOR FREE CATALOG

**ADRIANE Inc.**

109 Park Square, St. Paul 1, Minn.



## XMAS ANGEL EARRINGS !!

Exclusively Ours

Gay, Festive! Conversation piece earrings. Especially designed for HOLIDAY WEAR. These lovable Angel Earrings, each with a tiny surprise in hand, are as full of whimsy as Saint Nick himself. Brightly painted. Feather light. Comfortable to wear. An EXCITING GIFT for you and your friends!

POSTPAID, TAX INCLUDED Only \$1.00 3 PAIRS \$2.75

Matching Angel Scatter Pins. Set of 3 \$1.50 ppd. YOU'LL BE DELIGHTED!! No C.O.D.'s please.

**TARTAGLIA IMPORTS**

Dept. HB-2

Laguna Beach, California



## THE ORIGINAL FRENCH MUSICAL JUMP ROPE

As an applecheeked little girl skips rope, a merry tune fills the air because the handles of the bright colorful rope are self-contained music boxes! Do not confuse with cheaper Jap copy. Postpaid \$1.50

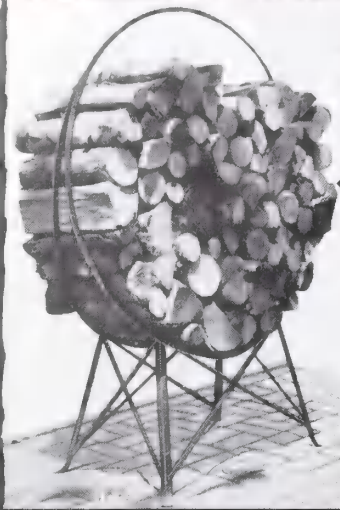
Penna. Residents Add 3% Sales Tax. Sorry No Stamps or C.O.D.'s Please. Send For New Gift Catalog.

**Page & Biddle**

21 STATION ROAD, HAVERFORD B10, PA.



## HEAVY STEEL LOG CRIBS



Let your logs be seen, not hidden. Keep them in these unusual cribs right by the scene of the fire — indoors and out. They'll add a homey charm and receive many admiring glances. Furthermore, your wood will always be handy . . . dry . . . off the floor or ground. A warm gift for your "wood-burning" friends, they're handsome and hardy in lifetime steel with black, rust-resistant finish. Complete with simple assembly instructions.

### OUTDOOR LOG CRIB \$14.95

5 feet tall, 45" diameter — stacks 1/8 cord

Expressly designed for patio, barbecue, porch — or right outside your door. Makes it possible to store a large supply of wood high and dry . . . outdoors where sun, wind, and rain can age it correctly so it kindles easily, burns heartily.

### FIRESIDE LOG CRIB

\$9.95

28" tall, 21" diameter

— holds 15-20 logs

Exactly like the Outdoor Crib but smaller. Can be used anywhere — indoors or out — where a supply of 15 to 20 logs is needed.



(express charges collect)

Have check or money order. Quick delivery. Satisfaction guaranteed. Write for FREE catalog.

**Jeff Elliot**  
**Craftsmen**

Dept. B-106, Greenville 1, North Carolina

Craftsmen in Charm



### The "Veda"

Lovely to look at, and so comfortable! Constructed of hand-picked native hardwoods, with tempered steel coil springs to assure you years of lasting satisfaction. The Veda is truly an outstanding value at our low, low price. In finest spot-proof velvet in Lipstick Red, Rose, Gold, Turquoise, Topaz Brown, Sage, Leaf and Emerald Green. (Samples on request.) H. 32 1/2", W. 22", Seat Depth 18", Seat Height 17 1/2". Only \$34.50 (your fabric 3 yds. 54", 1 1/2 yds. 36", \$28.50). Express Collect. No C.O.D. For folder, Hunt Galleries' Prevues, send 10c in coin.

Satisfaction Guaranteed

**HUNT GALLERIES**

P.O. Box 492

Hickory, N.C.

Craftsmen in Charm

### "NEEDLES"

IN WALNUT



A sculpture study of the great 3 year old Derby winner. Beautifully modeled and detailed with natural walnut finish. 4" high on 6 1/2" base . . . \$22.50 ppd.

Right —

"On The Trot"

Sculptured

in iron-hard

jet black

imported

Ebony

4" long

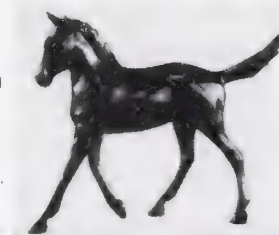
\$14.75 ppd.

Catalog

of other

sculptures

25 cents



**M. E. BRASHER**

studio

Kent 3

CONN.



## WINDOW



**LUCKY BRUSH-OFF.** A field of four-leaf-clovers isn't even in the running with our favorite boot scraper. Stout stable brushes, screwed to each real horseshoe, cleans sides of boots while soles are scraped on cross irons. Weather-resistant black. 9 1/2" long, with screw for attaching to porch, or steel pins to hold in ground. \$5.95 ppd. Shipped day order is received. Horseshoe Forge, Lexington, Mass.



**TIME AND TIME AGAIN** you've wondered what to do with Grandfather's wonderful old pocket watch. Here's a darling china watch case that's as sentimental as a Victorian valentine, and just as pretty. Decorated with gold scrolls and rosebuds in bold relief, the frame has an adorable cherub peeping over the top. 3 1/2" x 5 1/2" high. \$1.95 plus 25¢ post. Religious Art Guild, 131 First St., Peoria, Illinois.



**RED IS FOR CHRISTMAS** and this is the brightest, reddest, gayest tablecloth you're apt to see anywhere. Spun rayon with cotton, hand-screened with black and white deer and white snowflakes, it comes in 3 sizes: 54" x 54", \$3.95; 54" x 72", \$5.95; 63" x 90", \$9.95. Solid red napkins, 50¢ each. Add 5¢ of total for post. The Sea Horse, Dept. H, 727 Sheridan Rd., Evanston, Ill.

## Free CATALOG of 1000 GIFTS

From Famous New England Gift Shop

SHOP RIGHT FROM YOUR EASY CHAIR with this brand-new catalog from Salem's 90-year-old gift shop. A gold-mine of gift ideas — FREE! Page after page of unusual gifts — over 1000 to choose from. Distinctive gifts for men, women, children, and home — that reflect your good taste. Surprisingly low prices. Safe delivery and complete satisfaction GUARANTEED or money refunded. Save time, trouble, money. Send for catalog today. Daniel Low's, Salem, Mass.



For Example: "His" and "Hers" clothes brushes. Tan leather backs. White saddle stitching. \$3.95

**Daniel Low's**



**MEN — and Women, Too!**  
**EXEROW**

for your  
**HEALTH**  
and  
**FIGURE**

Send for  
**FREE BOOKLET**

**RIDE and ROW THE BATTLE CREEK WAY!**

Enjoy most efficient health-building rowing AND riding! Natural HYDRAULIC pull of rowing plus benefits of horseback riding — adjusts for mild exercise or strenuous workout as you wish. Rhythmic movement of handles, seat and pedals "symmetrizes" and beautifies entire figure. EXEROW safely normalizes WEIGHT — improves HEALTH and appearance. WRITE FOR FREE LITERATURE TODAY!

For special spiral-bound book "How to use your Battle Creek Exerow", with handy weight chart, send \$1.25 ppd.

**Battle Creek**

EQUIPMENT CO.  
Battle Creek Z-38, Mich.

*Handmade*  
**IN OLD KENTUCKY**



**SOLID CHERRY REPRODUCTIONS**

Cherished today, an Heirloom tomorrow — Early American dresser and mirror superbly handcrafted throughout from aged solid wild cherry 58" W x 21" D x 36" H — mirror overall is 48" W x 35" H complete at \$285.00 Express or freight collect. The exquisite double saucer turnings are turned by hand, beautifully grained and finished in a light reddish brown that mellows with the years. Send 25c coin for 32-page catalog of solid cherry Bedroom, Dining room, Living room pieces

**The Cherry Shop**

425 WEST MAIN STREET LEXINGTON 110, KY

**AMAZING VALUE**

**50 Christmas Cards \$1.50**  
WITH NAME IMPRINTED



50 beautiful EXCLUSIVELY created Christmas cards, including envelopes. The assortment consists of 5 each of ten different designs . . . some gay, some cute, some religious. Each lovely card beautifully printed on fine paper. This exceptional low price includes your name imprinted on each card.

**FREE** Beautiful 32 page full color catalog chock full of dozens of gift ideas, Christmas card assortments, all occasion cards, gift wraps, notes and stationery . . . Send Today.



**BAYFIELD INDUSTRIES**  
418 BAYFIELD AVE., FAIRPORT, NEW YORK



# SHOPPING



**EVER SEE A DREAM WALKING?** Well, we did—in this lightweight gray flannel dress. The classic simplicity of the McMullen styling is very flattering to a size 10 Freshman and her size 18 mother. With Peter Pan collar and push-up sleeves, \$39.95 ppd. Your monogram in any color, \$3.50 extra. Robin Hood's Barn, 678 High St., Westwood, Massachusetts.



**SOFTIE BLOCKS.** Now Butch can biff his baby sister, or take aim with deadly accuracy for your picture window—and it won't matter a bit, because these are plastic foam-rubber blocks. They're safe and silent and allergy-free; won't tear; can be sterilized by boiling. 18 blocks in pink, blue, yellow, green and white, in plastic stowaway bag. 49¢ ppd. Spencer Gifts, 678 Spencer Bldg., Atlantic City, N.J.



**JUNIOR MARKSMEN** will love this toy Duck Shoot with its unique mechanical action target in which 3 ducks are mounted on a revolving stand to simulate birds in flight. Attached to the arms with clips, the ducks are shot off with a plastic dart-shooting rifle. Stands 4½' high; ducks rotate in a 2½' circle. \$5.45 ppd. Martha Schiller, Dept. 411, 180 N. Wacker Dr., Chicago 6, Ill.



## DIRECTLY FROM GERMANY!

**BLACK FOREST Clock**

was \$5.95

**NOW ONLY \$2.95 pp.**

Take advantage NOW of this low price. Save \$3.00 on this accurate timekeeper which is shipped to you DIRECTLY from the Black Forest area of Germany. This special low price is possible only by direct import.

Expertly hand carved by gifted craftsmen this handsome clock comes in beautiful dark finish . . . has solid brass movement, pendulum and weight. NOT a novelty clock, there's nothing to get out of order. Will compliment any room. Just the thing for that unusual gift!

Send ONLY \$2.95 for each clock. Just pay the Postman 15c foreign packet delivery fee, which can not be prepaid. ORDER NOW!

**MONEY BACK GUARANTEE!**

**J. M. RHODES CO., Importers**  
P. O. Box 474 Memphis, Tenn.



## "ROLLER" TOWEL SNAPS OVER ROD . . . SMALL FRY CAN'T PULL IT DOWN!

Here's the perfect towel for active small fry—they can't pull it down. You don't have to pick up after them! Snap grippers hold fast-drying terry towel securely around any bathroom rod, let towel roll easily. It's a whopping 22" x 44"—with amusing decoration to tickle young funny bones. In charcoal, aqua or pink on white. Wash clothes, too, in matching decoration.

State color Towel \$2.50 ea. post-desired. Wash Cloth .45 ea. paid  
Send for free catalog

**Dunkhaven's**

4115-A10 Lafayette St.  
Dallas, Texas

**Wittnauer** CHILD'S ROOM WEATHER-KEY  
A PRODUCT OF LONGINES-WITTAUER

**\$6.95** Postpaid

For your child's room—for the nursery

A different, most useful gift, for the baby shower—for any child! Wittnauer Nursery Weather-Key "feels" the air of the child's bedroom, tells you the temperature and relative humidity, helps you keep the air at the level which physicians recommend for health and comfort. So pretty, with twin dials engraved in gold and pastel colors. Arranged to hang or stand. Your choice of blue or pink frame. Wittnauer Nursery Weather-Key measures 7½ by 4 inches.

## TOURNEAU, INC.

DEPT. B, BOX 117, GRAND CENTRAL STATION, NEW YORK 17, NEW YORK

PLEASE Send Me \_\_\_\_\_ Wittnauer Nursery Weather-Key Blue Frame ☐ \$6.95  
Pink Frame ☐

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

(If to be sent as a gift, send us gift card and insert mailing address above. We will enclose card and mail direct)

Total Enclosed \_\_\_\_\_

Check ☐

Money Order ☐



## SWIVEL CAPTAIN'S STOOL

With Sturdy, Concealed Ball Bearing Swivel

Now . . . a swivel stool styled for the home. For the drink bar, food bar, kitchen counter, work or drafting table, office, etc. Ideal child's dining chair (turnings on legs allow easy slicing off as child grows). Large, contoured seat and wide curved back give maximum comfort. Rungs are just the right leg height for young or old. Thick knotty pine seat and back—hardwood legs and rungs. In finest hand crafted quality. Beautifully finished in mellow honey-tone knotty pine or maple.

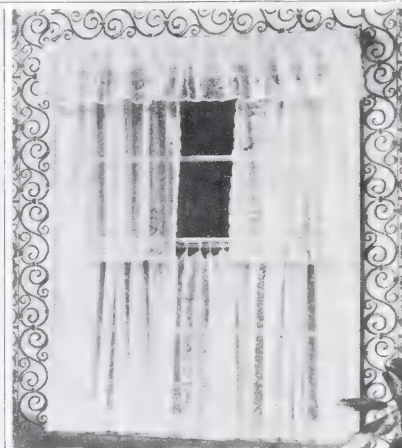
COMPLETE OR IN EASY 1-HR. KITS

Seat ht. 30 in. or 24 in. (Specify). Only \$16.95  
COMPLETE KIT—for easy home assembly. Pre-fitted, drilled, sanded, etc. with simple instructions. \$11.95

Shipping Charges Collect  
NOW—Large new catalog of Finished and Kit Form Furniture and Wall Racks In Friendly Pine. Send 10¢ in coin or stamps.

No C.O.D.'s  
Money Back Guarantee

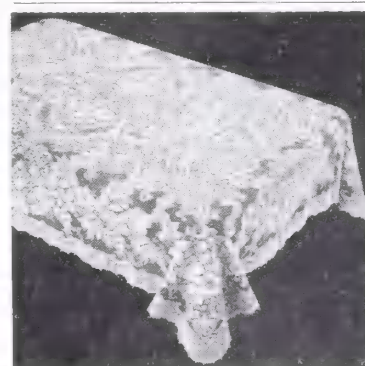
**Yield House**  
Dept. B10-6  
North Conway, N.H.



## vieux carré café curtains

You'll love the snowy whiteness, delicate floral pattern and lacy scalloped border of these semi-sheer cotton curtains. Inspired by the elegant Swiss Tambour curtains they add charm to traditional settings . . . are magic with modern! A joy to own . . . they wash in a wink, retain their crispness and never need stretching. White or pink. Hang from their own sturdy loops—each pair 76" wide. 24" length . . . \$3.95 pr. 30" length . . . 4.50 pr. 36" length . . . 4.95 pr. 45" length . . . 5.95 pr. Write for prices and sizes of TAILORED CURTAINS. We pay postage. Money Back Guarantee. VALANCE 11"x76" 2.50. Dept. HB-10, 1016 Carroll St. Brooklyn 25, New York

frances-morris



## 100% Du Pont "Orlon" Beautiful Lace Table Cloth

A miracle fiber so fine, yet so durable. Highest quality, easy washing, quick drying, no stretching, eliminates ironing. Ivory white. 72" round \$20.95, 54x72" \$18.95, 72x90" \$23.95, 72x108" \$29.95, 72x126" \$39.95, 72x144" \$49.95, scarfs 15x36" \$3.50, 15x54" \$5.00. All prices postpaid.

Order from

**HILDEGARDE STUDIOS HB**

597 Farmington Ave.

Hartford 5, Conn.



An unusual Christmas Card with an  
ARTIST'S SKETCH of Your Own Home!



Your own home beautifully sketched by our artists! The only hand-drawn, finely lithographed Christmas Card at such a low price. Just send a clear photo (negative or print). Message includes your name and "Greetings from Our House to Yours." Green cut-out cover scene frames sketch. Heavy white vellum. White envelopes. 50 Cards—\$10.50; 75—\$14.95; 100—\$19.35; 200—\$36.25. Postpaid. Money-back guarantee. Order: Your Own Home Greeting, No. 59-269.

Write for 36-page catalog of unique, personal Greetings!



**Kimball Printers**

DIVISION OF MILES KIMBALL

26-9 Bond St.  
Oshkosh, Wisconsin



### Personalized with HIS Initials in Sterling Silver

Our handsome, handmade sterling silver belt buckle, tie clip and cuff links . . . the gifts a man will wear with pride—keep forever. Buckle fits any regular 1" belt. Specify initials desired. Orders shipped within week. Buckle—\$8.80; Tie Clip—\$3.85; Links—\$7.70. Set of 3—\$19.50. Prices include tax and postage. No. C.O.D.'s please.

**FREE CATALOG** showing large assortment of fine sportswear, accessories and gifts.

Dept. B10-6

**Robin Hood's Barn**  
Westwood, Mass.  
Vineyard Haven & Hobe Sound

ALSO

### PIPE SMOKER'S BEST FRIEND



With Initials  
**\$1.25**  
Only Ppd.

No more tobacco crumbs . . . no bulges in trouser pockets now! This snappy ginger-brown leather holder hangs easily from suspenders or belt . . . holds both

straight and curved briars. It's decorated with handsome saddle stitching and bold initials. A practical gift pipe smokers welcome and use indoors and outdoors. Send check or money order, specify initials. No COD's, please.

WRITE FOR FREE CATALOG  
OF OTHER NOVEL GIFTS

**Monogram Shop**

66 WESTMINSTER ST., PROVIDENCE 3, R. I.



## WINDOW



**GINGHAM DOG AND CALICO CAT** are pretty playmates for the pint-size members of your family. Coaxing nickels, dimes and quarters and holding them for safe-keeping, these little pals enjoy a friendship that will pay dividends. 6½" high, in white ceramic colorfully decorated, with brass lock and 2 keys, they're a nice investment. \$1.95 each, ppd. Nancy Norman, 422-C Washington Street, Brighton 35, Mass.



**IN JUST AN INSTANT** you'll have the newest and most complete of canister ideas! It's a porcelain Instant Coffee Jar with that always pretty moss rose design. The high lights and lettering in gold make its position on the table one of esteem, and the cork-rimmed, close-fitting lid insures freshness. 6½" tall, \$1.95 plus 25¢ post. What's New, Dept. HB, Wynnewood, Pennsylvania.



**APACHE PANTS** are sleek as a whistle and whistles she'll get when she wears them. Velvet-smooth corduroy, they're wonderful for chilly autumn outings or terrace parties under a Harvest Moon. Ornamented with big white metal buttons, they're expertly cut and tailored. Black, red or turquoise, sizes 10-20. \$7.95 ppd. Santa Fe Mart, Box 2010, Santa Fe, New Mexico.



### New Animal HAS SOCKS

"Cute As Can Be"  
Lounging Pieces!

Here's the very latest and the unusual for any home. Perfect for playrooms and the younger set. Swell for watching TV. Comfortable, colorful, great to sit upon. Well made.

A—Pink Piglet—Pink covering, stand-up ears, curly tail.

B—Pony Hassock—Red with White Mane & Tail.

C—Hippo Hassock—Light blue. Stand up ears and tiny Hippo Tail.

All are 20" long, firmly stuffed with shredded cotton. Applique felt face, features and stuffing. Only \$3.95 each plus 50¢ postage each. Specify Name. (No C.O.D.'s please) Order Now!

Send for FREE Gift Catalog

**CRAFT SHOP, INC., Dept HB-10 Cambridge, N. Y.**



### QUAINT QUILT

which doubles as a spread since it is large enough to cover pillows. It is 80" x 84". An adorable old heart pattern is printed on both sides of the quilt to make it reversible. Ruffled edge. Is so wisely washable. Comes in valentine red, green, or blue on white. \$9.95 plus 50¢ each for mailing.

Sorry, no C.O.D.'s

**EDITH CHAPMAN**

260 Main Street Nyack, N. Y.



### SUNRISE

Personification of youth and joie de vivre, in pure white, Hutschenreuther Bavarian porcelain, mounted on golden orb. A rare museum piece.

8" high \$13.50 ppd.

12" high \$24.00 ppd.

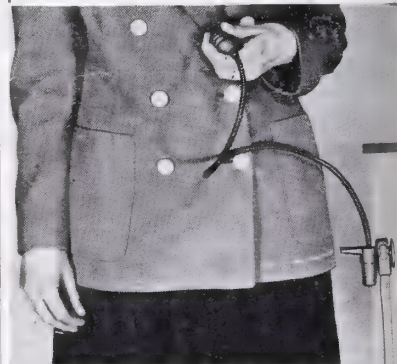
Other figures available.

Free Catalog, "Gifts of Distinction"

Please, no C.O.D.'s

**World Treasures**  
657 Main Avenue Passaic, N. J.

### JIFFY SKIRT MARKER Measures Automatically!



Now—the end to all skirt-measuring problems! Just affix Marker to any surface with attached rubber suction cup . . . measure height wanted from floor with permanent built-in steel tape . . . press on bulb, and turn, marking a perfect hemline with special marking powder. Marks any length of dress, skirt, coat, suit. Compact—tucks away in sewing box or drawer. No wobbly stand, pins or fuss. Made to be operated alone. Only \$1.75 ppd. or COD plus postage.

**THE LANDING CO., Dept. A**  
9-01 150th St., Whitestone 57, N. Y.



# SHOPPING



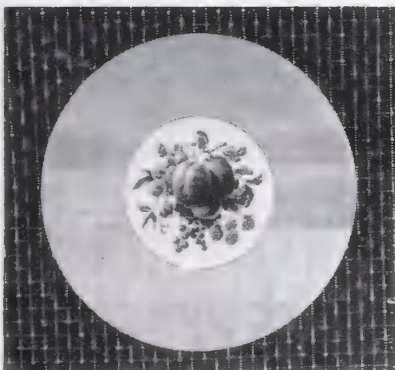
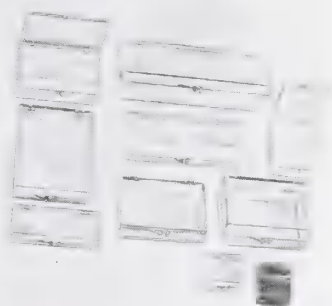
**PIN-UP GIRLS WITH PIN-UP CURLS** needn't run for cover when the doorbell rings, if they have this Hair Clip Kit. The golden metal container is lavishly studded with pearls and rhinestones. And the eight hair clips are similarly bejeweled. This means that when your hair's up, you'll be crowned with jewels. \$5.50 ppd. Extra jeweled clips, \$3.95 the dozen. Townsend House, 645 Bergen Ave., Jersey City, N.J.



**SOLO-PLAY** is a brand-new game that we're thrilled about. It has a light-as-a-feather playing board with slots that hold cards upright in position, a booklet of 50 games of solitaire, and small compact playing cards. It's ideal for hospital patients, convalescents and travelers. \$3.95 plus 25¢ post. Vermont Crossroads Store, Waterbury, Vt.



**WHATCHAMACALLITS** of all sizes and shapes will find their homes in one of these clear plastic boxes. Use them for organizing pills, jewelry, stamps, cigarettes, cuff links, buttons, sewing gear, pins. From a large 5½" x 13¼" x 1½" they range to a tiny 1" x 1" x ½", with an equally tiny price. \$1 for a set of 10 ppd. Sunset House, 80 Sunset Bldg., Hollywood 46, California.



## Wall Plaque...Snack Server

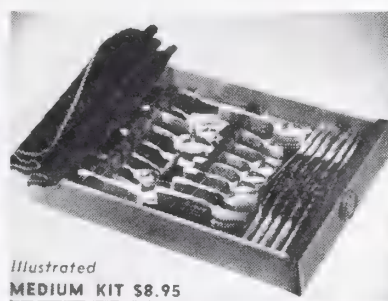
A wonderful new idea for smart hostessing, colorful decorating! This brilliantly styled wood-ceramic wall plaque sparks bright-eyed conversation and doubles as a handsome cheese plate or snack server.

Plaque is carefully selected, long-seasoned hardwood, hand-rubbed and finished to feature its rich, natural-grained beauty. Center inset is finest ceramic tile, with multi-colored fruit decoration fired-on for life. Designs include plum (shown), strawberry, apple or pear.

Scratch, stain and wear-resistant. Over 12" in diameter; ready for hanging. Only \$6.00; 2 for \$11.00. Postpaid, guaranteed, captivating! No C.O.D.'s, please.

## Cardinal Gift Shop

408 N. Cherry St. Winston-Salem, N. C.



Illustrated  
MEDIUM KIT \$8.95

## TOP DRAWER SECRET

are these Pacific Silver Cloth, make-it-yourself, flatware storage drawer kits. Quickly convert any drawer into a model of tarnish-proof, fitted efficiency. Ten minute installation. Satisfaction guaranteed. A lifetime convenience.

drawer front	depth	holds	size	price
13" to 16"	2½"	108 pcs	Small	\$5.95
17" to 24"	2½"	204 pcs	Med.	\$8.95
25" to 30"	2¾"	292 pcs	Large	\$12.95
31" to 40"	2¾"	420 pcs	X-Lg	\$14.95

Dozenware blocks (as shown) also sold separately. Write us about your storage problem. Free catalog.

## CALIFORNIA WAYS

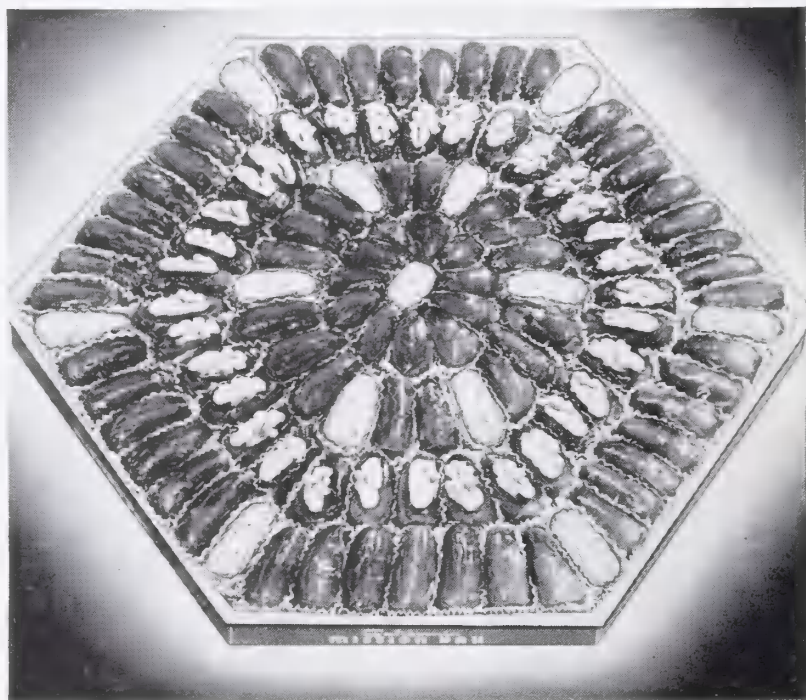
Dept. HB-23 San Mateo, California

SO PLUMP 'N PLEASIN'...  
AND PRICED WITHIN REASON!

DELICIOUS

*Deglet Noor Dates*

THE PERFECT CHRISTMAS GIFT!

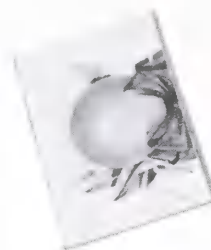


Only dates that have ripened in the warm sunlight of the Coachella Valley near Palm Springs could taste so sweet and grow so big. Right at the peak of plump ripeness these fantastic Deglet Noor dates are picked, packed and posted... all within 24 hours. You get them when they're so fresh and tender they practically melt in your mouth. Many stuffed with walnut halves. A grand substitute for candy.

**3 GENEROUS GIFT SIZES FROM WHICH TO CHOOSE:** Gift No. 24, 2 lbs., \$2.99. Gift No. 27, 3 lbs., \$4.29. Gift No. 28, 5 lbs., \$6.79. Prices include *prepaid* delivery anywhere in the U. S.

JUST GIVE US THE ADDRESS...  
WE DO THE REST!

We festively wrap each gift, enclose your card, and ship *prepaid* in your name to all the names on your gift list. Safe arrival guaranteed. Money back if you aren't 100% satisfied.



## FREE GIFT BOOK

Shop in arm chair comfort!  
50 wonderful fruit gift ideas, in natural color, to thrill your friends and compliment you.  
Send for your copy today!

REFERENCE: ANY LEADING BANK

38 years experience making people happy at Christmas time.

## THE MISSION FOLK

116 East 33rd Street, Los Angeles 11, California



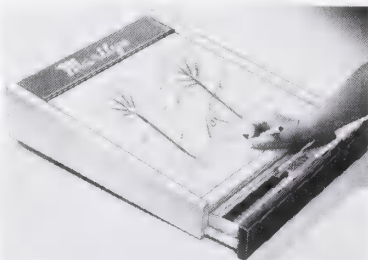


### Play Bride's Outfit

If she's between the ages of 3 and 12—you can fulfill one of her life-long ambitions with this—to look just like a beautiful bride! The model's box, 5½" deep and 11" across, holds a lovely net veil, rosebud earrings, wristlets and a blue garter! Also included are a comb, bouquet and album. Order **3158-6**, Bride's Outfit, \$3.00 postpaid.

### Personalized Art Desk

The big 4½" x 15" x 16" desk provides a large drawing surface, feeds paper to you and stores art supplies in the handy drawer. Ponderosa pine desk uses a roll of ordinary shelf paper (included). When the surface is covered, rip it off and pull a new one into place. We'll add a first name, if you wish. Order **X546-6**, Desk with name, \$3.25 or **4041-6**, Plain, \$2.75.



Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

*Miles Kimball* 242 Bond Street  
Oshkosh, Wis.

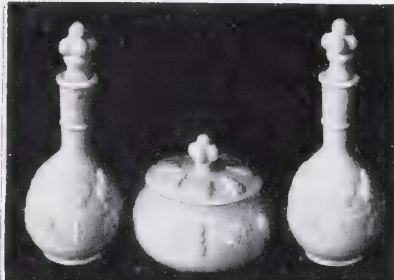
### MERRY CHRISTMAS FROM YOU



### Personalized SATIN RIBBON

Use our New Gift Package Ribbon (Red, Green, Royal Blue, Gold, White, Pink, and Baby Blue) with YOUR NAME AND GREETING (6 words total) stamped in gold. For Christmas, Birthdays, Weddings, etc. 50 Yards Printed Ribbon \$2.00 ppd. Print name and greeting to go on each order. Specify color. Send check, cash, m.o. Free catalog included. Satisfaction guaranteed.

**LOOMIS & CO.** Dept. X3,  
145 High Street, Boston 10, Mass.



### VANITY ENCHANTMENT for the very Feminine Lady!

Imported. 3 piece Vanity set fashioned in sparkling white Ironstone with Sculptured white grape and leaf design. A magic combination of delicate beauty with the sturdiness of nearly unbreakable material. The set of two 5½" high Perfume Bottles and a Powder Box Complete set 3½" in dia. harmonizes with all settings of any color decor!

**1.95**  
postpaid

No C.O.D.'s please • Write for **new** free catalog

*Cortley* *Gifts*

305 EAST 83rd STREET NEW YORK 28, N.Y.

### Practical . . . Rustproof EGG TIMER

\$7 (post paid)

The easy, safe, exact way to get perfectly boiled eggs. The rustproof, metal boiler rack, with insulated handle, holds one to four eggs safely. Just put it in the boiling water, the "hourglass" timer has a graduated scale timed accurately for 2 to 4 minutes. The whole outfit is 7 inches high and 3¼ inches in diameter.

Send check or M.O., please, no C.O.D.'s

**MALCOLM'S** • 6309 Reisterstown Rd., Baltimore 13, Md.



### STANDING MIRROR

Fairest of mirrors for the fairest of ladies! Luscious strawberry pink or white baroque frame has an antique cast metal finish. 16" across, 12" high overall; mirror measures 7¾" x 12". Just the thing for milady's boudoir.

**\$7.95**  
ppd.

Sorry, no C.O.D.'s.  
Write for free catalog.

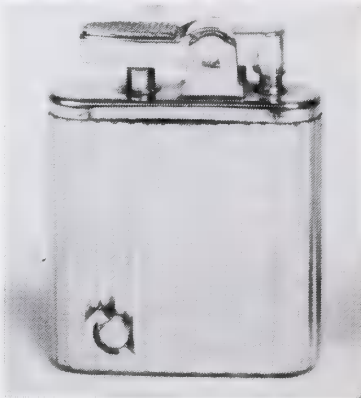
**ANDERS COMPANY**  
66 Beaver St., New York 4, N.Y.



## WINDOW SHOPPING



**TO THE ANGEL I MARRIED** charm has a fat and funny angel embossed in the center. Reverse side says: "Presented to Susan Winters (or whoever) for 12 (or however many) years of tender loving care." 25¢-piece size in sterling or gold fill, \$5; 14k gold, \$20. 50¢-piece size in sterling or gold fill, \$6; gold, \$35. Tax and post. included. Wayne Silversmiths, 546H South Broadway, Yonkers, New York.



**"SMOKE GETS IN YOUR EYES,"** a haunting refrain to light up the face of a woman in love, fills the air when you press the trigger of a wonderful new musical cigarette lighter. 2½" x 2". It's a gold-plated gem she'll want for her purse or on the coffee table. \$9.95 incl. tax and post. Tartaglia Imports, 1360 Gleneyre, Laguna Beach, California.



**RAZZLE-DAZZLE CLOTH** is a Keithone Window Cloth which needs no water, detergents or ammonia to do its sparkling job. Its miracle solution coats glass with an invisible water-resistant film, helps prevent fogging, takes the work out of cleaning glass and porcelain, and even polishes furniture. \$1 each; 3 for \$2; ppd. Walling Keith Chemicals, Inc., Dept. HB, 910 N. 2nd Avenue, Birmingham, Alabama.

(Please turn to page 81)

### BED CADDY

Beautiful!

Luxurious!

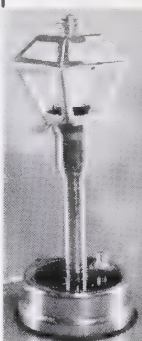
Fashioned from Finest Satin!



Miss Lazybones will welcome this lovely accessory. Five roomy pockets hold bedside necessities at fingertips. Unbreakable masonite insert in upper section secures Bed Caddy between mattress and springs. Stunning colors: Emerald/gold, black/cerise, and aqua. Only \$3.95 each. 2 for \$7.50. Ppd.

Money back—if not delighted!  
Send check or M.O. to:

**ANN & VAN**  
Box 243-HB, New Rochelle, N.Y.



### NITE LITE

Miniature brass lamp 6½" high. Top opens to receive 7 watt bulb. Appeals to all ages. A charming accessory for hall, bedroom, child's room. With cord.

**\$6.50** ppd.

Sorry, no cod's

**MaRuss Crafts**  
Bluffton, Ohio



### UTILITY SHEAR

Features cap lifter, bottle opener, screw driver, lemon squeezer. Cuts meat, pie-crust, vegetables, cloth, wire, flowers, etc. Handy for fishing kit. Serrated blade, forged steel. Chrome 8¼" long.

**\$3.95** ppd.

Sorry, no cod's

**MaRuss Crafts**  
Bluffton, Ohio



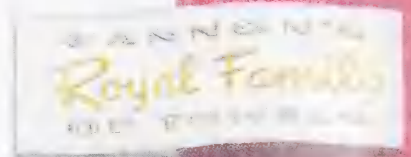


This is Cashmera, most luxurious member of

## Cannon's Royal Family of towels

One glance and you're sure Cashmera is the most beautiful towel you've ever seen. One touch and you know it's the finest, softest, most absorbent. Cashmera is woven of fine combed cotton yarns for lustrous, lasting beauty. A stunning addition to even the most fabulous bathroom. A perfect gift for the discerning woman, \$4.

Other Royal Family towels, \$2 to \$4.





# red wing

DINNERWARE WITH A "DIFFERENCE"

patterns with all the sparkling, handpainted  
originality you're looking for . . . and they're  
oven proof and color fast too!

**Tampico**—exotic design in rich browns and  
greens with vivacious melon accents, soft brown  
fleck overglaze. 16 pc. starter set, 13.95

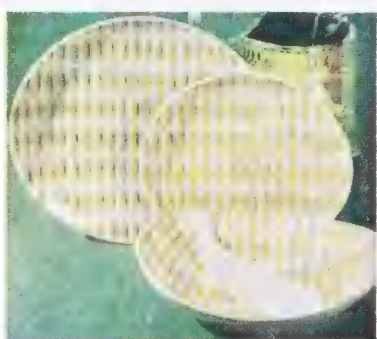
**Random Harvest**—color-rich, border leaf  
pattern in warm browns, greens and copper  
with turquoise and coral accents,  
brown fleck overglaze. 16 pc. starter set, 13.95

**Golden Viking**—Contemporary all-over leaf  
pattern in stunning shades of mustard-gold, soft  
brown fleck overglaze. 16 pc. starter set, 13.95

**Northern Lights**—quiet, all-over leaf design  
in soft, silver gray with hazy hints of turquoise,  
dusted with a gray fleck overglaze.  
16 pc. starter set, 13.95

**Crazy Rhythm**—abstract design traced in  
rich browns dotted with mustard-gold, beige  
fleck overglaze. 16 pc. starter set, 13.95

WRITE FOR FOLDER! **RED WING POTTERIES, inc.**  
RED WING, MINNESOTA







Lester Tichy, A.I.A., Architect.  
G. M. Crocetti, Inc., Tile Contractor.  
Accessories and costumes by Lord & Taylor.  
Cooking equipment by Magic Chef.  
Photo by Pagano, Inc. Plate No. 502.

## Noted Architect's Indoor Patio of

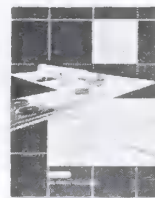
## **MOSAIC** Ceramic Tile

In this indoor patio, Architect Lester Tichy has brought summer fun and freedom indoors for year 'round enjoyment. Selecting his tile from America's only complete ceramic tile line, Mosaic, he found it easy to choose just the right colors and textures for floor, walls and counter tops.

You'll be pleased to learn how easy it is today to own Mosaic Ceramic Tile. It's as simple as visiting our showrooms (see phone book for addresses) or calling your Tile Contractor. His free estimate will show you that if you can own a home, you can own Mosaic Ceramic Tile.

Send today for details of this indoor patio and 38 other exciting tile ideas!

For Free Estimates  
on **MOSAIC** Tile,  
see your phone book  
for the name  
of Your Tile  
Contractor  
(Ceramic)



**THE MOSAIC TILE COMPANY**  
Dept. 32-42 Zanesville, Ohio

I've enclosed 25¢ in coin. Please send 39 exciting Mosaic Tile ideas, including details of the Indoor Patio.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

The Mosaic Tile Company, America's largest manufacturer of ceramic floor, wall and counter top tile



through the miracle of **METLON**<sup>®</sup> metallic yarns . . .

The renaissance of the resplendent look is beautifully captured in magnificently woven fabrics, draperies and rugs, a-glow with shimmering metallic yarn by METLON . . . the yarn especially chosen by America's finest designers and decorators. And Metlon-woven fabrics are beautifully "at home" with both traditional and contemporary furniture.



FABRICS BY JACK LENOR LARSEN    DUNBAR FURNITURE BY EDWARD WORMLEY    RUG BY EDWARD FIELDS    LAMP BY PAUL HANSON  
AVAILABLE THROUGH SUCH FINE STORES AS: LORD & TAYLOR, NEW YORK    HUDSON'S, DETROIT    DAYTON'S, MINNEAPOLIS  
**METLON CORPORATION, 432 FOURTH AVENUE, NEW YORK 16, N. Y.**  
A SUBSIDIARY OF ACME BACKING CORPORATION





Built-in storage drawers are faced with oak; easy-to-make table (foreground) is Weldwood oak flush door set on legs and edged with Flexible Wood Trim.

# COLONIAL OAK PANELING

New idea: the sturdy look of hand-pegged random planking in easy-to-put-up 4 by 8 foot panels, finished and waxed like fine furniture. You can cover a 12'x8' wall in a few hours for only \$83.

Unhandy husbands find Colonial V-Plank\* trouble to install. The panels fit exactly. Pre-joining ends mess and bother. And the grooves (which give the plank effect) hide nail holes. Your first job is deciding what wood you want—oak, cherry, Korina\*, walnut, Samara\*, Nakora\* or gany. Weldwood V-Plank ends redecorating, and is needed for life. Whether remodeling or building, doesn't paneling like this belong in *your* home?

See Weldwood paneling at your lumber dealer's or any of our 87 offices in major cities. In Canada: Weldwood Plywood, Ltd.

\*Trademark

  
**WELDWOOD**  
 Real Wood Paneling  
 A product of  
 United States Plywood Corporation

## NEW DECORATING IDEA BOOK

United States Plywood Corporation  
 Box 61, New York 46, N. Y.



Please send me a copy of the full-color, 20-page decorating idea book, "Beautify Your Home with Weldwood Paneling." I enclose 10¢.  
 HB10-56

NAME .....  
 ADDRESS .....  
 CITY ..... STATE .....



You'll find versatile drawer space in this double dresser. And the convenient night tables have many uses. Bed comes in double and single sizes also.



Contemporary furniture...to give your home a light, spacious beauty!

AN IMPORTANT PART of Heritage-Henredon quality is unusual attention to detail. In this new collection, gleaming touches of brass add sparkle and distinction. The tall china deck has a muted pattern of herringbone parquetry on the doors.

Each piece is made of genuine walnut, and you have a choice of light beige or a rich sable finish. Lovely, useful furniture like this gives your home quiet beauty you'll enjoy in the years to come.



This 44" x 64" table extends to 118". The buffet (can be used without china deck) has three linen trays behind center doors. Walnut door panels optional.



Heritage -  
Henredon

*fine furniture*

CUSTOM QUALITY AT PRACTICAL PRICES. Factories at Morganton, High Point, Mocksville, N. C.



For booklet showing living room, dining room, bedroom furniture in contemporary and traditional groups, send 25¢ to Henredon, Dept. HB10, Morganton, N. C.





# WINDOW SHOPPING

CONTINUED FROM PAGE 74

## KEEP IT IN THE FAMILY.

Keep a pictorial record of your family in this lifetime expansion album. It's 14½" x 12½" and expands to over 4" thick. There's even a folio frame for two 8" x 10" portraits. Saddle tan, top-grain cowhide leather, lined in satin, it's inscribed in 23k gold with "Our Family" or with your family name or initials. \$19.95 ppd. Anchor's Specialties, Dept. HB, 131 W. 42nd St., New York.



## BEYOND THE BLUE HORIZON

lies a magical trip to Europe for two, if you let Banclok put wings on your dreams. Stash away a quarter a day. Your savings will grow and each quarter deposited changes the date—brings you one day nearer your goal. Order plain or engraved "For Our Trip to Europe." \$2; 3 for \$5.75 ppd. Leecraft, Dept. HBE, 300 Albany Avenue, Brooklyn 13, N.Y.



**WHY POLISH** your silver, brass or copper, when with a quick spray of No-Tarn it will stay wedding-bright for ages. No-Tarn is a new spray-on film that has lots to recommend it. It contains no abrasives; is colorless and completely safe; and the spray-can application is speedy and clean. Just \$1.79 ppd. Deco Trends, 1022 Second Unit, Santa Fe Bldg., Dallas, Tex.



**Mobile workshop** grows with the home handyman's budget. You start with the Yates-American 8" tilting-arbor saw (\$159.50—less motor, guard, and extensions)—then add the 4" jointer (\$59.00) and the 10" sander (\$16.00). Order direct, f.o.b. Beloit.

**YATES-AMERICAN**

Dept. J, 791L N. Fourth St., Beloit, Wis.

## A MAN'S BEST FRIEND



Only \$2.75 postpaid

THIS friendly pup keeps a man from being a dresser-messier. Has plenty of room for "overnight parking" of man's wallet, watch, keys, change, rings. Rover is 8" x 8", made of highly glazed pottery in brown and yellow, with two big pockets—large enough to hold the things a man usually carries. Rare gift idea for Christmas. Order now—no COD's, please.

WRITE FOR FREE CATALOG OF OTHER NOVEL GIFTS

**Monogram Shop**  
96 WESTMINSTER ST., PROVIDENCE 2, R. I.

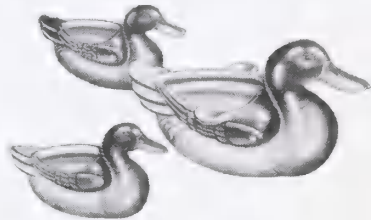


## Leather Accessory Box

He'll recognize your high standard of giving when you present him with this! Honey-brown lambskin leather case is man-sized and shaped like a good-luck horseshoe. Saddle-stitched and lined with silky turf-green velvet to protect his jewelry. Removable tray. We'll put his 2 or 3 initials on cover in gold. Order **X769-6**, Accessory Box, \$3.95.

## Duck Smoke Set

Mamma Mallard and two of her most enchanting offspring have arrived to do a fine job of getting you compliments and of holding lots of ashes. All are shining ceramic with authentic coloring. Mamma is 6" long, 3" across, 3" high—her children are scaled proportionately. Tiny price for an impressive gift! Order **0931-6**, Smoke Set, \$1.00.

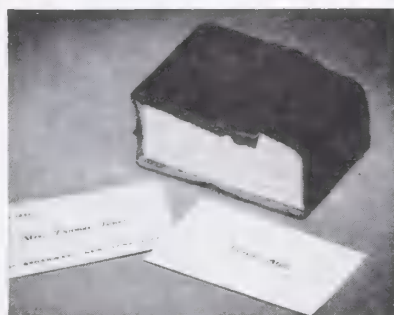


Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

**Miles Kimball** 242 Bond Street  
Oshkosh, Wis.



## 100 MIDGET NAME CARDS

Clever, formal calling cards on regular quality paper (size 1" x 1¾") in genuine leather case. Wonderfully handy and nicely printed. Thrill the children with their own cards, too.

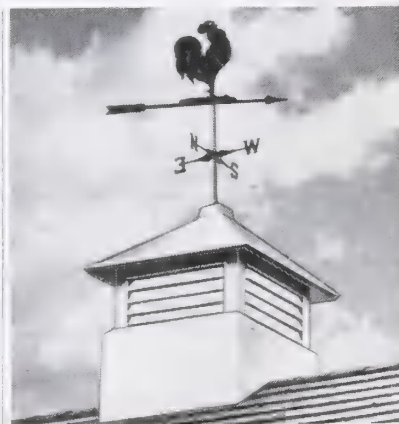
\$1.00  
Ppd.

With name, address and 'phone number

\$1.25 Ppd.

Please Print Plainly

**Midget Card Co., Inc.**  
3920 Broadway, New York 32, N. Y.



## LARGE CUPOLA

\$24.95  
Exp. Col.

Copper roofed cupola, 30" high, roof 23" square. No. 1 Pine. Everything pre-cut, including copper, and ready to assemble. Fits any roof. Money back guarantee. A wise investment in beauty and value for your home.

**WEATHER VANE** only \$8.75 postpaid.

This famous Weathercock Vane is fully parkerized to prevent rust. Height 24", arrow length 21½". Shipped complete, ready to install on any roof.

**ASSEMBLED CUPOLAS**

11-C-30" high—roof 23" sq. \$34.95 Exp. Col.  
12-C-34" high—roof 28½" sq. \$42.95 Exp. Col.  
New Catalog of Wrought Iron (175 illus.) Weather Vanes, Sign Brackets, Hardware, Door Knockers and gifts for the home only 25c.

**WILLIAMSBURG BLACKSMITHS**

236C Buttonshop Road Williamsburg, Mass.

## STOOLS! wrought IRON, royal RATTAN, solid OAK

FOR BAR, KITCHEN, DEN, PATIO, PLAYROOM! FINE GIFTS!

■ **WROUGHT IRON (A)** Of ½" round, black iron. Dura-tweed uphol. seat, 12¼" x 12¼", in red, grey, chart., pink. Brass ferrules on legs. Ht. 29". (Order 2, 4, etc.) 2 for \$14.95; with back, 2 for \$19.95.

■ **ROYAL RATTAN (B)** Imported from British Hong Kong. 29" high, seat 12½" dia. Lightweight, strong. \$10.95 ea.

■ **SOLID OAK (C)** # sizes. Smoothly sanded, natural lacquer finish. Rugged construction. Contour seats of flat fibre in red, green, brown or combination—padded to insure longer life! (Cane or fibre rush seats, \$2 extra.)

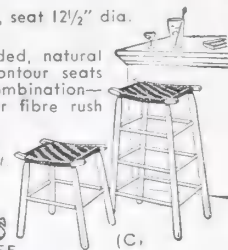
12"—\$2.95 18"—\$3.95 24"—\$4.95 30"—\$5.95  
Send check or M.O. Shipping charges collect

FREE

FOLDER!

**southern  
craftmasters**

DEPT. H-35, COLUMBIA, TENNESSEE

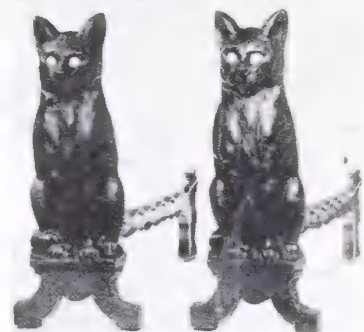


## COPY CATS

These andirons are reproduced in cast iron from an old pattern. And we think they're an imposing twosome to stand guard at your hearth. Finished in black, they have green glass eyes that the fire shines through! 17" tall with 14" irons, they weigh 22 pounds. \$15.95 the pair ppd.

**TENNESSEE CHROMIUM PLATING CO.**

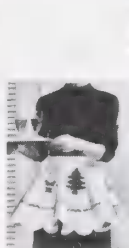
206 Louise Ave. N. Nashville 5, Tennessee







CHRISTMAS TREE SKIRT



HOSTESS APRON



CHILD'S SKIRT

## Make any one of these Christmas items

ANYONE  
CAN  
MAKE  
IT!

Take your pick! Glamorize your Christmas Tree with a beautiful scalloped 36 inch felt skirt appliqued with colorful Yuletide motifs, sparkling sequins and beads. Or holiday-dress a little girl in the decorated flared skirt—then remove appliques for practical post-season wear. Fits sizes to 6. Make a festive table center piece or Hostess Apron. All materials and easy to follow instructions included. Choose snowy white, green, red or pink. Order now! Money back guarantee!

Other Feltcraft Kits available in 56 and 72 inch sizes for ladies' skirts, table cloths and larger Christmas tree skirts. Write for prices.

FELTCRAFT KIT \$6.50 POSTAGE PAID. NO C.O.D.'s PLEASE

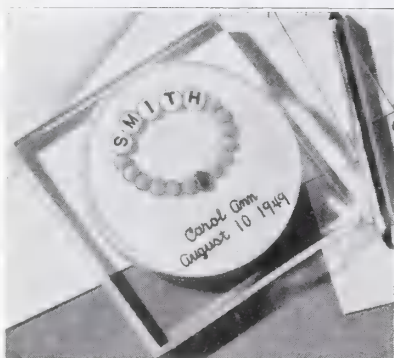
ADD 3% SALES TAX FOR N. C. ORDERS

## FELTCRAFT by JONNIE LEE

P. O. BOX 5473

ARDMORE STATION

WINSTON-SALEM, N. C.



### BABY'S first worldly possession

What a wonderful idea! Now you can have a cherished memento of that happy day. Baby's hospital identification beads, necklace or plastic band . . . yours to treasure forever this lovely permanent way. Just send them to us. We'll embed them in a sparkling 3" square lucite paper-weight with baby's full name and birth date in gold script. Delightful accessory for now and for always . . . a charmingly different gift for the new Mother.

Just \$4.95 postpaid.

Your precious memento returned to you via insured mail.

Keepsake Shops Union City 14, N. J.

### BABY BOOTEE HEIRLOOMS



for proud mothers and grandmothers

Bootie bracelet and monogrammed bar pin proudly proclaim the beloved children or grandchildren . . . their names and birth dates are engraved on separate 3/4" baby booties. Adorably crafted booties, chain bracelet and bar pin are Sterling Silver or 1/20 12K Gold Filled. As many booties as you wish may be attached. (And what would thrill a Mother or Grandmother more?)

Booties . . . \$2.50 each

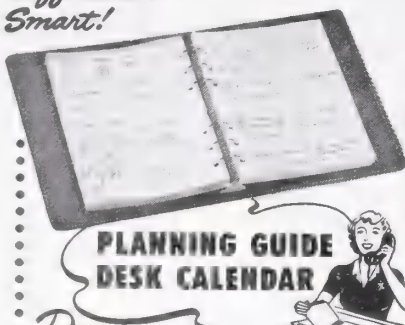
Pin . . . \$2.00 Bracelet . . . \$2.50

Prices include engraving, tax, postage.

WRITE FOR FREE GIFT CATALOG

10-C Post Office Bldg.  
Zenith gifts Brighton 38, Mass.

Different!  
Smart!



### PLANNING GUIDE DESK CALENDAR

Perfect Gift

FOR THE BUSIEST PERSON YOU KNOW!

The modern memo-organizer. One of the most practical daily reminders ever developed! Styled by a famous designer. Handsome 7 1/2" x 6 1/2" x 1" looseleaf binder, with scientifically planned memorandum, appointment and calendar pages providing for daily weekly organization. A huge success among professional and business people and in the home. Rich simulated leather cover, \$3.95. Genuine leather black Morocco Grain, \$8.50. Deluxe genuine tan Pigskin, \$13. Bonus pages for remainder of '56 (while they last) with orders for '57. Orders shipped day received. 100% satisfaction guaranteed or money back. Postpaid when cash accompanies order. Dept. AA-6 Wilson Memindex Co., Rochester 21, N. Y.

You will ENJOY pleasant, vigorous VIBRATORY MASSAGE with the Genuine Battle Creek HEALTH BUILDER



"TOPS" for the Home, for Athletic Clubs, for Reducing Salons—for MEN and WOMEN!

Enjoy the relaxing, stimulating benefits of efficient vibratory massage! Health Builder gives you pleasant, scientific deep-tissue manipulation—"at the snap of a switch." Helps weight and figure problems, muscle-toning, blood circulation. Widely used in Health institutions. Built for years of service—fully guaranteed. WRITE FOR FREE LITERATURE TODAY!

Special spiral-bound book "How to use your Battle Creek Health Builder" shows 20 applications plus weight chart, \$1.65 ppd.

\* Reg. U.S. Pat. Off.

Battle Creek EQUIPMENT CO.  
Battle Creek 2-24, Mich.



## WINDOW



**WONDERFUL CHEESE BOARD** will have place of honor on your coffee table whenever the cocktail hour rolls around. It is made of native American walnut with a removable center tile that is decorated with brilliant game birds. Remember this for a wedding present. 14" diameter, \$7.50. Stainless-steel slicer with polished horn handle, \$3. Ppd. Charmar, Split Rock Rd., Syosset, N.Y.



**PRICE-LESS CHAIRS** for dining room, game room or desk have black iron frames and denim seats in zippy-doo-d colors: aqua, azure, brown, black, charcoal or lemon. The Majorca chair is the ice cream parlor design; the Bistro is the spoke design. \$7.50 each. In brass plate, \$13.95 each. Exp. chg. coll. Bon Marche, 26 E. 14th St. New York 3, N.Y.



**PIN-MONEY COLLAR PIN** makes a pretty "white-collar girl" look like a woman of distinction. In gold or silver plate, it comes with or without 3 engraved initials for just \$1.50. Matching earrings or cuff links, \$2. Pin, with earrings or cuff links, \$3. All items, \$5, incl. tax and post. (Cuff-links would be fine for man, too.) Ruth Brawer, Box 4035, Dept. HX, Tucson, Arizona

Brand new FOR SPOON COLLECTORS



NOW! OKLAHOMA and FLORIDA SOUVENIR SPOONS

Here's a new one for spoon collectors! Heavily silvered spoon, just as pictured, with State of Oklahoma or Florida map in colors. This is a fine quality, imported spoon that will be a welcome addition to any collection. Attractively Gift Boxed. Other states to follow in near future—watch for releases.

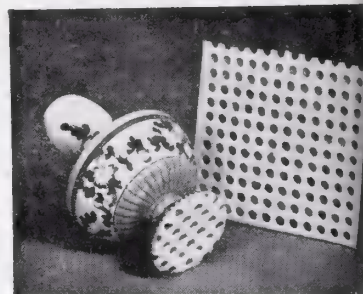
WONDERFUL INDUSTRIAL CHRISTMAS GIFTS

Be proud of your State! Use these spoons as highly-acceptable Christmas Gifts to your customers. Write for information on prices and special discounts.

\$3.50 Fed. Tax Incl. POSTPAID—No C. O. D.'s

CLAIRE

P. O. Box 4157 New Orleans 18, La.



### DON'T SCRATCH THE FURNITURE!

Self-adhesive sponge-rubber pads stick instantly to lamp bases, flower pots, ash trays, ceramics. Simply cut pads to desired shape and press with your fingers. Vases won't slip or scratch; permanently protect your fine furniture. Order in convenient 6" x 6" pads.

5 PADS ONLY \$1.00

RICHARDSON INDUSTRIAL

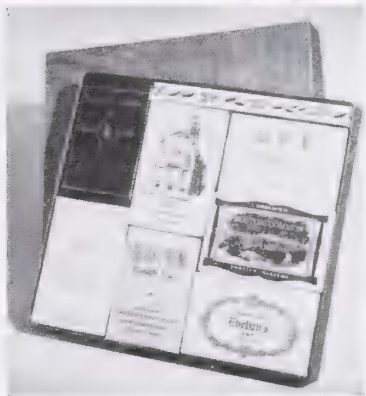
Dept. B-10 Deerfield, New Hampshire



# SHOPPING



**A TOBACCO GOURMET** gets a superbly balanced "diet" when he receives this Variety Pack. It's a box of 7 different full-size pocket packages of the finest imported and domestic tobaccos, carefully prepared by the oldest pipe-specialists in New England. When a man smokes any one of these he'll know you're a woman of discernment. \$2 postpaid. David P. Ehrlich, 207 Washington St., Boston, Mass.



## DESK IN THE KITCHEN!

Believe us, it's a perfect spot for it, and we've found the perfect desk for it. Black wrought iron with a gleaming white top (resistant to practically everything), has shelves for bills, marketing lists, phone book, etc. 16" x 32" x 30" high, with chair upholstered in gray plastic, \$16.95. Exp. chgs. coll. Interior Trends, 56 Underhill Ave., Brooklyn, N.Y.



## SIGNS OF DISTINCTION

make your front door a dramatic entrance. Silhouetted Door Plates of rust-proof cast aluminum in a black finish come in the following designs: Victoria; Cab, Sir?; Colonial Couple; Country Doctor; Spinning Wheel; Ships; any breed dog. About 6" x 7", complete with your last name, \$3.95 each, ppd. Doucet Metalcraft, Box 7, West Peabody, Mass.



## Italian Candelabrum

Imported from Florence, hand-forged, black iron. Dynamic in either traditional or modern settings. Try it with colored candles and let it work its romantic charm. 10" tall, 8 3/4" wide. \$8.50 each or \$15.95 a pair postpaid.

Free Gift Catalog  
**CHARLOTTE THOMAS**  
(Formerly Muriel Duncan)  
SEWELL HB10, NEW JERSEY



## "TRAVEL TWINS" CARRY YOUR JEWELRY IN STYLE

These twin jewelry cases are delightful traveling companions you'll take with you wherever you go. Small enough to tuck away in suitcase corners or even a large hand bag (not to mention dresser drawers) yet they hold enough jewelry to see you around the world in style. Made of Swiss embroidered, quilted taffeta, lined with velvet. Cases are partitioned and zippered. In American Beauty with Ice Blue lining. 2 3/4" square.

The pair, only **\$2.95** post-paid

Send for free gift catalog

**artisan galleries**

2100-A10 N. HASKELL DALLAS 4, TEXAS

## Down Comforts Beautifully RE-COVERED



... in exquisite down-proof satins, taffetas, sateens. Wool Comforts Re-Covered Too.

\* ALSO... Old Featherbeds converted into heirloom, cloud-soft feather-fluff comforts by ALDEN secret destemming process.

**Absolute Satisfaction Guaranteed**

Send for **FREE**

Samples of Coverings, Testimonials, and Descriptive Folder.

**ALDEN COMFORT MILLS**  
• BOX 6070 •  
**DALLAS TEXAS**

I have ☐ An Old Down Comfort ☐ Featherbed ☐ Pillows which may need re-covering or converting into a beautiful Alden Heirloom Comfort. Send FREE samples of coverings and literature without obligation.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_

©1952



## SPEC-GLAMOURIZERS—\$1 pr.

At last, we gals, who wear glasses, can actually improve our appearance with them, by just snapping on these fascinating clips, which adjust to any frame. Silver with "diamonds," pearls or sapphire blue, and gold with choice of 4 pearls or 4 rhinestones. So inexpensive you'll want all 5 sets to switch them with your different outfits.

Only—\$1 pr or 3 for \$2.75 or all 5 pr for \$4.50

Send cash, check or m.o. — no COD's please.

**OLD PUEBLO TRADERS** Box 4035, Dept. HBG Tucson, Arizona

**Dinnerware Booklet FREE!**

"MUMS" **ENGLISH BONE CHINA**

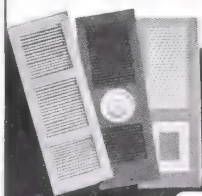
**Herbert S. Mills**  
11 EAST KING ST., HAMILTON, CANADA

## de'cor® SHUTTERS

You can order de'cor shutters by mail, tailor made for the many decorative and practical uses in your home or office.

**SEND 25 CENTS**

for new illustrated brochure, "101 Uses for Shutters"—together with full details on how you can order by mail.



**de'cor®**  
DOORS TOO!



**de'cor of GRAND RAPIDS, INC.**  
1601 EASTERN AVE. S.E.  
GRAND RAPIDS, MICH.

## PICTURES & PRINTS

Original In Mauritshuis, The Hague



Vermeer  
"GIRL WITH A  
TURBAN"  
18 1/2 x 16  
\$5.50  
postpaid

Fine art masterpieces are no longer limited to museums or the very few who can afford the originals. You can enjoy the World's greatest art right in your home—through fine art reproductions. Our complete catalog—\$1 p.p.—illustrates over 500 works, lists more than 4700—Old Masters, Moderns, Contemporaries, Religious Subjects—which are available in full color and of superb quality. Mail orders carefully filled. Distinctive custom framing at moderate cost to suit any decor.

**Oestreich's** Dept. HB  
1208 Sixth Avenue  
New York 36, N. Y.

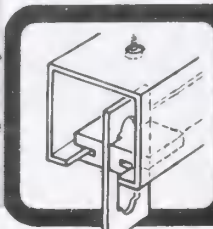


## got "CLOSETROPHOBIA" at your house?



Get **CLOS-TRAK**... the closet rod with sliding rings that **KEEPS CLOTHES** and **CLOSETS NEATER**

A PLACE FOR EVERY GARMENT—EVERY GARMENT IN ITS PLACE! CLOS-TRAK's self-spacing, individual glide rings keep each suit, coat and dress neat in a space of its own. Rings glide at a touch, make every garment easily accessible. Fits right up under your closet shelf—just a few small screws and it's in! Free your family from tangled hangers, cram-packed clothes—get CLOS-TRAK, the ultimate in closet convenience!



Here's how CLOS-TRAK's sliding action works

Plated steel rings—Enameled steel track may be cut to any length.

Order TODAY By Number—3 Convenient sizes

CR No. 1—3 ft. length (14 glide rings)...\$2.45  
CR No. 2—4 ft. length (19 glide rings)...\$2.95  
CR No. 3—5 ft. length (24 glide rings)...\$3.45  
ER No. 4—3 Extra rings.....45c

**All prices postpaid—send check or money order for immediate delivery—satisfaction guaranteed**

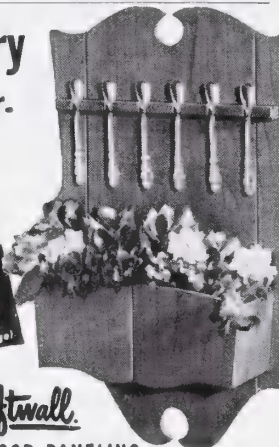
**EQUIPMENT & RESEARCH, INC. • BOX 353 • NEW CASTLE, INDIANA**

## 100 WOOD SPOOLS SEWING THREAD FREE NEW NEEDLE THREADER! GENUINE WOOD SPOOLS

First time anywhere! World's BIGGEST and best Thread offer—on fine WOOD Spools! NOT to be compared with cheap cardboard so-called "Spools"! 90 different colors, plus black and white. Amazing bargain! 100 spools of thread in every color you can think of—attractively gift-boxed—only \$1.00 plus 10¢ postage and handling. Perfect for mending, darning, sewing, patching. All colors. (16 shades of blue alone!) Easy to match any color fabric. Fine quality. No. 50 mercerized thread. FREE needle threader. Satisfaction guaranteed or purchase price refunded in 15 days. Order NOW!

**MAGIC MATCH THREAD CO., Dept. O-3**  
305 Knowlton St., Bridgeport, Conn.

## Cherry planter-spoon rack



JUST \$3.95 (plus 25¢ postage)

of **Craftwall**

### GENUINE WOOD PANELING

professionally finished with that hand-rubbed look The manufacturer of Craftwall plywood paneling offers you this eye-catching conversation piece at a remarkably low price—just to acquaint you with the natural wood beauty and "hand-rubbed" look of Craftwall paneling. 12 by 18 inches... this genuine Cherry rack adds a charming decorator touch to any room. Planting box liner included. Order extras for gifts! Send check or money order... no C.O.D.'s please.

(Note! Spoons and plant not included)

**RODDIS PLYWOOD CORP.**  
DEPT. HB-1056, MARSHFIELD, WIS.



### GENUINE SHEEPSKIN

## "CUDDLE RUG"

Because they lend glamour to any setting you'll give her that "Lap-of-Luxury" feeling with these deep, silky sheepskins to scatter beside her bed—before her fireplace—in her playroom. Cloud soft and snugly warm, they make cold weather rising a delight. They're not imitations! Each rug is a genuine, Brandicalf selected, finest quality skin covering approx. 8 to 9 sq. ft.

IN NATURAL HONEY-TONE ONLY **\$11.95\***  
IN CLOUD WHITE ONLY \$12.95\* No C.O.D.'s please

IMPORTED RUGS OF SILKY ARGENTINE SHEEPSKIN  
24" x 36"—Animal Shape—White, Pink or Blue...\$14.95\*  
24" x 12"—Oval or Rectangular—White only...17.95\*  
30" x 50"—Oval or Rectangular—White only...24.95\*  
\*plus 50¢ postage each—Money Back Guarantee

**Brandicalf**

Dept. B46, 157 Federal St., Boston 10, Mass.

## MINIATURE CHIPPENDALE CHEST

### WRITE FOR NEW CATALOG

Over 100 Reproductions

Send 25c in coin (NO STAMPS) for our new catalog of 18th Century and Early American handmade solid wood pieces.

An exact copy of a colonial cabinet maker's model. Authentic in every detail from dovetail joints to brass butterfly handles. Hand-made from finest solid mahogany including drawer sides and backs. Use as a single or in pairs. Only \$69.50. In solid walnut, maple or cherry, \$79.50. Add \$4 to all orders West of Mississippi. **FREE DELIVERY**

*Newcomb's Reproductions*

BOX 1249H DURHAM, N.C.



24" wide  
16" deep, 28" tall



## WINDOW



**SCENTS FOR CENTS.** Nips are vials of 25 different world-famous perfumes, some selling at \$20 an ounce and each containing enough for a glamorous application. Every Nip is color coded, and the enclosed booklet identifies the fragrance and tells you how to select the perfume best suited to your type. Terrific stocking present! Just \$1.10 incl. tax. ppd. Taylor Gifts, Wayne 1, Pa.

**A SING-SONG MELODY** fills the air when you open the lid and a ballerina twirls 'round and 'round against a mirrored panel. Black musical jewel box is hand-painted in an oriental design inlaid with mother of pearl and lined in scarlet. A precious gift for a favorite niece; perfect for a jewel collection. It's 7 1/2" x 5" x 3 3/4". \$9.50 postpaid. Order from Margo Specialties, 216 Spruce St., West Hempstead, N.Y.

### HOOKS WITH GOOD LOOKS

are kissing love birds, who are not too pre-occupied to line up a thing or two for you. Brass-plated hooks make a decorative job out of holding pots and pans in the kitchen, robes in the bathroom, bags and belts in your closet. 2 1/2" x 3", two are \$1 ppd. Merrill-Ann Creations, 102 Warren Street, New York 7, N.Y.



### A FIND! . . . RARE RICE BOWLS

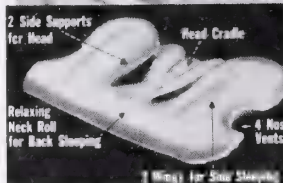
We wish you could hold these in your hand, as we have, and feel the egg-shell smoothness of them; hold them up to the light and marvel at their sheer-white translucence, the artistry of the blue-grey storks under the glaze! 4 1/2" wide, perfect for snacks, chips, nuts, super-sundaes, fruits—a host of things! Imported, modestly priced, guaranteed to delight you. Order for yourself and unusual gifts.

No cod's please. Calif. resid. add 3% tax. **A Pair . . . \$2.50**  
4 for \$4.75; 6 for \$6.50

**FREE!** NEW FALL CATALOG of unusual gifts, wonderful imports, home accessories. Write for it!



**BOWMAN'S**  
HB-2477 Lombard St.,  
San Francisco 23, Calif.



### WONDERFUL Butterfly PILLOW

Make hours in bed refreshing, try this amazing new Butterfly Pillow created by Better Sleep Inc. to bring relaxed, contented sleep where conventional pillows fail. Enjoy its contoured, air-cushioned, neck supporting head cradle and its two side wings, just the right height and cushioning to assure neck alignment and soothing sleep comfort. Best of all, you adjust it for height, softness and temperature. Actually cools your head and shoulders all night if desired, even in summer. Use it for two weeks and amaze yourself with restful, natural sleep again. Excellent for travel and TV. Easier on "hair-do's". Money back if not satisfied even up to 30 days. Ideal gift. Immediate delivery. C.O.D.'s extra. Send check NOW for only \$3.95 to

**BETTER SLEEP Inc.**

Dept. 359, New Providence, New Jersey



# SHOPPING



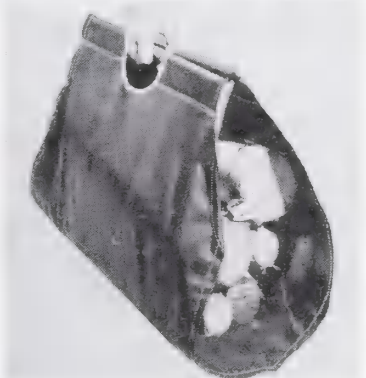
**PERSONALIZE YOUR PONY TAIL** with a simple, classically designed clip. It's perfect for everyone wearing this fashionable hair style from Miss First-Grader to her pretty teacher. With double spring holder to hold hair firmly in place, it's silver plate or 24k gold plate. Plain or monogrammed with first name or initials. \$1 each; 6 for \$5 ppd. Western Classics, Box 4035, Dept. PB, Tucson, Arizona.



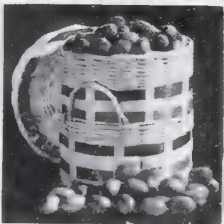
**ENGLISH DESERT BOOT** might have stepped right out of Beau Geste. But we recommend it for city pavement and country lanes, where walking should be a free and swinging thing. Made from brushed leathers with plantation crepe soles and heels, they come in sand for men and women; \$12.95. Add 35¢ post. Sizes 4 1/2-13. Fellman, Ltd., 49 W. 43rd St., New York 36, N.Y.



**LUG YOUR LOGS** from wood pile to fireside in this rugged carrier that is made of heavy duck. It will protect your clothes, as well as keep dirt and bark off the floor, and because you carry it suitcase-fashion by the easy-grip wood handles, you'll be able to tote a heavier load. It's 29" wide, comes in brick or green. \$2.95 each; \$5.50 for 2. Ppd. Ematol Products Co., Box 95, South Weymouth, Mass.



new crop  
**PECANS**  
... in colorful Mexican  
**FIESTA BASKET**



5 lbs. \$5.00  
Postpaid

Big Stuart and Success Pecans, washed, polished and machine graded.  
Send gift list and personal or business cards. We do the rest.  
FOR GROUP FUND-RAISING!  
Pecan Halves, 1 lb. cello. bags, \$1.40, 25 or more. Send for colorful folder, prices, etc.  
**DEEP SOUTH PECAN CO.,**  
Dept. HB, Biloxi, Miss.



**a modern antique**  
A DECORATOR PAIL with "Personality" that blends itself into any setting. Made of Beautiful WORMY CHESTNUT, painstakingly finished in ANTIQUE CHESTNUT BROWN (almost black), ENGLISH CHESTNUT BROWN (reddish in appearance), and ever popular EARLY AMERICAN (light brown). Three one-inch SOLID BRASS Bands, SOLID BRASS Handle, Top Diam. 13"—Height 12". Postpaid \$14.95. NO C.O.D.  
**The VIRGINIA WORKSHOP**  
P. O. Box 189, Richmond, Va.

A FASCINATING COLLECTION OF

**OVER 2000  
EARLY  
AMERICAN  
REPRODUCTIONS**

DIRECT-BY-MAIL

at prices even Ben Franklin  
would have approved!



**TOWEL RING:** Distinctive early eagle design in gleaming brass makes a wonderfully decorative bathroom accessory. Ring 4 1/4" diameter. \$2.50 ppd.

Colonial Pine Furniture • Braided Rugs • Early Colored Glass • Hand Blown Bottles • Pewter • Copper Pots and Kettles • Dinnerware • China • Early Thumb Latches • HL and Strap Hinges • Outdoor Colonial Lanterns • Scones • Hanging Lamps • Chandeliers • Weather-vanes • Cupolas • Boot Scrapers • Bells • Pine Spoon Racks • Shelves • Trivets • Candle Holders • Snuffers • Plant Brackets • Hooks • Switch Plates • Andirons • Fire Tools • And everything else you ever heard of!

SEND  
**25¢**  
FOR ILLUSTRATED  
CATALOG

**Old Guilford Forge** Foremost in Early American Reproductions  
106 Broad Street, Guilford, Conn.

**The "Twodor"**  
COMBINATION  
**STORM & SCREEN DOOR**  
Most Beautiful, Strongest Wood Door Built

Yet the "Twodor" is  
priced as low as  
the commonly  
made type

If your doorway looks plain—"Twodor" will give it that handsome custom look. If your doorway looks lovely—"Twodor" will make it even lovelier. We believe this is the most handsome combination door made—we know it's the strongest. It will not sag or come apart. Pets can't rip or snag high screen panel. Ideal for all Colonial, ranch or modern homes. Sturdy cross panels; morticed and doweled joints; waterproof glue throughout. Of solid kiln dried pine, standard 1 1/2" thick. Quick change glass and screen panels lock snug with special fasteners. Shipped completely sanded with directions for installing, painting, finishing. (Hardware not included.) For all standard size door openings.

ALL SIZES  
COMPLETE  
ONLY **\$27.95**

ALSO—Large New Catalog  
10¢ coin or stamps.

**Yield House**  
Dept. B10-6  
NO. CONWAY, NEW HAMPSHIRE

Shipping  
Charges  
Collect  
No  
C.O.D.'s

**Cook  
Without  
Grease**

When you are counting calories—



cut your fat intake by substituting Pan-free for fat or grease when frying eggs, chicken, meats. Just a few drops of Pan-free are all you need for golden brown fried chicken. Yes, fried without grease! Pan-free prevents food from sticking. Ideal for griddles, waffleirons, cake and muffin tins, jello molds.

2 to 4 months supply in plastic squeeze bottle. \$1.00 ppd. Money back guarantee. Send for free catalog. Send check or money order to

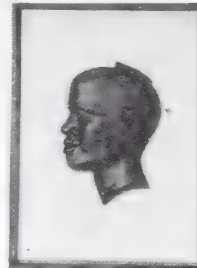
**Ett-Barr Co., Altadena 89, Calif.**

**New, dramatic wall sculptures**



(Bride)

Classic interpretations of a young African Zulu-kafir tribesman and bride, by the noted sculptor, YARO MAREK. Fine bas reliefs in stonelike composition. Ea. 14" x 20" overall. Selections to match your decor: (A) Ebony Black Heads on matte white lacquered panels, black hardwood frames; (B) Congo Brown Heads simulated Florida Rattan frames, Desert Beige grass-cloth panel. Washable. These distinctive creations must delight you, or money refunded. Delivery 10 days. Send check or M.O. Each \$16.50, Pair \$30 Ppd. & Insured.



(Tribeaman)

**gai-mar creations**

227 sunrise drive—pinellas airport  
st. petersburg florida

**Save on Victorian Furniture**



This beautiful hand rubbed solid Honduras Mahogany side chair, hand carved with tufted foam-rubber seat in your choice of 20 colors, covered with Antique Velvet, Plain Velvet, Tapestries or Brocade. . . . \$49.00

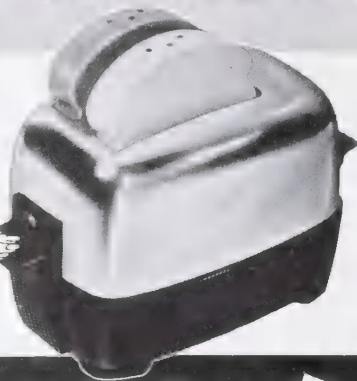
Solid Honduras Mahogany ladies side table with genuine imported Italian Arabescato Marble . . . \$14.50

MAIL CHECK OR MONEY ORDER  
**Jones Bros.**  
VICTORIAN REPRODUCTIONS  
P. O. BOX 246 PINE LEVEL, N. C.

FOR CATALOG AND SWATCHES ON OTHER  
VICTORIAN PIECES, PLEASE SEND 50¢  
All Victorian pieces are shipped F.O.B. Alabama Factory  
... Allow ample time for delivery



## "POP" goes the SALT 'N PEPPER



Your eyes will "pop" when you see this miniature toaster in action. Press, and up jumps the toast (salt and pepper to you). A delightful collector's item and conversation piece. Top of gleaming chrome finish metal and base of sturdy plastic. Only 3" high x 4" long... beautifully gift boxed.

ONLY  
**\$1.25**

POSTPAID

THE HOUSE OF *Alan Charles* Dept. HB106 Cobbs Creek Park  
P.O. Box 5550, Phila., Pa.

Write for FREE 36-Page SUR-PRIZE Catalog

## Personal PHOTO Christmas Cards

from your own negative

**25¢** FOR

plus 35¢ shipping  
including  
envelopes



LIMITED TRIAL OFFER — 1 order per customer

**FREE SAMPLE** Just send snapshot negative (of child, family, home, pet, etc.) for free sample, rich, handsome, embossed DeLuxe Yulecard, from world's largest producer. Please include 6¢ stamps for handling (after Dec. 1, 10¢). Negative returned with sample and illustrated style and price folder. (If without negative, send photo and 50¢ for new negative.) See before you buy. No obligation. Satisfaction guaranteed. Write today. \*T.M. Reg.

**YULECARDS\*** Dept. 30, Quincy 69, Mass.

## VERSATILE CHAIR



Newporter  
Adds a  
Cheery  
Touch

**\$22.95**

PREPAID

(In Calif. add 4% sales tax.)

Wonderfully different, Newporter chair is the decorator's choice. Comes in black wrought iron or white. Foam rubber cushion covered with long-wearing Fortissimo raw silk or Naugahyde in either gold, white, turquoise or pink. Ball feet and stars are brass. Seat is 17" high and 14" wide.

IDEAL FOR . . . Bedroom, Dressing Room, Powder Room, Sewing Room, Alcove.

Check or M.O. No COD's

**ROREM STUDIO**

Dept. 11B, 1754 W. Florence Ave.  
Los Angeles 47, Calif.

## STOP WASHING WINDOWS!

Let chemical magic whisk them clean for you. Magic Window Cloth wipes windows clean in half the time it takes to wash them. Glass glistens like your finest crystal with no hard rubbing, soap or troublesome polishing. Just dampen chemically-treated Magic Window Cloth and wipe window clean. You'll get perfect, streak-free results or your money back. Big 14" x 18" cloth has long lasting chemical action, actually improves with use. Buy an extra one for mirrors or windshields. Each cloth 69¢, 2 for \$1.25 postpaid.

**WALTER DRAKE & SONS**

110 Drake Bldg., Colorado Springs 6, Colorado



## FOAM RUBBER 3-WAY PILLOW

17 INCHES



ZIPPER COVER

Foam Rubber Through and Through  
TV Pillow For CHRISTMAS GIFTS

A comfortable, super-soft, molded Foam Rubber 3-Way Pillow—for use anywhere in the house. Non-allergic, keeps its shape, never mats down. Use on motor trips, fishing boats, in rumpus room. Wedgefoam construction prevents slipping. Just the thing for bed readers or invalids. Covered in durable decorative fabric with corded edge. Gray, Green, Turquoise, Gold, Maroon, Brown or Red. Immediate delivery. Shipped anywhere.

POSTPAID **\$9.95**

**The Foam Rubber Store**

1829 E. 13th Street Dept. 78 Cleveland 14, Ohio



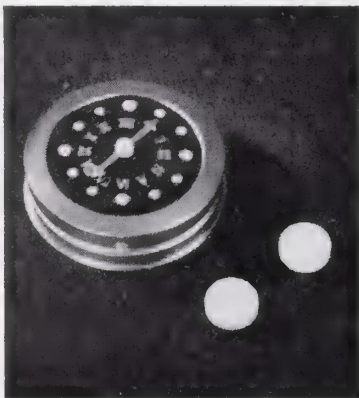
## WINDOW



**MULE EAR CHAIR.** Here's value we bet you can't duplicate! Hand-crafted from native hardwoods, this 36" pull-up chair has curved ladders, "mule ear" back posts, hand-woven double-ply cane seat that's 17" x 14". Unpainted, 2 for \$9.90; light natural finish, 2 for \$11.90; mahogany, cherry, pine, walnut or maple finish, 2 for \$13.90. Exp. chgs. coll. Jeff Elliot, HB10, Statesville, North Carolina.



**DONDER, PRANCER AND BLITZEN** would come to a dead halt if they saw this red felt roly-poly St. Nick hanging around your house. Fill his pouchy pantaloons with candy canes and Christmas cards. Or give him to Junior whose Christmas sock is never big enough! You receive a kit with materials needed and easy finishing instructions. \$3.50 ppd. Susan Smith, Carpentersville, Ill.



**PILL TIMER** is the gayest way to take your medicine—and like it—that we've seen anywhere. A golden metal, hinged pill box, 1½" in diameter, has a black rhinestone-studded clock face on the cover. The hands are movable, and you set them to indicate the time for your next pill. \$2.25 ppd. Bodine's, 503 East Preston St., Baltimore 2, Maryland.



**DAY-OR-NIGHT COMFORT,  
SMART STYLE, SO THRIFTY!**

Every home needs a double-duty lounge like this; smart for any room, makes a comfortable bed. Cushioned with foam rubber, upholstered in stain-resistant plaid cover. Complete with innerspring mattress, large wedge-shaped bolster, black steel frame and base . . . send check or money order; shipped from Chicago.

**\$39.95**

WE PAY SHIP-  
PING CHARGES

**DEPT. H., LEATH AND COMPANY**  
111 N. Wabash Avenue, Chicago 3, Ill.



## CASTILE JUGS FROM MADRID!

Classic prize-winning design in  
unusual pewter-look aluminum!

Authentic copies of costly pewter jugs that have won many "Excellence of Design" awards. As practical as they are beautiful! Use them for cold drinks, cocktails . . . as a flower vase or mantelpiece. Wonderful all-occasion gifts that reflect your good taste. Gleaming pewter finish never needs polishing. Bakelite handles. Save \$1 by ordering 3 pc. set. No COD's.

6" 1 qt. jug

**\$1.50**

ppd.

8" 1 qt. jug

\$2.75 ppd.

10" 2 qt. jug

\$4.00 ppd.

3 pc. set

\$7.25 ppd.

**GORDON IMPORTS**

Dept. HB, 338 E. Walnut St., Long Beach, L.I., N.Y.



# SHOPPING



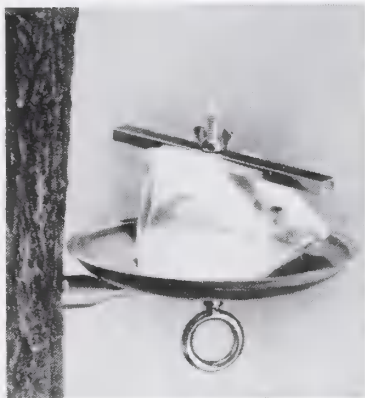
**SLICE OFF A CHUNK** of crispy red apple, crack open a walnut, and you've got the best dessert ever. This Madeira willow fruit basket is super-special because it's fitted with 6 stainless-steel fruit knives. Filled with fruit, the basket's as pretty as it can be on the mantle, the coffee table or in the playroom. Basket, 11" x 7", with 6 knives, \$6.50 ppd. Salt & Pepper Shop, 90 Park Ave., Park Ridge, New Jersey.



**PERSONALIZED RIBBON.** Have you ever known a gayer idea than this fat bolt of satin ribbon with "Merry Christmas" and *your name* appearing every 12 inches. Fifty yards of 7/8" ribbon comes in red, green, gold, white or deep blue with imprinting in a contrasting color. Just \$2.95 per 50-yard bolt, and delivery is speedy. Order from The Selden Cooper Shop, Grove Park Inn, Asheville, N.C.



**SUET FEEDER** screws into a tree or post, and for the birds your lawn will be the gourmet spot in town. Suet, or a half orange, is pressed down over skewer. Bar goes over it, holds suet or orange securely on the 7" aluminum tray and serves as a perch for the diners. Suet attracts unusual birds. \$2.95 ppd. H. B. Cowap, Dept. B-10, 2423 Ridgeway Ave., Evanston, Ill.



## Kills Fleas while Cats Nap

What a wonderful gift for your cat! The miraculous new *Kitty Cootie-Chaser* is a comfortable bed that also kills fleas and lice while cats nap. Its inviting aroma entices them away from even softest chair or sofa. No more messy powders, sprays. No risk of dry coat or flaky skin—helps prevent mange. Stops biting and scratching. Improves disposition. Praised by those who enter pets in shows. Long-lasting. *Kitty Cootie-Chaser* 14x18 in., \$2.49. Extra inner pad, \$1.50.

**Fox Dogs—Flea-Seat-Pad**—just as comfortable and effective. Kills fleas, dogy odor. Regular size, 15x28 in., \$3.49; Super size, 28x36 in., \$4.98.

Send check or M.O. and we pay postage. Money-Back Guarantee. Sudbury Laboratory, Box 87D, South Sudbury, Mass.

ORDER NOW FOR CHRISTMAS

## POST LANTERN



Beautiful

SOLID  
COPPER

only  
**\$14.75**

POSTPAID

BUILT TO LAST A LIFETIME

Finish: Black with solid brass eagle. Frosted chimney will take a 100 watt bulb. Fits a 3" post top. 10" sq. x 21" high. Send check or M.O. No C.O.D.

**FAN CRAFT INC.**

EAST STREET • PLAINVILLE, CONN.



## Imported Wooden Dolls

Both, Just **\$1.50**

Not one but a pair of Old World dolls for \$1.50! The boy and girl are done in smooth lacquered wood with fabulous detailing in exquisite costumes, hand-painted features, silky hair, movable arms and legs. Order Number **3216-6**, Old World Dolls, \$1.50 pair, by mail, ppd.

## Musical Skipping Rope

This will make you want to be young again! This heavy rubber skipping rope provides a tinkling tune every time you swing it! Wooden handles have metal balls on the ends with concealed music boxes. Swing the rope and out comes the music! Durable toy is 7½ feet overall. Order No. **3211-6**, Skip Rope, 89c by mail, postpaid.



Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

**Miles Kimball** 242 Bond Street  
Oshkosh, Wis.



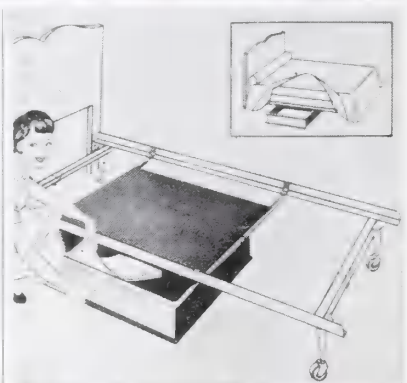
## UNCOVERS HIDDEN TREASURE!

Free Catalog Guides Housewife!

Mrs. J. Pasch, 6125 Kenwood, Chicago, was hiding a fortune right in her living room. It was her expensive furniture—kept out of sight under old-fashioned slip covers. Then a Free Catalog showed her how to keep her furniture clean yet let its beauty be seen always. Now her sofa and chairs are dressed up in fitted super-clear plastic covers.

Made of new satin-smooth "Window Clear" plastic fabric, every bit of the upholstery color and pattern shows through these covers. The durable extra-heavy plastic is non-porous so dust, dirt and liquids can't get through. They give perfect protection and save hours of work. "It's wonderful to see my beautiful furniture all the time and not worry that it will get 'dirty,'" says Mrs. Pasch. "The covers fit perfectly and they're so inexpensive. Every woman who cares about her furniture should see your catalog."

To protect your furniture, write today for **FREE CATALOG**. Shows over 150 easy-to-order styles, including latest Bumper & Sectional models. **FREE** Sample of super-clear plastic included. **HOUSE OF SCHILLER**, 180 N. Wacker, Dept. HB-12, Chicago 6, Ill.



## STOW-A-WAY BED DRAWER

Homemakers will be delighted with this efficient drawer that turns wasted underbed space into clean, dust-free storage space. Sturdy metal drawer with dust cover, clamps onto runners of any wood or metal bed frame—either single or double. It's out of the way and off the floor. Slides easily, in or out, from either side of bed. Holds extra blankets and linens, toys, etc. Simple to assemble without tools. 2 sizes: **REGULAR** 30"x24"x5" or **KING SIZE** 36"x30"x5". You can use 2 Regular drawers on each bed or 1 King.

Regular Size...\$12.95 King Size...\$16.95  
Plus 75¢ for Delivery

No C.O.D. Guaranteed, of course

**NOUVELLE, LTD.**

225 W. Erie St., Dept. G-127, Chicago 10, Ill.

## "SOFT BOTTOMS" in Assorted SIZES and SHAPES!

for BRIC-A-BRAC... CERAMICS... METAL... GLASS  
CUSHIONS... SILENCES... PROTECTS FURNITURE

### Try Ric-O-Bac Too!

Scalloped self-sticking felt strips for continuous cushion. 1 1/4 inches, 1/4" wide. Conforms to rolled and irregular edges. \$1.00 ppd.

Guard your furniture against hard knocks and scratches from lamp bases, vases, statuary, bric-a-brac. **SOFT BOTTOMS** provide magic felt cushions for ANY object. Stick by contact to metal, glass, wood, china, plastic, etc. Permanent, washable, mothproof. Dozens of daily uses as bumpers, under glass tops, as door stops, lid cushions, leg levelers, silencers. All purpose **SOFT BOTTOMS** ASSORTMENT includes 120 round, square, rectangular **DOTS** and **TABS** 1/4" to 3/4" sizes... enough for everything. \$1.00 postpaid.

When ordering, specify Ric-O-Bac or **SOFT BOTTOMS**... or send \$2.00 for BOTH.

**J. B. DAWN PRODUCTS**

3905-B W. 64TH PL., DEPT. B, CHICAGO 29, ILL.

## SELF ADHESIVE FELT



## NEW BEAUTY FOR YOUR FLOWERS!

## NOW A "FERRIS WHEEL" PLANT-STAND

EASIER CARE... MORE LIGHT AND AIR!

Your African Violets or other flowers are never crowded, always beautiful, in this charming 36 inch all-steel stand. Wheel revolves so all 12 plants are always upright and visible. Stunning decoration, indoors or out. Won't tip. Free circular showing styles, colors, etc.



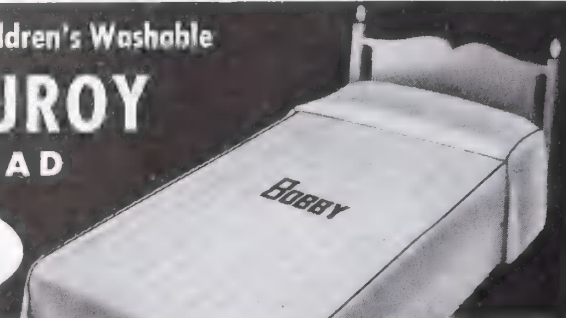
NO OBLIGATION, WRITE

**STANDARD EQUIPMENT CO., Dept. F-7J BEL AIR, MD.**



Reg. 16.95 Children's Washable  
**CORDUROY**  
 BEDSPREAD

now just  
**\$10.95**



Now enjoy extra savings on premium quality bedspreads in butter soft CROMPTON pinwale CORDUROY, awarded the Parents' Seal. Exquisitely fashioned in "Throw" style with overlocked seams, rounded corners. Choice of CREAM WHITE, PINK, COBEN BLUE, DARK BLUE, MEDIUM GREEN, HUNTER GREEN, BRIGHT RED, BROWN, SILVER GREY, MAIZE.

Specify 'NAME' Monograms in any above color, block (illustrated) or semi-script lettering. Also BEIGE with brown trim and brown monogram.

#### SATISFACTION GUARANTEED

Check or money order only. No COD. Sent postpaid. 2 weeks del'y.

**MAY SCHAFFER • Box 7102-A • Elkins Park 17, Pennsylvania**


Send 25¢ for complete catalog and swatches, refunded with first order.

**Copper and Pine CUPOLA**  
**\$24.50**



Fits roof without cutting. 21" x 21" x 26". Assemble it yourself. Completely assembled \$35.00. 10 stock models available. Cost Aluminum Vane 24" x 33" \$17.50 ... or \$12.00 with Cupola.

**WAGON WHEEL LITE**



Brown stained wheels with satin finished brass lites. 3 in. frosted chimneys take up to 100 W. bulb. 24 in. dia. 4 lite \$48. 24 in. dia. 5 lite \$52. (Without chains \$5 less.) 25 stock models available.

Send 10¢ for New 128 page Catalog about 1000 illustrations of Unusual Home Accessories.

**WILLIAM Spencer**

RANCOAS WOODS, NEW JERSEY

**LINGUAPHONE for LANGUAGES**



SPANISH (American or European)  
 FRENCH - GERMAN  
 JAPANESE - ITALIAN  
 MODERN GREEK

Any of 24 languages

#### For FREE TRIAL AT HOME

With LINGUAPHONE—The World's Standard Conversational Method—You Start to SPEAK another language TOMORROW—or IT COSTS YOU NOTHING!

Only LINGUAPHONE brings 11 to 12 of the world's best native language teachers into your home. For just 20 Minutes a Day you listen to modern, life-like Recordings. They make it easy—AND FUN—to learn to speak another language AT HOME—this correct, natural way. The Linguaphone Method is used round the world by schools, colleges, governments, large business firms. More than 1,000,000 home study students of all ages have learned another language this ideal way.

Send today for FREE booklet that fully describes the conversational method; also details on how you may obtain a COMPLETE Course-unit in the Linguaphone language you choose on FREE TRIAL.

**LINGUAPHONE INSTITUTE**  
 T-94-106 Rock, Plaza, New York 20, N.Y.

Please send me a FREE Book (Details on FREE TRIAL. No obligation, of course.)

My language interest is.....

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

World's Standard Conversational Method for 60+ Half a century.

**SAVE 50% OF COST**



### Now! PRE-ASSEMBLED, READY TO FINISH AND HANG INTERIOR ADJUSTABLE Shutters

All you need is a screw driver (and some stain or paint) to finish and hang these SHUTTERCRAFT INTERIOR ADJUSTABLE SHUTTERS to fit your doors or windows. Send inside measurements of doors, windows, bars for low price of these beautiful, custom-made shutters, which we will now also trim and rabbet to size for you. No nailing or glueing required. Instructions with each order. We ship all over the world.

Send only 25¢ for new illustrated brochure.



Dept. B-41

101 NO. SANTA ANITA AVE. ARCADIA, CALIF.

**Renew and Re-Do FLOORS & FURNITURE**

**NO SANDING! NO SCRAPING!**



**Sava-San**

**LIQUEFIES & CATHARIZES** old varnish, shellac, lacquer and wax coatings without harming finest wood and most other surfaces. No dust—no muss! No neutralizer—no after-rinse! Restores surfaces to original beauty ready for refinishing. Gentle to skin and nose. Money-back guarantee. Free illustrated folder.

Send check or money order (No COD's please) **\$4.89** Gallon

**CARROLL SHELLAC & VARNISH CO., INC.**  
 Dept. HB • Philadelphia 25, Pa.



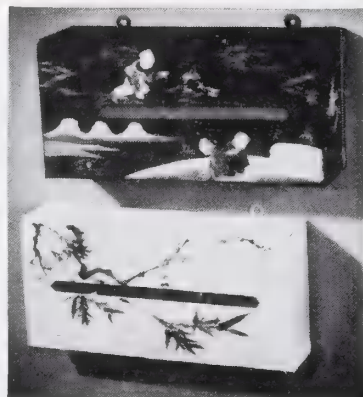
## WINDOW



**NOH MASKS** have been worn for centuries by actors in the famous Japanese Noh drama. These three, each about 5" high, are hand-carved from aromatic camphor wood by artist, Zodo Yamanaka. Intriguing wall decorations, they are Hannya (jealous female demon), Tengu and Kibeshimi (haughty goblins). \$7.50 each; \$19.50 for 3, ppd. F. Lovick Smith, 4005 Davis Place, N.W. Washington 7, D.C.



**THE CAPTAIN'S CHOICE** in decanters is our choice, too! And if we never board a ship or sail the seven seas, we'll always cherish this reflection of the skipper's good taste. Styled with wide flat base to offset tipping, the hand-blown glass Captain's Decanter is available in quart size, \$6; 2-qt. size, \$8; 3-qt. size, \$10. Post. extra. Lord & Taylor, 5th Ave. & 38th Street, New York 18.



**PARTY DRESS FOR YOUR TISSUES** is a very elegant Chinese silk case. Hand-painted and appliquéed with brocade figures, it comes in jet black, blossom pink, turquoise or jade green. It holds a full box of tissues (specify 200 or 300 tissue size), hangs on wall or stands on table. \$1.69 each; 2 for \$3.25. Add 10¢ postage. Bowman's, Dept. H96, 2477 Lombard St., San Francisco 23.

**EASY ON THE EYES**, and beautiful to look at... this novel TV Planter Lamp with its beauty and design, adds a distinctive touch to the home and television viewing. Designed to give soft indirect light from a 3-way light switch, it's perfect for any gift too. Available in Brass, Black and Brass, Cocoa Brown, Copper, or Coral finish, for just \$9.95 Ppd. C.O.D.-plus-postage orders accepted. Specify finish and order from David Carney Creations, 1041 Plass Avenue, Topeka, Kansas.



### SOMETHING NEW!

Well built wood replicas of the captain's chair and the Boston rocker. Each with ceramic insert which can be used as a durable planter or as a cigarette holder. Gift boxed.

\$2.95 each \$5.75 pair Postpaid  
 Send check or money order. No C.O.D.

**THE PROSPECTOR**

Box 2233 Colorado Springs, Colorado





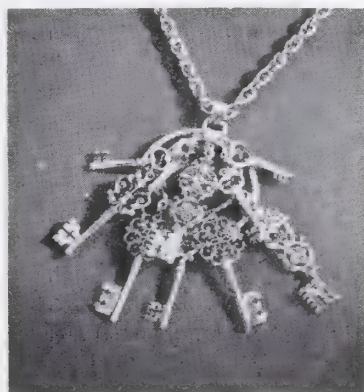
# SHOPPING



**HOP INTO THE SADDLE, KIDS,** and give those James boys a run for their money! Genuine cowhide saddle seat is completely washable, has sturdy rubber-tipped aluminum legs that are strong enough to hold a 300-lb. cowboy too. With simulated silver conchos, a "lariat" and a saddle blanket tied behind, it's 21" high, \$8.95 ppd. Red Oaks, Prairie View, Illinois.



**KEYED TO A NEED** for one important necklace that will dramatize a simple black wool or a smooth-as-silk cashmere, this fabulous cascade of ten keys has an unbelievable price. In antique silver metal, it's a beauty and a bargain for the Lady of the Manor. \$2.75 ppd., tax incl. Jeredith Manor, Box 130, Nyack, N.Y.



**A CHILLY CHIHUAHUA** or a hot-house hound will be cozy and dapper in a personalized dog coat. It's made of 2-tone felt in red on green, blue on yellow, green on red, yellow on blue, (add 50¢ for other combinations). In 10", 12", 14", 16" and 18" lengths, (add 50¢ for sizes 18" to 26"). Send dog's name. Six-letter limit on 10" coat. \$2.50 ppd. Jeb's on the Santa Fe Trail, Waverly, Mo.



## Graceful Bowknots

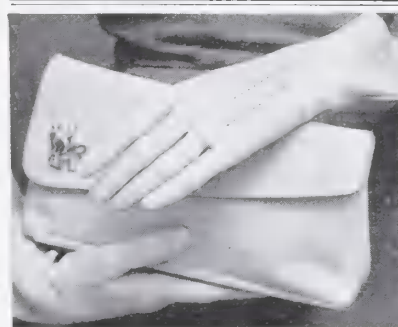
Tie-up charm and fashion with this **Bow-knot Pin and Earring** set. The design is enchanting. They're made of gracefully wrought Sterling Silver. Smart for your own wear, delightful as a gift. Pin has safety catch, size a generous 2 1/2" x 1." Earrings really paired left and right for greater chic. Pin \$3.00; Earrings \$3.00; the complete set only \$5.00. There's a necklace to match, \$6.00.

*Gift-boxed. Tax and postage paid. Satisfaction guaranteed. Send for FREE CATALOG of Silverware and Men's and Women's Jewelry.*

## The Jamaica Silversmith

79-32 164 Street, B-9, Jamaica, N. Y.

10 Years of Mail Order Service

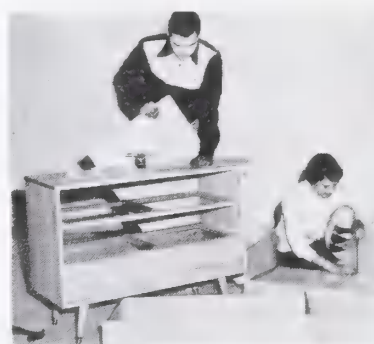


## MATCHING DEERSKIN

Envelope clutch bag and four-button gantlet gloves — heavenly twins of identical matching deerskin in the soft, creamy, natural shade that goes with everything — so soft, so smooth, so lovely to wear. 116. Bag, with twin gold-colored fawn ornament, is 7.95. 122. Gloves, 6 to 8, half-sizes, 6.95. Add 25c each postage and handling. More deerskin gloves, caps, shorts, jackets in our new catalog, ready now. Gift suggestions by the score.

## THE VERMONT CROSSROADS STORE.

WATERBURY 12, VERMONT.



## FINE FURNITURE YOU CAN ASSEMBLE IN ONE EVENING

direct-to-you prices—  
save up to 55%.

SEND ONLY 10¢ FOR BIG ILLUSTRATED CATALOG

A leading American designer got the idea. Why not create "Assemble-It-Yourself" furniture of real quality and distinction! A whole group of style-coordinated pieces for bedroom and for living room that could be ordered individually or in suites!

We had him design it. We then had our expert craftsmen make it in beautifully grained solid Appalachian Ash. Because you do the assembling you save up to 55%! See the whole stunning selection available direct-by-mail now. Send 10¢ For Big Illustrated Catalog.

Each unit is completely machined, planed and sanded, ready to assemble in a night. Interlocking dove tail joints, all numbered. Only tools needed are hammer and screwdriver.

Here's one of the handsome finished pieces!

## SINGLE DRESSER



40" x 18" x 30 1/2", with brass-tipped legs, "invisible" drawer-pulls. Regular Retail Value, \$85.75.

Our Price

**\$49.95\***

\*Plus small shipping charge.

SHOW-OFF, INC.

246 Main Street  
Jamestown, N.Y.

"Where the Great Furniture of America is Made"



THE ORIGINAL  
**WORD-O-MATIC**  
PUZZLE  
AID


WORD-O-MATIC is an automatic word selector that is quick, easy, and fun to use. So simple a child can operate; so thorough all words become instantly available.

ORDER FOR CHRISTMAS GIFTS NOW  
AND SAVE! 6 FOR ONLY \$5.00 P.P.

MAKES IDEAL CHRISTMAS GIFT, PARTY PRIZES, ETC.  
Send Check or Money Order—Sorry, No C.O.D.

**SPECIAL \$1.00 P.P. DELUXE PRODUCTS**

P.O. BOX 3338  
BELLAIRE, TEXAS



**STOP THIS!**

**LADIES are you troubled with a Slippy Sling!!!**

We can eliminate your falling straps, make your shoes more comfortable, improve their appearance, and prevent accidents. Our method does not change style and is a permanent installation. Mail us your shoes today. Satisfaction Guaranteed.

Only \$2.95 per pair installed ppd.  
Send check or money order (no C.O.D.'s)

As our name implies—  
**PRONTO SERVICE**

Dept. HB 27 South 6th Street, Richmond, Indiana

## Relax in Luxury

### DeerMocs

**\$8.95** postpaid  
**ORDER BY MAIL**

Give men's or women's regular shoe size



Thick foam rubber insole assures the ultimate in foot comfort.

**GENUINE SUNTAN DEERSKIN**  
...handmade by Western leather craftsmen into handsome slippers that mold to your feet for perfect fit. Easy on and off, yet hug your feet when you walk. Fold for traveling. Completely washable! Satisfaction guaranteed or your money refunded.

Send for **FREE 56-page CATALOG** featuring leather shirts, exclusive clothing, equipment for sports, country living and gifts.

**Norm Thompson**  
Dept. 1111 NW 31st, Portland 9, Ore.

## America's Most Beautiful DOGGIE "I.D."

IN PERMANENT GOLD COLOR



**CHIEF**  
RETURN ME TO  
WM. BROWNE  
1218 BROAD ST.  
MIAMI  
FLORIDA  
FI 3-6418

and lowest priced, too

**\$1.50** POST-PAID

**SATISFACTION GUARANTEED** Sorry, No C.O.D.'s

Only GUARDALL offers Genuine Gold Tone tags. More than protection... they're beautiful. Tarnish proof tag is handsomely gold plated with jeweler's quality engraving and is guaranteed to last a lifetime. Illustrated actual size. Perfect for tagging pets, luggage, or other personal property. We reserve the right to abbreviate or furnish larger tag at no extra cost. **DON'T DELAY—ORDER TODAY!** For prompt delivery **PRINT** full information and send it with cash, check, or money order to

**GUARDALL INDUSTRIES**  
P.O. Box 355 Philadelphia 5, Pa.





New Idea for Decorating Windows and Mirrors

## Christmas Stencils

Make Beautiful Frosty, Lacy Holiday Designs With "GLASS WAX"

Now decorate windows and mirrors at Christmas time this quick, easy way. Just hold stencil to glass and apply "GLASS WAX" with a sponge. Presto! You get beautiful frosty, lacy designs. A world of fun for the whole family. Ideal for decorating school and church windows, too. For colored designs, just add food coloring to "GLASS

WAX." Easy to remove, just wipe designs off after holidays. Each Christmas Stencil Set includes 16 designs: Holly, Christmas Wreath and Tree, Bells, Candle, Stars, Santa Sleigh and Reindeer, Candy Cane, Tinsel, Stocking, Ornaments and Snowflakes. Stencil sheets are 9" x 12".

Two Christmas Stencil Sets only \$1.00 plus 25¢ for postage and handling. Money Back Guarantee. Send check, cash or money order (no COD's please).

### HOME SERVICE PUBLICATIONS

4510 Lakeview Drive, Dept. HB106, Minneapolis 24, Minn.



### TOPS FOR TABLES . . . . . THE BORDEAUX LACE CLOTH

Grandma couldn't believe her eyes when she saw this authentic reproduction of her treasured lace tablecloth. Completely captures yesterday's quiet elegance at an easy-on-the-budget price. The secret? . . . it's machine woven!! Quick and easy to wash. Perfect with traditional settings . . . FRESH and NEW with modern.

colors: CHAMPAGNE or WHITE

70" in diameter. . . \$4.99	RECTANGULAR 54"x72" . . . . . \$4.95
90" in diameter. . . \$7.50	72"x90" . . . . . 6.50
	72"x108" . . . . . 7.95

WE PAY POSTAGE • MONEY BACK GUARANTEE

frances-morris DEPT. HB-10  
1016 CARROLL STREET, BROOKLYN 25, N. Y.

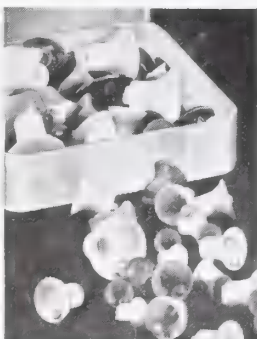


### TINY PARTY PARASOLS

Try these at your next party and see how many compliments you get. Pretty little parasols to perch atop sandwiches, cakes and frozen desserts for a new fashion note. Just 4" high, they snap open umbrella fashion. At a bride's shower, these gay little decorators are sure to steal the show. Guaranteed to delight or your money back. 50 parasols, only \$1.25 ppd.

### HUSS BROTHERS

800 N. Clark St., Dept. 15-K, Chicago 10, Ill.



### 100 Gaily-Colored Bells

Tie them on gift packages, make decorations, dress up cakes or place cards. Each little bell is a masterpiece of perfection in smooth plastic, with slots at top for tying. All-occasion assortment includes red, green, blue, and white bells, 1/2" to 1" long from tip to clapper. Stunning on Christmas gifts! Bargain package of 100 is \$1.00 postpaid.

WALTER DRAKE & SONS, 110 Drake Bldg., Colorado Springs 5, Colo.



## YOUR OLD FUR COAT INTO NEW CAPE, STOLE!

ORDER BY MAIL — 2-3 WEEK DELIVERY

I. R. Fox, fur remodeling specialist, restyles your old, worn fur coat into glamorous 1957 cape or stole. One low price, \$22.95 complete! This low, low price includes cleaning, glazing, repairing, Lusterizing to new sheen, REMODEL COMPLETELY, plus a lovely NEW LINING and INTERLINING, your monogram. The thrilling result . . . a beautiful cape, stole.

SEND NO MONEY! Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman \$22.95 plus postage when new cape arrives. Or send for FREE Style Book! Write: I. R. FOX, 180 W. 29th Street, Dept. C-2, N. Y. C. 1



SEND FOR  
FREE  
STYLE  
BOOK



## WIND OW



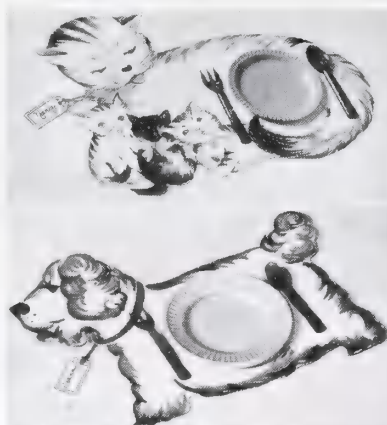
**AMERICAN HERITAGE** is a magazine of history, published in book form six times a year. And it's great—really great! Every article puts an era under a microscope; gives the past the three-dimensional excitement of the present; makes you grow in wisdom and pride. 1-year subscription is \$12 for 6 issues. Gift card will be sent to recipient. American Heritage, 551 Fifth Ave., Dept. PU-2, New York 17, N.Y.



**A VERY PRETTY GIRL** will dearly love these very pretty "Out of This World" cases. One is for jewels (\$4.95), velvet-lined with side pockets and a hideaway suede pouch for rings. The other is a Purse Kit (\$3.50), with 3 plastic bottles and plastic lining. Both come in water-resistant satin in peacock blue or fuchsia with hand-painted, out-of-this-world designs. Ppd. Ward Phillips Co., Carpentersville, Ill.



**NOW EAR THIS!** With one pair of gold-finished Swirl earrings, and six pairs of different color pearl buttons, you have six changes of earrings to go with every change of dress! The trick is magnetism. Interchangeable pearls snap on and off the magnetized golden swirls, come in white, gold, blue, pink, gun-metal and aqua. \$5.95 incl. tax. Ppd. Lynn Denise, 246 Fifth Ave., N.Y.



### Personalized PLACE MAT PETS

Meal time is fun when children dine on these clever mats. Of colorful heavy plastic, one is an adorable spaniel, the other a cuddlesome cat and kittens. Just a quick once-over with a damp cloth wipes them clean. Includes tag for personalization. A wonderful gift \$1.10 each, ppd. for any youngster!

No C.O.D.'s, please. Write for FREE catalog!

### GREENHALL

Dept. HB-10, 1133 Broadway, N. Y. 10, N. Y.



## A "BUILD IT YOURSELF CHAIR"

This exciting and comfortable chair with foam rubber seat is created especially for your dinette or game room. Desirable also at your desk or in your bedroom. Kit contains sanded pre-cut parts all ready for assembly. Fabrics sewed and ready for tacking. Complete easy to follow instructions enable you to "Do It Yourself" in one easy evening. Constructed of all Northern Hardwood of Birch and Maple. Fabric is metallic tweed in colors pink, gold, beige, turquoise or black and white. Send \$19.95, check or Money Order to

### HANKE'S

Dept. K. D., 2107 W. Superior St.  
Duluth 6, Minnesota

Shipped Express Collect. Please specify color



# SHOPPING



**JUST HIS MEAT.** Give this personalized steak plank and carving board to a man, and he'll refuse to carve on anything else. We'll bet you! Made of native Connecticut hardwood, it comes carved with any single initial (this is the juice channel), measures 18" x 12". A Christmas gift to remember for your hard-to-please bachelor friends. \$8.95 ppd. Charles W. Chase, 1 Had-dam Neck, East Hampton, Conn.



**YOUR NAME & ADDRESS** come on this self-inking pocket stamp that fits into a 2 1/4" x 3/4" nickel-plated case. Be sure to use it on the back flaps of your Christmas card envelopes. You'll be amazed at the number of old friends you'll hear from! In leather sheath with 2 or 3 initials, 3-line name and address stamp is \$1.95 ppd. Crown Craft Products, 246 Fifth Ave., New York 1, N.Y.



**FUN AND BED TRAY.** Even a sick tummy or a case of sniffles won't seem so bad if a youngster has this tray to keep him amused. The surface has a green chalk-board finish, silk-screened with the alphabet, numerals and animals, and it comes with chalk, sponge eraser, pencil and pad. Yellow legs are removable. 21" x 14" x 10" high. \$5 ppd. The Children's Shop, Ogunquit, Maine.



**ORDER NOW for CHRISTMAS**

Unusual  
Low-Cost

**RAISED  
LETTER  
Stationery  
Embosser**



Famous "ROOVERS"

Steel Die Embosser imprints stationery with name and address, monogram or initial. Lifetime guarantee... a different, truly personal gift!

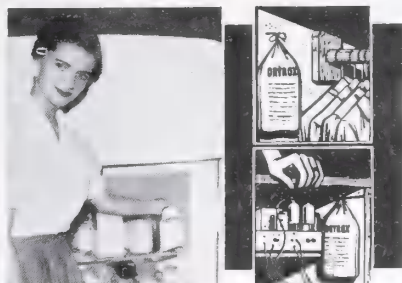
**EDWARD H. BESSEMER**  
1280 EIGHTH ST.  
SEATTLE WASH.

**NOTARY, LODGE, CORPORATE SEALS \$5.25 UP**—Stationery Embosser (Old English type excepted): One-line, \$3.85; 2-lines \$4.25; 3-lines, \$4.85; 4-lines, \$5.15. For flap of envelope and top of paper two pressers required. Write for **FREE STYLE SHEETS, PROMPT DELIVERY.**

**ROOVERS**  
229 BROADWAY

Dr. Joseph M. Lotch  
President  
NEW YORK 7, N. Y.

**DRYROX**  
(the magic crystals)



**ELIMINATES FREQUENT DEFROSTING**

With a package of Dryrox inside your home freezer or refrigerator, you will seldom need to defrost. These harmless, odorless crystals absorb from the air the moisture which forms frost. They never drip. Can be used over and over... when blue indicators in the package turn pink, just pop Dryrox into a warm oven and dry out. Use in closets, radio-TV-phonos sets, drawers, etc., to check damage from dampness.

Refrigerator, Closet or Radio-TV sizes, 2 for \$2.50 • Freezer size, \$3.49 • Drawer size, 8 for \$2.00 All Postpaid!

Send cash, check or money order (no C.O.D.) to

**DRYROX, INC.**  
2800 BEAUCHAMP • BOX 8751 • HOUSTON 9, TEXAS

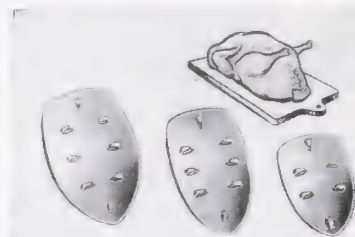


**Roast and Fowl Cradle**

Roast the modern way with 15% less shrinkage, plumper birds, juicier roasts, no sticky dripping pan to wash—and lift the meat from pan to platter with ease! Cradle is made of stainless steel and is flexible—you can adjust it from a small bird to a 30-pound turkey or joint. Meat is held firmly—drippings fall to the bottom and won't stick. Order No. 7003-6, Roast Cradle, \$2.95 ppd.

**Stuffing Plates for Fowl**

Toss out the skewers and cord, the darning needle and thread and close stuffed birds the modern way! Three stuffing plates are sized to fit anything from a 3-pound to a 24-pound bird. When the bird is stuffed, slip the appropriate plate into the cavity and pull the skin over the hooks. Aluminum. Order 7537-6, Stuffing Plates, 3 for 50c



Satisfaction Guaranteed Or Your Money Back!

Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

*Miles Kimball* 242 Bond Street  
Oshkosh, Wis.

**EARN OVER \$2,000**

"Lucky stars looked down upon me the day I enrolled in the N.I.A. I have since earned \$2,850 in salary doing publicity and advertising writing."—Elizabeth Kagan, 1330 Commonwealth Ave., Allston 34, Mass.

**To People  
who want to write  
but can't get started**

Do you have that constant urge to write but fear that a beginner hasn't a chance? Here is what a famous editor said:—"There is more room for newcomers in writing than ever before. Some of the greatest of writing men and women have passed from the scene. Who will take their places?"

**A Chance to Test Yourself—FREE**

The Newspaper Institute of America offers a **FREE Writing Aptitude Test**. Its object is to discover more men and women who can add to their income by fiction and article writing. The Writing Aptitude Test is a simple but expert analysis of your latent ability, your powers of imagination, logic, etc. Those who pass this test are qualified to take the famous N.I.A. course based on the practical New York Copy Desk Method which teaches you to write by writing. You work at home, in leisure time, constantly guided by experienced writers. Soon you are ready to market your stories, articles and news items.

**Write for Your Test**

Send TODAY for your copy of the famous N.I.A. **FREE Writing Aptitude Test**. This may be your first step towards the most enjoyable and profitable occupation—writing for publication! **Newspaper Institute of America, Suite 5746-S, One Park Ave., N. Y. 16, N. Y.** (Founded 1925). (Licensed by State of N. Y.) (Approved Member National Home Study Council.)

**ALASKA ESKIMO LUCKY BILLIKIN**  
**FOR EVERY ONE'S LUCK I'M A HONEY**  
**TO BRING GOOD LUCK**  
**JUST RUB MY TUMMY**

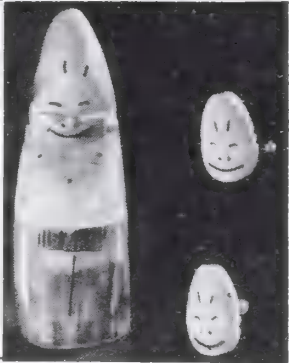
The Billikin was adopted many years ago by the Alaska Eskimo as a symbol of Good Luck and Happiness. It is hand carved from a genuine IVORY SPERM WHALE TOOTH.

Standing Billikin 4" high..... \$5.00  
Ivory Earrings or Cuff Links..... \$5.00 a pair

Post paid—Gift boxed—with legends  
Send Check, Cash or Money Order

Address: **JACK THE ALASKAN**

5th at Broadway Skagway, Alaska  
Associated with KIRMSE'S CURIO SHOP. Est. 1898



**BACK DOOR KNOCKER.**

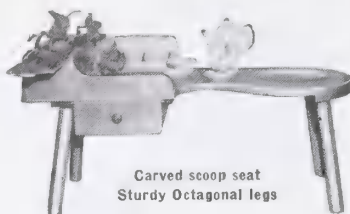
This is the part of the cat that goes over the fence last—and we think it's terrific for your kitchen or patio door. Of black iron, about 7" high, it mounts easily with two wood screws which are included. \$4.75. In solid brass it is \$6.75. Postpaid from Tennessee Chromium Plating Co., 206 Louise Ave. N. Nashville, Tenn.





## HAND CRAFTED COLONIAL FURNITURE OF HEIRLOOM QUALITY

Authentic Early American reproductions that lend an air of hospitality and charm to your home. Hand fashioned by career craftsmen from solid native woods—walnut or wild cherry. Choice of hand rubbed, satin smooth finishes, highly resistant to water, heat, alcohol. Open stock, each piece guaranteed.



Carved scoop seat  
Sturdy Octagonal legs

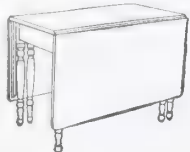
### VERSATILE COBBLER'S BENCH

The cobbler's bench illustrated is increasingly in demand as a coffee table. Top bin makes an ideal planter. Top 43" x 18" at widest part. An appreciated gift. **\$62.50** up.

The famous Winemiller line includes gateleg, lazy susan coffee and end tables, dry sinks, hutch cupboards, chests, chairs, cricket stools, bedroom pieces. Visitors welcome.

### A CUSTOMER FROM MISSOURI WRITES:

"I feel very proud to own such a beautiful table and chairs. If anyone in this area wants to see mine before buying, I will be glad to show same. To think I waited all this time to order my furniture because I was afraid to order sight unseen. I feel that I have an antique of the future."



Send 25¢ today for illustrated brochure, wood samples, prices. Write Dept. B1002.



**WINEMILLER'S**  
Colonial Reproductions  
COLDWATER, MICHIGAN

## STUDY INTERIOR DECORATION

FOUR MONTHS' PRACTICAL  
TRAINING COURSE  
TWO YEARS' INTERIOR DESIGN  
Resident Day Classes

Start Oct. 1st. Send for Catalog R

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

### Home Study Course

Starts at once. Send for Catalog C  
Same training for those who cannot come to New York. Practical, useful and intensely interesting.

### NEW YORK SCHOOL OF INTERIOR DESIGN

29 East 72nd St., New York 21, N. Y.



## Proven Home Plans for BETTER LIVING

Save Any Three Books... only **\$2**

### New Ideas—Builder Approved Plans

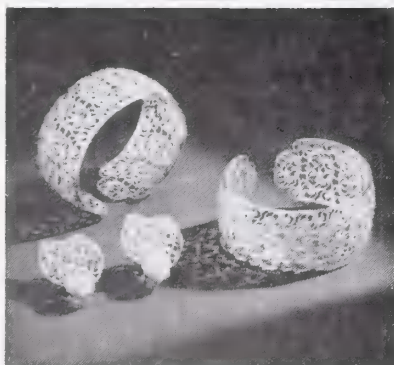
Find your dream home here! Plans with beauty, "extras", economy from the drawing board of experts. Working blueprints for plans at low cost.

- New! HILLSIDE HOMES, over 60 plans . . . \$1
- FAMILY ROOM HOMES, 118 living plans . . . \$1
- SELECTED HOMES, 115 dramatic styles . . . \$1
- NEW TRENDS, 154 plans, new ideas . . . \$1
- BLOCK MASONRY, 225 thrifty beauties . . . \$1

Send today...\$1 per book ordered separately

### HOME BUILDING PLAN SERVICE

Studio D, 2454 N. E. Sandy Boulevard  
Portland 12, Oregon



### GILTY DESIRES?

If they run to golden jewelry, these filigree bracelets and earrings will charm you. Imported from Germany. Non-tarnishable. Delicately formed of gilded aluminum. Light spun lace, their loveliness lends flavor and enchantment to the costume. They come in 3 shades: silver, yellow gold and rose gold. Overnight delivery in the U. S. Available through Christmas. Bracelets just \$1 each, incl. tax, ppd. Matching earrings with pearls, \$1 a pair.

### B. M. LAWRENCE IMPORTS

255 California St., San Francisco 11, Calif.



### Authentic Reproduction of the old Gout Stool

—from the days of powdered wigs and high living. And even today there's nothing quite like it for giving comfort and relief to tired and aching feet, legs and ankles. Its 15" height, 12" width and over-all slant of 22" are all exactly right for resting and relaxing from your knees on down to your toes. You'll revel in its beauty too. Of rich solid mahogany—brown or blond—upholstered in tastefully chosen plain tapestry. Your choice of Green, Red, Brown, Champagne or Citron. For an addition to your own home—or for a gift, it's "happiness insured" even to the price.

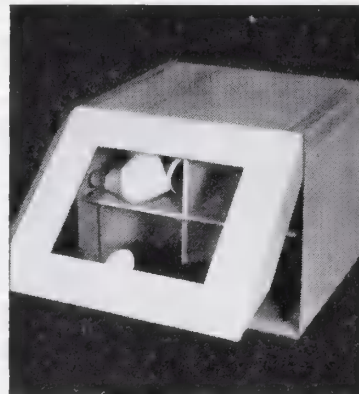
(Write for fabric swatches) **\$14.50** prepaid

Order your Gout Stool direct from its makers.

**Lee & Martha Snyder**  
P.O. Box 85, Mt. W. Sta.  
Cincinnati 30, Ohio



## WINDOW



**WAIST WALLET** is a fine suede leather carry-all with roomy zippered compartments for passports, traveler's checks, money, jewels and birth certificate. It fits around your waist comfortably (under shirt or dress) without a tell-tale bulge, and fastens securely with a strap. 15" long, 4½" deep, it adjusts to any waist size. \$10.95 incl. tax. Postpaid. D. Corrado, 26 North Clark St., Chicago 2, Ill.

### SHOW OFF YOUR SHOES

in a see-through window box, and right away your closet floor will cease to bear any resemblance to a magpie's nest. It holds 4 pairs of shoes in separate compartments; front cover lifts up for quick selection. Sturdy box has tan linen-weave finish, fits on closet shelf. 13½" x 12" x 11" high. \$2.25 ppd. Closet Accessories Co., Dept. 1180, Evanston, Ill.

### PLEASE LEAVE A NOTE

is the red-lettered request that flourishes across the front of this blonde wood Doorway Memo Station. And inside the hinged door there's a note pad and pencil. When you're away, it will take messages for you like an on-the-spot secretary. With cut-out wood design, it's 5¼" x 1¼" x 7½" high. \$1.95 ppd. Cortley Gifts, 305 East 83rd St., New York 28.

## DOG MATTRESS

KEEP YOUR DOG OFF  
THE COLD FLOOR  
AND YOUR GOOD  
UPHOLSTERY

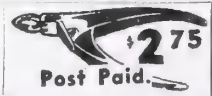
### WASHABLE SLIPCOVERS

Made to fit, with snap fasteners, slips on and off easily. Price each slipcover is 1/2 price of mattress it fits (see size table). Buy two, have one clean at all times.

SAVE MONEY:  
DO IT YOURSELF  
RESCO DOG NAIL CLIPPER  
RECOMMENDED BY  
DOG OWNERS  
VETERINARIANS



Immediate Shipment  
Money Back Guarantee

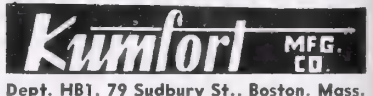


## CEDAR TREATED FRAGRANT NATURAL ODOR

A real mattress, 4 inches thick, far superior to mats or pads. It is soft, warm and comfortable. Gives protection against dampness. Eyelet tufted filled with fine quality cedar treated cotton.

Sizes	Prices
15" x 21"	\$ 3.00
16" x 23"	3.25
17" x 25"	3.50
18" x 27"	4.00
21" x 32"	4.50
22" x 34"	5.00
24" x 36"	6.00
27" x 38"	7.00
27" x 44"	10.00
36" x 36"	10.00
36" x 50"	12.00

C.O.D.'s 50¢ extra plus shipping charges:  
SEND CASH, CHECK OR MONEY ORDER:



Dept. HB1, 79 Sudbury St., Boston, Mass.

## WALL-SIZE WORLD MAP

in full color \$1

Giant-Size, up-to-the-minute, 12 sq. ft. World Map shows every corner of the Earth in explicit, colorful detail. Names nations & cities. See Global strategy at a glance. Used as a briefing backdrop by govt. & news reporters. Heavy duty stock. Same size map U.S. also \$1.

Money-Back Guarantee

**RADAK COMPANY, Dept. 310**  
505 Fifth Ave., New York 17, N. Y.

**SPECTACULAR VALUE**  
This great map perfect for schools, playrooms, business, as a mural for dens.

**EXTRA VALUE!**  
49-MAP WORLD ATLAS  
Book contains Full Color Panoramic Maps of all nations and continents. Double-page spreads and large 9½x12½ maps show magnificent detail with areas & populations. Only \$1 ppd.



# SHOPPING



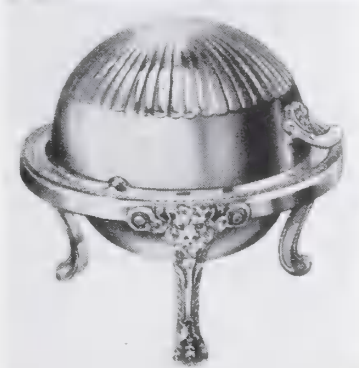
## 8 FAMOUS GOLF CLUBS

of America will be the subject of lots of conversation when golfers get together and raise these glasses. Each one features in color a replica of the club emblem and the score card for the course. Banded in gold, set of 8 is \$10 ppd. Available for any club in the country (given the score card). Minimum order of 12 dozen. The Crossroads of Sport, 15 East 54th St., New York, N.Y.



## GEORGIAN CANDY DISH

is a silver-plated reproduction of the well-known 18th-century piece that was originally designed as a butter server. Underneath the removable crystal insert, there's room for ice. With roll-back cover and lion's-head feet, we think it's a very handsome candy dish. 5" in diameter, \$7.95 incl. tax, ppd. Croydon Silvermart, 805 Lexington Ave., New York 21.



## CHOCOLATE ICING IN A TUBE!

The virtues of the tube have long been proclaimed, but have never been used to sweeter advantage. Gentle pressure releases an even, consistent flow of Swiss milk chocolate or bitter-sweet chocolate icing to decorate your cakes with "Happy Birthday," curlicues and rosettes. 6 oz. tube, \$1.25 ppd. The Krebs, Westerly, Rhode Island.



## Scotch, Rye, Bourbon

### FLAVORED TOOTHPASTE

\$1.00 TUBE, PPD. ANY 2 \$2.75 POSTPAID

Everyone will brush their teeth a dozen times a day and your boss will give you a raise when you "gift" them with this novel new toothpaste idea. It's six proof... it's genuine scotch, rye and bourbon whiskey flavored. Give all three flavors and you'll be talked about forever as the year's most original gift giver.

NEW! 8 OZ. BROWN JUG OF 10 PROOF SCOTCH OR BOURBON MOUTHWASH, PPD. \$1.95  
MOUTHWASH PPD. \$3.75  
Pa. Residents Add 3% Sales Tax

WAYNE MFG. CO., Wayne 11, Pa.



Free New Gift Catalog

## MINIZIP

CIGARETTE LIGHTER

Personally Yours ...

Raised Chromed Initials  
Elegant Satin Finished Case  
Precision Engineered

COMPACT (2 1/4" x 1 1/4")  
LIGHTWEIGHT (1 1/2" oz.)  
LIFETIME DURABILITY

SPECIFY INITIALS, LIMIT 3

Individually boxed  
Only **2.25**  
postpaid  
Cash with Order

RUSSELL & RUSSELL

Gifts

2847 N. HENDERSON  
DALLAS 6, TEXAS



## FREE! DELUXE ITALIAN PROVINCIAL DOLL

SENT DIRECT FROM FLORENCE  
On New Membership Plan Of

## WORLD-WIDE DOLL CLUB!

Kiddies and grown-ups will be thrilled with membership in unique deluxe foreign Doll Club - so exciting to have or give! A luxurious Italian Doll arrives first - a Free Membership Bonus! Each month another rare doll arrives from an exotic land - in export packings with colorful foreign stamps! Unusual, deluxe, hand-crafted - up to 1 foot tall. Adorable hand-painted faces. Such unusual details as earrings, lace trimmed undies, glossy hair! From Europe, Asia, South America, Africa - the whole world! Ideal for play, yet genuine collector's items. Available in U.S. only to members. Inspire interest in geography, history, customs. Fascinating brochure with each. You'd expect to pay up to \$7 each - and even more!

Money-Back Guarantee Lets You Keep Italian Doll Free!

If not delighted with free Italian doll money is refunded in full and you keep doll free. Furthermore, you may cancel membership at any future time.

### Membership Makes A Fabulous Gift!

Gift membership announced by handsome Membership Certificate. Then each month another foreign package - another thrilling doll!

**WORLD-WIDE DOLL CLUB**  
Dept. 351, Greenvale, N. Y.

Less Than \$2 Each  
ALL POSTPAID - DUTY FREE  
**EXTRA BONUS**

Order 12-month membership now and two dolls will be mailed in first month. Of course, in addition, the Italian Doll is yours FREE, for acting now on any plan! Thus, on 12-month plan, you actually get 14 dolls.

### SUBSCRIBE NOW FOR FREE BONUS!

WORLD-WIDE DOLL CLUB, Dept. 351, Greenvale, N. Y.

Please enter the following subscription. Remittance enclosed

- ☐ 3-MONTH DELUXE MEMBERSHIP \$8.75  
☐ 6-MONTH DELUXE MEMBERSHIP \$14.50 (Save \$3)  
☐ 12-MONTH DELUXE MEMBERSHIP \$26.50 (Save \$8.50)  
FIRST DOLL SENT AIR MAIL FOR ONLY \$1 EXTRA

PLUS FREE  
ITALIAN DOLL  
ON ANY  
PLAN

Send To: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

IF GIFT, SEND YOUR OWN NAME AND ADDRESS ON SEPARATE SHEET.

NOTE: Postman must collect 15c foreign package fee.



## RELAX in PATAKWA MOCCASINS

Luxury for the whole family

from the Indian Reservation Country of soft, washable sueded cowhide, flexible padded soles, lifted inside heel cushions and insoles. BLISS TO WEAR indoors and out with cuffs rolled up or down.

HANDCRAFTED in Natural, Turquoise, Brown, Red, Russet, Golden Corn, Indian White.

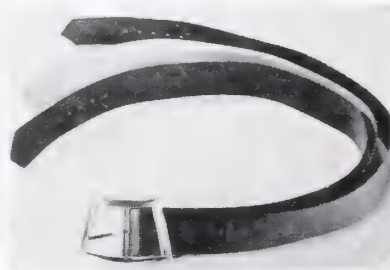
FOR MEN and WOMEN in sizes 4 to 8... \$4.95  
in sizes 9 thru 12... \$5.95

FOR CHILDREN too in natural or brown only. Sizes  
5, 7, 9... \$2.95  
11, 13, 2... \$3.95

Send cash, check or m.o. For COD's send \$2 deposit. Immed. Delivery - Satisf. guar.



OLD PUEBLO TRADERS Box 4035, Dept. HB-1  
Tucson, Arizona



Six-in-One Belt is a really fabulous value. The basic ingredient is a large gold buckle, which comes with three Shoe Calf belts. Each belt is completely reversible, so you can ring your waist with any of six different colors. A perfect match for almost any outfit in your wardrobe. Belts are fully adjustable and can be trimmed to fit any size. Available in two widths, 2 inch or 1 1/2 inch, in beguiling shades of black/avocado, tan/brown, red/panama. Also available in Pastel Shades: pink/bamboo, powder-blue/aqua, light avocado/black patent. You get either set of six for just \$1.50 postpaid. The group of 12, \$3.00.

Mono-Art

50 Delancey St., New York, N. Y. Dept. B-10

MORE VALUE - LATEST STYLES

America's Great Diamond Values

GENUINE DIAMONDS

SEND FOR FREE CATALOG

Save on diamonds from estates, banks and unredeemed pledges at substantial savings.

All diamonds reset in brand new modern mountings. Sold with a written iron-clad money back guarantee. Over 100,000 satisfied customers have bought diamonds from Berman's.

Our reference - your own bank or any mercantile agency

**Berman's Diamond Loan Bank**  
Dept. H - BERMAN BLDG., BALTO. 1, MD.



For Distinguished Masculine Appeal

## WALL STREET

SHAVING LOTION \$1.80

MEN'S COLOGNE \$2.20

POST PAID - TAX PAID

Direct from the Perfume Shop of

MICHEL PASQUET

7 W. 46th St., New York 36, N. Y.





**BUY ONLY THE  
HAF-A-JAMA  
YOU SLEEP IN!**



**NOW... Pajama separates  
in high quality  
Sanforized cotton broadcloth**

**Uppa-Jama**

New longer jacket,  
no southern exposure!

**Lowa-Jama**

Boxer waistband—  
Gripper snaps, large pocket

**\$3.50**  
EACH

sold only by mail

Why pay for a whole pair when you wear only half? HAF-A-JAMA is the answer. All full cut for comfort... double-stitched seams throughout... tub-fast SOLID COLORS or smart BLAZER STRIPES. Also in fine flannelette and crinkle crepe. Send for free catalog. Money back guarantee.

H. M. ALISON COMPANY, Dept. A-6  
175 RAWSON RD., BROOKLINE 46, MASS.

Send me: ☐ Jacket style ☐ Pulllover  
Uppa-Jama ☐ Lowa-Jama

Specify SOLID or STRIPE  
In SOLID COLORS: Lt. Blue, Gray  
STRIPES: Blue, Wine, SIZES A, B, C, D, E, at \$3.50  
each, 2 for \$6.85, 3 for \$9.95. No C. O. D.'s, please.

I enclose my check or money order for \$.....

Name.....

Address.....

City..... State.....

Please add 25¢ for postage



Carefree Safety, Economy For Your Pool

## NEW KROHOME POOL COVER

New Krohome Pool Cover safeguards children, adults. Keeps pool cleaner, lowers operating costs. In tests, Krohome has supported 12 people. Keeps leaves, rubbish out of pool; reduces chlorine loss, keeps pool warmer. Pays for itself in as little as 1 year. Durable, lightweight vinyl plastic; custom made 18¢ sq. ft. Send blue print or dimensions for free estimate.

Ask for free literature.

**KROHOME INDUSTRIES**

Mt. Diablo Blvd., Dept. H10  
Walnut Creek, Calif.



SEE AT A GLANCE HOW COLD  
IT IS OUTSIDE FROM INSIDE

MOUNTED  
IN SECONDS!

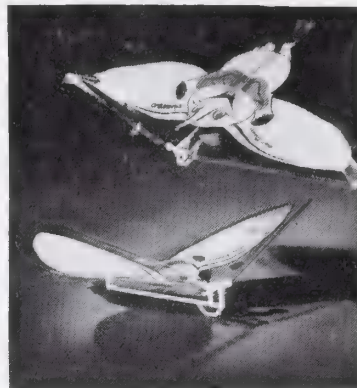
**\$2.00**  
PPD.  
GIFT BOXED

No squinting to read, even from 10 ft. away—thanks to big red figures and pointer on 3 1/2" transparent dial you look right thru! No screws, no brackets. Just peel and press this new model on outside of windowpane. Specially compensated for windowpane use. Accurate, attractive, a much-appreciated gift! Each, \$2. ppd., guaranteed. By mail.

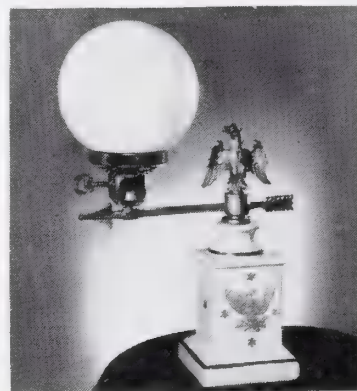
**BRECK'S** FREE! BIG CATALOG  
OF Exciting New Gifts!  
725 Breck Bldg., Boston 10, Mass.



# WINDOW



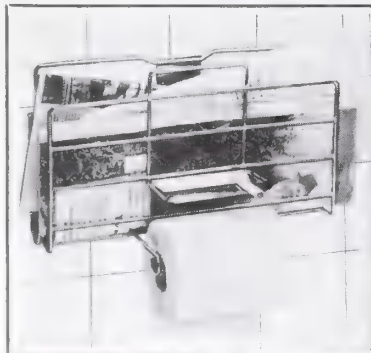
**WING-E-E DUMBO** is Disney's flying elephant who circles, swoops, soars, banks, dives and isn't so dumb after all. This sensational little machine is an orthopter and flies like a bird, by the motion of its wings. A wind-up elastic does the trick. It's educational and tremendous fun, indoors and out, for all the boys from five to fifty. \$1 ppd. Kimball Toys, 73 Bond St., Oshkosh, Wis.



**THE POWER AND GLORY** of the American Eagle and the Federal Stars make this as dramatic a desk lamp as we've ever seen. Heavy white porcelain base is topped with brass arrow and eagle. Arrow extends to support 6" milk-glass globe. 16" x 10", lamp is \$19.95. Add \$1 W. of the Mississippi. Jenifer House, Dept. B 10, New Marlboro Stage, Great Barrington, Mass.



**THE JOY OF COOKING** is blissful with a Look 'N Cook stand to prop your cookbook and free your hands. Holding any size book at the right angle, it also serves breakfast readers at the table. Engraved with first name, Look 'N Cook is a natural for a bride's kitchen shower or a nice gift for a cook. \$2.25 ppd. International Industries, 12 Jasperson Blvd., Culver City 4, Calif.



## ALL THE CONVENIENCES!

Make yourself really comfortable with a **BATHROOM CADDY!** Provides not only a handy ash tray and a holder for toilet tissue, but also plenty of space for magazines, newspapers and comic books—keeps the bathroom tidy! Made of chrome-plated steel, 7 3/4" x 12 1/2". Simple to install with special adhesive that's included; no holes or tile problems! Deluxe Caddy is \$2.98 postpaid; also available without tissue holder for \$2.79. Ask for latest FREE Gift 'n Gadget Catalog, too! Order today from **MEREDITH'S**, Evanston 24, Illinois



## Decorate Your Own Furniture With EARLY AMERICAN STENCIL DESIGNS

Historic designs beautifully reproduced in easy-to-use decal form! Done in gold, silver, full colors—just dip in water and slide decal onto your refinished chair. Permanent. Three designs to choose from—Bird and Fruit (illus.) in 6 pieces (arm pieces not shown), postpaid (U.S. and Canada) \$1.00 per set. Also Pennsylvania Dutch Chair set, \$1.50; Boston Rocker set (gold and silver), \$1.50. No C.O.D.'s.

SEND 10¢ FOR ILLUSTRATED FOLDER



OTHER USES  
TOO—Fine for  
chests, trays,  
lamps, canisters,  
glassware, stairs,  
china, etc.

**AUTHENTICS** DEPT. E-15, BOX 26  
CINCINNATI 7, OHIO

## STOP HITTING THE END of your GARAGE!



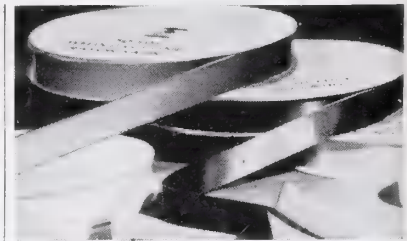
**install  
MITEY-MITE  
CAR STOPS  
for GARAGES and CAR PORTS**

Protect screens, storm windows, bicycles and yard tools with superstrength malleable iron brackets fastened firmly to floor with mastic cement. All you furnish is a 2 x 4 which fits into brackets. Brackets, mastic and instructions in compact kit. Easy to install, no holes to drill. Send check or money order—prompt shipment.

ORDER YOURS NOW!

**SUPERIOR STEEL &  
MALLEABLE CASTINGS CO.** Dept. M-10  
BENTON HARBOR, MICHIGAN, U.S.A.

**ONLY  
\$4.95**  
Postage  
Paid



## 105 YDS. SATIN RIBBON FOR CHRISTMAS PACKAGES—\$1

In brilliant red or green! Also Royal blue, gold, silver, American Beauty, white, light blue, pink, Nile green, orchid, yellow, brown.

52 1/2 yd. rolls of each color, 50¢ each. That's less than a penny a yard for a \$3 value! Approx. 1/2" wide. Minimum order, 2 rolls for \$1. No C.O.D.'s. Money-Back Guarantee. Rush color choice, remittance to:

**BARCLAY GRANT & CO.**  
Dept. D-1, Locust Valley, N. Y.

LESS  
THAN

**1¢**

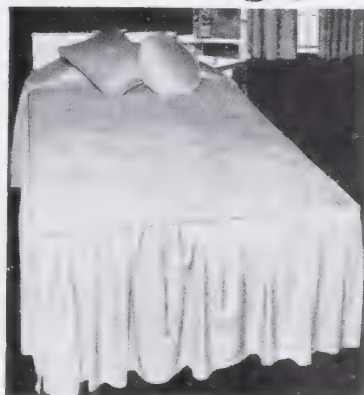
A YD.



# SHOPPING



**THE TAILORED TYPE** will like the uncluttered distinction of this nubby cotton tweed bedspread with cord trim and generously gathered flounce. In solid pink, nutmeg, antique gold, aqua or white (send 10¢ for swatches), twin spread is \$15.95; full, \$16.95; king, \$33.95. Draperies: 63" long, \$8.95; 81", \$10.95. Available in custom sizes. Add 90¢ postage. Colten's, 1351 Beacon St., Brookline 46, Mass.



**THE QUALITY OF STILLNESS** is implicit in these stately cranes, hand-carved in India from a single piece of buffalo horn. They'll remind you of a curve of lonely beach; a sea gull's cry; a scallop boat under sail, silhouetted against a fall sky. About 16" high and polished to a marble-like smoothness, \$15 each. Ppd. Ben E. Ashmore, 4614 N. Paulina St., Chicago 40, Illinois.



**COCKTAILS FOR TWO** are intoxicating fare on a silver-plated gallery tray the right size to reflect a cozy conspiracy. If you prefer to do a solo, the same tray nicely holds coffee for one. Another time, heap it high with *petits fours* and have the girls in for hot chocolate. 10" diameter, with 3 letter engraved script monogram, \$8.95, incl. tax and post. The Lillian Shoppe, 20 Armat St., Philadelphia 44, Pa.



## Personalized Stationery with Self Seal Envelopes



Plan ahead now for the gifts you'll need by ordering Personalized Stationery that features Self-Seal Envelopes. Ideal for college students—wonderful gifts for anyone. And, you'll want to order some for yourself, too!

1 Letter Pad of 125 sheets and 200 Self-Seal Envelopes..... **\$3.79**

Double quantity of above ..... **\$6.69**

200 Envelopes only ..... **\$2.59**

Made of fine quality Vellum, it's ideal for "rush" correspondence, mailing of checks, bills, etc. Whether at home or office, there are many uses for this bargain.

Send name and full address stating quantity wanted for each order. State color of ink desired; if color is not specified, blue will be used.

Delivery in three weeks. No COD's. Prices include postage.



**Thomas-Young** 30 West Lockwood Webster Groves 19, Mo.



### 14" TALL HEIDI DOLL

She is dressed in colorful Swiss costume. Her hair is blonde, her eyes are blue, she wears a slip and panties too. Guaranteed to please any little miss. We don't see \$1.00 how it is possible at this tiny price.

2 HEIDI DOLLS ..... **\$1.95**

Please Add 25¢ For Shipping Send For Free Gift Catalog

**WHAT'S NEW SHOP** Wynnewood, Dept. B10, Penna.

## LIGHT UP YOUR OWN FAVORITE PHOTOS IN BEAUTIFUL FULL COLOR — FOTO-VUES REPRODUCES THEM ON LAMPSHADES!

Imagine seeing your home, your dog or horse... that superb seascape or landscape bloom into radiant *full color* every time you turn on your lamp! You can... simply by sending us the negatives of your favorite snapshots. We print them on special translucent material, individually hand-paint them, make them up into your own personalized lampshades.

Shades are fire-resistant, easily cleaned with soft cloth. Foto-Vue lampshades are ideal for den or recreation room... make unusual and enchanting gifts. Send color prints or color slides, or black and white prints or negatives—*be sure to give color description of black and white prints or negatives.* (All are returned unharmed.) Satisfaction guaranteed.



### Foto-Vue Shades

9" bottom diameter **\$895**

11" bottom diameter **\$995**  
(clip on bulb style shades)

13" bottom diameter **\$1495**  
(indirect or harp style shade)

Send check or money order.

**FOTO-VUES, INC.**  
P. O. Box 90 ■ Weatherford, Tex.

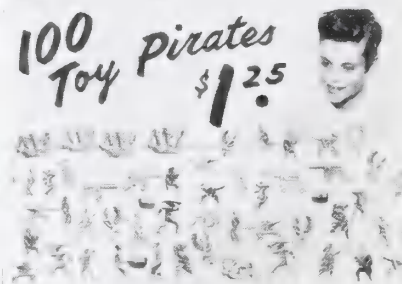
## AUTHENTIC OLDEN TIME TOY RANGE



Little girls will love to cook for their doll families on this replica of grandma's old black cast iron range. Older folks use 'em for ash trays, planters, etc. Made from original patterns in rugged lifetime construction. Complete with 5 utensils. 9" x 10" x 5" size, \$4.95. 11" x 11½" x 7" size, \$8.95. Postpaid (Add .50 W. of Miss.).

Write for MY FREE GENERAL CATALOG

**WILL HAMMOND'S**  
**New England General Store**  
4 Plain Street, Millis, Mass.



### YES. 100 TOY PIRATES FOR \$1.25

Your favorite kid will be the most popular on the block when he receives this set of 100 molded plastic Toy Pirates. This big treasure box of authentic toys includes: 8 Swordsmen, 4 Prisoners, 8 Cannon, 8 Buccaneers, 4 Galley-men, 4 Treasure Chests, 4 Chest Bearers, 8 Mermaids, 8 Accordion Players, 4 Pirate "Gold-brickers," 8 Treasure Diggers, 8 Musketeers, 8 Pistol Fighters, 8 Seamen, PLUS Captain Kidd, Long John Silver AND a Fleet of 4 Pirate Ships. Each toy is made to scale, stands on its own base, and is molded of durable brightly colored plastic. Order several sets NOW to keep the kids busy and happy for hours. Send \$1.25 for each set of 100 Toy Pirates to:

**BODINE'S**  
501 E. Preston St. Baltimore 2, Md.  
Ask for our Gift Catalog

## CUDDLESOME COCKER

This lovable toy embodies all the charm of a real, live Cocker Spaniel... yet her "behavior" is above reproach! Creamy, washable, naturally marked Spanish lamb-skin, about 13" long. Endearingly floppy. As much at home in a college dorm as a nursery.

only **\$5.50** ppd.  
Satisfy, no C.O.D.'s

**HOWARD HOUSE**  
Dept. HB-10  
106 Warren St., New York 4, N.Y.



**FREE** with order  
**PORTRAIT ENLARGEMENT**  
with order received by Nov. 15th

## Most Cherished GREETINGS ROYAL PERSONALIZED PHOTO CHRISTMAS CARDS

This year send loved ones holiday greetings with YOUR picture of family, home, pet, etc. The only Christmas card that's truly personal and cherished thru the year and costs less than most ordinary cards. Simply send negative or photo (add 50¢ for new neg.) with your order. **FREE SAMPLE!** See before you buy—Send neg., returned with deluxe sample and new 1957 design folder. Satisfaction guaranteed.

**ROY PHOTO SERVICE**  
Dept. HB-10 GPO Box 644 N.Y. 1, N.Y.

**DELUXE DECKLE CARDS AND ENV.**  
only **7¢** EACH  
25 for \$1.75 min. order plus 35¢ handling



**SAVE 1/3**  
up to 1/3.

Own this 4 piece  
Dixon's group as  
shown for as little as  
\$246.30

## FURNISH YOUR WHOLE ROOM AT DIXONS DIRECT FACTORY PRICES

Dixon's is shipped right to your door, completely upholstered and finished in a few simple sections that lock together in minutes.

**EXCLUSIVE!** Dixon's upholstery is changeable . . . a new cover from Dixon's can be fitted by yourself quickly and easily. Dixon's is made from beautifully grained woods with molded foam rubber construction.

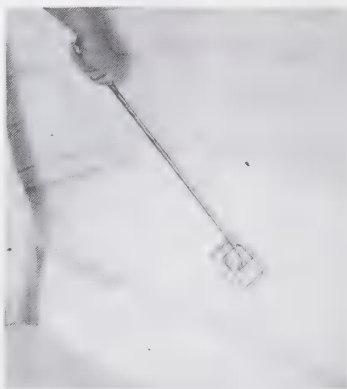
**DIXONS FURNITURE CO., Dept. D-96, ELLICOTTVILLE, NEW YORK**



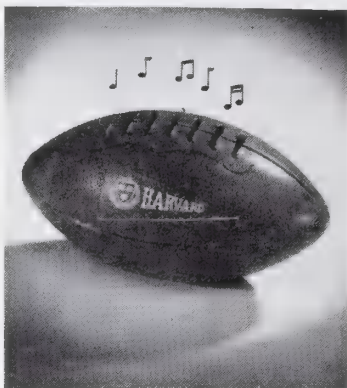
**SEND 25c TODAY**  
25c brings you this big complete catalog including actual wood samples of wood and finishes. Actual fabric swatches of upholstery (over 30 in all), complete descriptions, dimensions and ordering information.



## WINDOW SHOPPING



**RUB-A-DUB TUBBER** is the easiest way ever to swish-clean your tub to a shining porcelain gleam. The long metal handle is rust-proof. The reinforced cellulose sponge head is hinged in the middle so it gets into corners. Wonderful, too, for tile walls and toilet bowls. Sponge and wood handle grip come in pastels: pink, blue, yellow, green. \$2.98 ppd. Andrew Co., Findlay, Ohio.

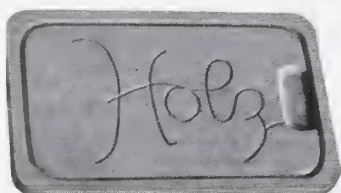


**STADIUM STAMPEDERS** will get a kick out of this musical miniature football whether they be Knute Rockne fans or eager Freshmen. It's pigskin colored plastic, with laces painted in individual school colors and the appropriate name and crest on the side. The Swiss music movement plays a choice of over 80 school songs. 4" long, \$3.95 ppd. RMS Interiors, 11146 S. Michigan Ave., Chicago 28, Ill.



**FANTAZMA PALMS** and lotus pods, cordone thistle and diablo claws, from Arizona, Texas and Mexico, are a few of the fascinating leaves and plants that come with this easy-to-assemble, natural dried floral display. In a wicker basket with a styrofoam base, the arrangement measures 18" high, 21" wide when put together. \$5.98 ppd. Rialto Florists, Dept. HB, 731 Lexington Ave., New York 22.

(Please turn to page 101)



## PERSONALIZED STEAK PLANKS CARVING BOARDS

**SHAPED TO YOUR PATTERN\*  
CARVED TO YOUR WISHES**  
lettering—monograms—cattle  
brands—trade marks.

Thick kiln dried oak can be used in oven. A man will not want to carve on anything else. Enjoy a luscious steak plank dinner. Submit pattern—price will be quoted.

Illustrated plank 20" x 12" \$15.00  
Write for Free Catalog of Unusual Woodwork

**CHARLES W. CHASE**

1 HADDAM NECK  
EAST HAMPTON, CONN.



## PAGODA ROOF CUPOLA

Ready - Built, fully assembled **PAGODA ROOF CUPOLA** for your garage, breezeway or ranch house that will fit any pitch roof. Made of pine, painted two coats white, 31" high, 18" square. Aluminum or copper covered roof. Needs only a screwdriver to put up in 10 minutes. With **ALUMINUM** covered roof, \$39.50. With **COPPER** covered roof, \$42.50. Express Collect. Other sizes and styles from \$16.75 to \$149. Weather vane shown 19" x 20" made of **COPPER** and **ALUMINUM**, painted black, only \$11.95 postpaid.

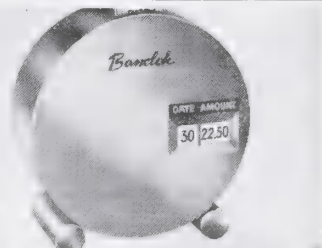


**SEND FOR FREE CATALOG**

## CAPE COD CUPOLA CO.

Dept. HB-1

No. Dartmouth, Mass.



**Save \$100<sup>00</sup> a Year Automatically . . .**

**FORCES You To Save!**

Get Perpetual Date & Amount Banks. 25¢ a day automatically keeps date right up-to-date. Also totals amount saved. Forces you to save a quarter every day, or calendar date won't change. Automatic saver for gifts, vacations, time payments, etc. Fool-proof mechanisms and key. Use year after year. Start saving right away. Pays for itself in 8 days! Order several. Reg. \$3.50. Now only \$1.99 each; 3 for \$5.75; 6 for \$11.00 prepaid. Mail cash, check or money order to **LEECRAFT, Dept. HB, 300 Albany Ave., Brooklyn 13, N. Y.** Prompt delivery.

**TWO TIMING CHARMER** that's all siren for your moppets favorite doll. Mandarin lounging pajamas in heavy satin with tricky gold frogs at the neck. Also has matching robe to make her outfit more festive. Modeling is Saucy Walker 18" Ideal Doll. Comes in red and white, green and white, blue and white. Fits 12½", 14½", 16½", 18½" doll. Pajamas \$3.50. Robe \$3.50 Ppd. Send 20c for catalog containing 52 outfits. Carma Doll Clothes, Garden City, Kansas.



**AMAZING GEM DISCOVERY!  
It's More Brilliant  
Than A Diamond**

More sparkle! More fire! And it looks exactly like a fine diamond. In fact your friends will think you are wearing the most glorious diamond they have ever seen. Yes, the Kenya Gem has more fire, more sparkling brilliance than a diamond and yet costs so little. A large 1-carat lady's ring in 14-K gold is only \$54. Also superb men's and ladies' rings in larger carat sizes. Easy payments. Write today for FREE illustrated booklet. Write to Kenya Gem Corporation, Department 128, Philadelphia 44, Pa.



## SAVES ON MANY CHORES

This strong Home and Garden "Toler" made of burlap, will save you hours in disposing of raked leaves, weeds, grass clippings, brush, shrub trimmings. Corner grips make easy carrying of pulling loads away.

\$4.95 for 10 ft. square, 5 bu. cap.  
**\$10.95** for 20 ft. square, 10 bu. cap.  
Add Sales Tax in Ohio

**THE BIXLER COMPANY**  
1505 W. State, Fremont, Ohio





DECORATOR DESIGNED FOR MODERN LIVING

# Normandy French Provincial Con·sealy·bed

AMERICA'S MOST DISTINCTIVE DUAL-PURPOSE FURNITURE

New beauty... new elegance... in this  
exclusive brocade design by *Wamsutta*.

By day, an elegant sofa... its graceful lines enhanced by Wamsutta's magnificent Aqua and Gold metallic print... or other glorious decorator color combinations if you prefer. Exquisite carvings in warm fruitwood finish. By night... it transforms into a full 54-inch bed with a famous \$79.50 quality Sealy Posturepedic Mattress that sleeps two in superb comfort. \$299.50



SEALY "DELMAR"  
CON·SEALY·BED in satin  
warped textured boucle,  
with foam rubber cushions. \$379.50



SEALY "WILLIAMSBURG"  
CON·SEALY·BED in  
authentic colonial print. \$329.50



# A beautiful bedroom deserves a Heirloom® Bedspread

**Only Bates makes Heirloom...** style-setting bedspreads and draperies that transform four walls into the room of your dreams. And a joy practically forever because they resist wrinkles and soil, launder easily, never lose their lovely colors, almost never wear out.

**This Heirloom quality** is yours from the mattress out: in treasured bedspreads and Heirloom blankets, in luxuriously silky sheets of combed percale, even in Bates new seamless mattress pad and decorator dust ruffles. See the wealth of wonderful Heirloom patterns by Bates— at fine stores everywhere.



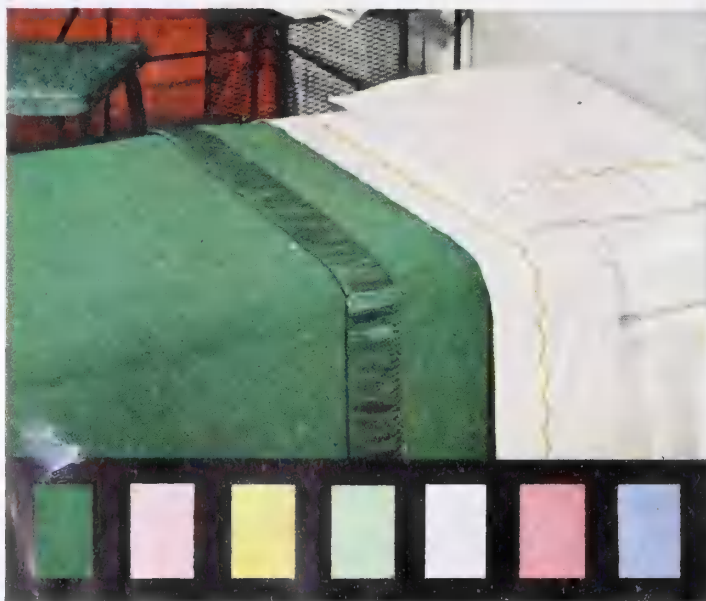
Bates "Heritage" an exquisite pattern, precision stitched on antique white. Permanently puffed, washable, with white ball fringe. Single or double spread and matching draperies, each 16.95\*

Bates Heirloom Blanket ideal lightweight warmth in all new rayon and nylon, just right for year-around use. Washable, mothproof, colorfast... in 7 colors, 4 sizes. A real buy... 72x84 only 7.95\*

Bates Comb-Percales with color-scalloped hems. Fine-line sheets and cases of blissful smoothness—extra long wear. Twin size under 4.00

*\*Slightly higher in the West*

BATES BEDSPREADS, INC., 112 WEST 34TH STREET, NEW YORK 1



VANLEIGH FURNITURE





# Golden Anniversary Special Chair

comfort cushioning with **Firestone FOAMEX®**



TABLES BY COLONY TABLES, INC.

Enliven  
Your Living Room  
with this  
*Anniversary  
Value!*

Add a golden sparkle to your living room now with a delightful setting of GLOBE's 50th Anniversary Special Chairs! These chairs are available in two styles—tight seat or loose cushion, with or without swivel base.

They demonstrate the superior quality GLOBE has achieved through specialization in living room furniture for a half-century. Solid hardwood frames are reinforced and corner-blocked for years of service; anchor-fast webbing; perma-tied springs.

And, cushioned in seat and back for enduring beauty and lasting comfort with Firestone Foamex. This marvelous foam rubber by Firestone retains its resiliency indefinitely . . . always soft and comfortable to sit on, yet springs back into perfect shape so your chair will always have that tailored look.

Available in fabrics and colors of your choice to blend with your color scheme. You can purchase this GLOBE Anniversary Chair at better stores from coast to coast.

## Comfortable Living Room Furniture



Write for name of Dealer nearest you, also for illustrated booklet showing sofas and chairs in a wide assortment to fit any decorating plan. Enclose 25¢ in coin, please. Address: The Globe Furniture Co., Dept. HB1056, High Point, North Carolina



See this chair during Home Fashion Time Sept. 20-29.

FINE LIVING ROOM FURNITURE FOR FIFTY YEARS





Make every meal a special occasion with

**FRANCISCAN WARE**

this is **OASIS**

in famous Franciscan Ware. Oven-safe. Dishwasher-safe.

Reflecting the blues of an inland sea against a white sand background...

on the compelling, contemporary shapes

of America's most known dinnerware.

16 pc. starter set, 14.95

BY GLADDING, McBEAN & CO., LOS ANGELES





# WINDOW SHOPPING

CONTINUED FROM PAGE 96

## FAIREST OF THEM ALL

is this glittering hand mirror that frames a pretty face in an enchanted circle. Made of golden metal and lavishly encrusted with pearls and rhinestones, one side is a regular mirror, the other a magnifier. 5 3/4" wide, 11 1/2" long. \$10.25 ppd. Druid Originals, Box 127, Clarks Summit, Pa.



## CAMEL'S HAIR BRUSHES

are amazingly handy to have in your desk and in your husband's work bench. You'll use them for touch-up work, pasting, drawing and for cleaning your typewriter, camera lens, guns and tools. In assorted sizes, 20 are \$1; 42 brushes are \$2. Ppd. They're surplus stock, hence the startling price. Matthew Day Co., 12 E. Madison Ave., Dumont, N. J.



## JAPANESE WOOD BLOCK PRINTS

depict the Four Seasons as they come around in their eternal beauty to Japan's glorious Mt. Fuji. Handmade and matted, ready to frame, each measures 10" x 15". Set of 4 is \$9.95. Single prints (specify season), \$2.95 each. Ppd. No. c.o.d.'s. Order from Daria, 2106 Cascade Rd., Atlanta 11, Georgia.



## KANGAROO SHOES

will have your small bouncers leaping over gullies, flying through space in one big stride like rocket men! All metal shoes are perfectly balanced on sturdy steel springs; adjustable and safe for ages 6 to 12. Rubber-shock bumpers cushion each thrilling step. \$5.95 ppd. No c.o.d.'s. Add 50¢ W. of Miss. Russell Snow Co., Dept. R-61, Walham 54, Mass.



## MAKE A MEMORY

and send her a fragrant basket of Lavender. Its refreshing, spic and span scent is as feminine and flirtatious as a lady-like fragrance should be, and she'll use it to sprinkle among her sheets, lingerie and stationery. Or send a basket of Algerian Rosebuds. The empty basket makes a pretty candy container! \$1.75 each, ppd. Northmore's, Dept. B, Box 66, Park Ridge, Ill.



GET ENTIRE SET WITH DOWN PAYMENT

Buy your Towle and Heirloom Sterling the easy way  
pay just \$5 down,\* \$5 monthly on Macy's Silver Club Plan

- You can enjoy your entire set while you pay for it
- FREE with order, silver spoon pin, anti-tarnish chest.
- Choose from over 200 patterns by Gorham, Towle, Wallace, International, Reed & Barton, Heirloom, Lunt, Steiff, etc.
- Take up to 2 years to pay. Monthly payments on basis of the silver patterns are slightly higher.
- You never pay more than the nationally advertised price, including carrying charges where they apply.
- 6-pc. place setting (1 ea.): luncheon knife, fork, teaspoon, salad fork, cream soup spoon, butter spreader.

- \* \$5 down, \$5 monthly
- \* 7.50 down, 7.50 monthly
- \* \$10 down, \$10 monthly
- \* \$15 down, \$15 monthly
- # place settings (24 pieces)
- # place settings (36 pieces)
- # place settings (48 pieces)
- # place settings (72 pieces)

Silver Shop, Street Floor

MACY'S, Box 70, N.Y.C. (1) HB 10-56

Enclosed, \$\_\_\_\_\_down payment

Pattern\_\_\_\_\_

No. of settings\_\_\_\_\_

Name\_\_\_\_\_

Address\_\_\_\_\_Apt. #\_\_\_\_\_

City\_\_\_\_\_Zone\_\_\_\_\_State\_\_\_\_\_

## COMICE PEARS

FOR Christmas Giving

AS LOW AS  
\$3.60\*  
DELIVERY PREPAID

FROM ROGUE RIVER VALLEY  
MEDFORD, ORE.

• Luscious, large Comice Pears, creamy in texture, rich in juicy flavor, make unusual and appreciated gifts for family, friends and business associates. These world-famous pears are grown in our own orchards, carefully selected — individually wrapped. Delivered PREPAID in colorful gift boxes to any point in 48 states. Perfect arrival guaranteed. Gift card enclosed. Send list, we do the rest. No stamps, C.O.D.'s or charge accounts, please.

- No. 1 — Deluxe Box (8 to 14 pears, pictured above) ..... \$3.60\*
- No. 2 — Deluxe Box (15 to 18 pears) ... 4.65
- No. 7 — Asst. Fruit Chest (About 14 lbs.) 7.25
- No. 5 — Asst. Fruit Basket (About 18 lbs.) ..... 14.65

\*EARLY BIRD PRICE...if your order, complete with names and addresses of recipients is airmailed and postmarked on or before November 21, 1956. Regular Price ..... \$3.85



WRITE FOR FREE CATALOG  
PINNACLE ORCHARDS  
401 Fir Street • MEDFORD, OREGON



## FAMILY CIRCLE

A perfect gift from your whole family to a fond grandparent, relative, or friend. Family Circle is a six-sided leather ball, 3 1/2" diameter, which encases six gold-plated picture frames into which family snapshots or photos can be inserted with ease. Change them whenever you wish. Makes a talked-about table ornament... on Daddy's desk, it's a paper-weight weighted with sentiment. Family Circle is covered with genuine leather in your choice of brown, green, red or pink. Also available in red or gold velvet. \$7.95 ppd. Send for FREE Christmas Catalog!



Ward Phillips Co.  
10 East Main  
Carpentersville 1, Illinois

## EARLY AMERICAN TEACART



\$63.15

## SOLID ROCK MAPLE

Honey finished hand rubbed rock maple Teacart, authentic Early American design. Bottom service tray removable, top drawer 21 1/2" deep. Top 21 x 30" drop leaves up 43 x 30". \$63.15

## USEFUL

Cigarette Table in solid maple and hand rubbed. 13 x 13 1/2" x 21" high. Turned legs. Solid brass drawer pull. \$15.75

Enclose 25¢ for catalogue. Send check or money order. Price F.O.B. Tenn. 11 in Alabama, add 3% Sales Tax.

\$15.75

Jones Valley Furniture Distributors  
P.O. Box 2347, Birmingham, Ala.



Party Cup & Saucer  
plus our colorful new Catalog

Our colorful, "spanking new" 100-page portfolio of Quaint American Furniture is yours FREE with this graceful little cup and saucer set by Mason. Stocked in pink, brown and blue, my, how Mason's Vista is welcomed by our brides and grandmas, too! Your color, Madame? Catalog alone 25¢.

Carl Forslund QUAINT AMERICAN FURNITURE  
122 FULTON, GRAND RAPIDS, MICH.






**C**ONTEMPORARY design at its best in this handsome salad set. Fine quality white glazed ceramic bowl (10 1/4 x 9 1/2") on brass tripod base. White plastic servers with matching brass handles. Bowl may also be used for serving hot food for it is heat proof. 3 pieces, \$10.

Add 85¢ for shipping beyond delivery area  
Add 3% State Tax for Illinois delivery

**C.D. Peacock**  
JEWELERS • ESTABLISHED 1837  
STATE AND MONROE IN CHICAGO



**Musical Teapot**

**TEMPO IN A TEAPOT**

How gay can you get? This charming glazed earthenware teapot gives you music while you pour. "Tea for Two" is the merry tune you hear and the imported Swiss musical movement is completely safe from the hot water. 6-cup pot comes in black with embossed gold design. **\$7.95**

2 TEAPOTS \$14.95  
Please Add 50¢ For Shipping each teapot.  
Penn. Residents Add 3% Sales Tax

**Toby House**  
P.O. BOX 3044, PHILA. 50, PA.



**FOR THE PERFECT PRESENT**

*Give delicious*  
**PENNSYLVANIA DUTCH PRETZELS**  
in smart new tin designed  
by Lancaster County Craftsmen

This delightful assortment of eight deliciously different types of pretzels makes "wonderful good" giving. Real taste tempters—butter-rich and baked to authentic Pennsylvania Dutch recipes. Colorful, re-usable tin makes unique container. Lid becomes unusual and picturesque serving tray or wall plaque.

**\$4.95** postpaid anywhere in the U.S. or to service personnel overseas. Order early and specify shipping dates. Gift card enclosed. Checks or M.O.—Sorry, no C.O.D.s.

**BACHMAN BAKERIES CORP.**  
2523 Kutztown Road, Reading, Pa.

**WEDDING CAKE KNIFE**



For their wedding cake and all the cakes to follow—anniversaries, birthdays, holidays. Their first names or any three initials engraved free of charge on the sterling silver handle. 8" Sheffield serrated steel blade. Please enclose engraving instructions.

**\$8.50 postpaid**

**MILLARD F. DAVIS** 831 Market St., Wilmington, Delaware



**HOME CIGARETTE PACK DISPENSER**  
With drawer for matches, keys or coins.

**A GIFT DELIGHT**

Cut out cigarette spiral shows smoke supply at glance. Made of selected plywood, finished in natural clear lacquer finish.

Personalized initial in walnut overlay

**PRICE \$2.95 Postpaid**  
(Available also without drawer—\$1.95 postpaid)

**Scroll Wood Arts Shop**  
411 S. 2nd Street Dept. HB-2 St. Charles, Illinois



## WINDOW



**IN A MAN'S WORLD**, these superb, hand-carved birds will bring the crackle and snap of the hunting field on a frosty autumn morning. Carved from hard maple and painted in authentic colors. Woodcock, Jack-snipe and Quail are life-size (about 7" tall). Ruffed Grouse, 9" tall, is 2/3 life-size. \$12.95 each; set of 4, \$47.95. Ppd. Carl Forslund, 22 E. Fulton, Grand Rapids 2, Michigan.



**NO DRAFT, NO DUST**, no bugs, no rain, can get through this new Fiberglass window filter. It keeps out everything except fresh air! With aluminum frame and smart gray filter, it's 7" high and comes in 4 extending lengths to fit the following window sizes: 12" to 22" wide, \$3.49; 18" to 34", \$3.98; 22" to 42", \$4.49; 36" to 54", \$6.49. Ppd. Eron, 225 W. Erie St., Chicago 10, Ill.

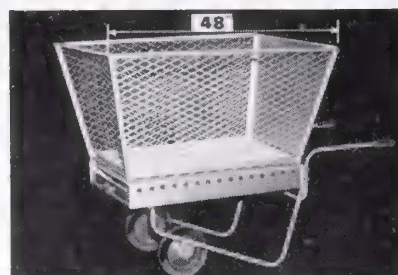


**BRING OUT THE BEAST** and watch Fatso gurgle with glee. Dangle Dan's leash is elasticized, so he jumps up and down when you hang him on his small master's crib or carriage. Washable pink or blue plush with foam-rubber filling, a jingle bell and a squeaky nose, he's 15" long, 8" high. \$2.95 ppd. Hobi, Dept. HB-10, Flushing 52, New York.

for homes... estates... institutions

**USP LEAF BURNER**

- Burns leaves, trash safely
- Easy to move... burn-as-you-go
- Quickly converts to flatbed cart



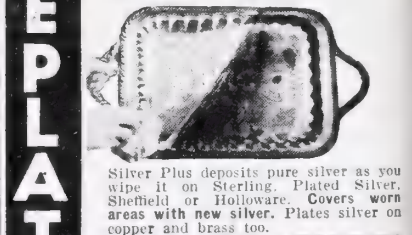
**\$49.95** freight prepaid guaranteed

Here's the ideal Leaf-Trash Burner; eliminates messy waste piles. Can be quickly dismantled for compact winter storage. With sides removed, it's a handy cart for potted plants, soil, etc. Ash pan makes removal easy. It's quality built throughout for years of use. Order now!

Enclose check or M.O.

**U. S. PRODUCTS, Inc.**  
USP Columbus, Indiana

**BRILLIANT NEW SILVER—**  
Bring new beauty to your silver and protect it at the same time—Just apply new Silver Plus, the professional solution that silverplates as it polishes!



**REPLATE SILVER**

Don't take chances with your precious silver. Abrasive polishes and chemicals can rub silver off when they clean. Give your silver absolute protection that will keep it beautiful and new for a lifetime. Polish it with Silver Plus—it's as easy as wiping—and remember, you add silver as you add beauty. Makes silver tarnish resistant; saves you time, money and keeps your silver bright as new!

**GUARANTEED**  
Silver Plus is only \$1 a bottle (plus 10¢ handling). Enough for dozens of pieces, you'll be proud to show your silver after just 1 application or **YOUR MONEY BACK!** SPECIAL OFFER: 2 bottles only \$1.85

**EMPIRE LABORATORIES,**  
Dept. H-10, 4 N. 3rd Ave.,  
Mt. Vernon, N.Y.

**INSTANTLY**



# SHOPPING



**A CHAMPAGNE TOAST** between two people in love will be drunk with joy from these two hollow-stem champagne goblets. Their first names and the date of their wedding, hand-engraved in script, circle the bowls, and it's the nicest wedding or anniversary present imaginable. Just \$4.95 ppd. Hostess House, 5858 Forbes St., Pittsburgh 17, Pa.



**AN ORIENTAL DAGGER**, sheathed in a Kashi wood scabbard, becomes as fine a letter opener as ever slit an executive's morning mail. The blade is forged surgical steel—and just to make sure that it doesn't get picked up by an absent-minded visitor, the scabbard is stamped in gold with owner's name! All this for \$1.50 ppd. Miles Kimball Co., 33 Algoma Blvd., Oshkosh, Wisconsin.



**WINTER CLOSE-UP.** Polo Scarf in fine botany wool circles your throat, buttons down the back and keeps out icy blasts. Here's a bright new fashion to spark a ski outfit or wear inside a tweed coat when dashing across a campus. Knitted and fringed in Scotland, it's kitten soft, warm as toast and comes in white, black or cherry. \$3.95 ppd. Old Mexico Shop, Santa Fe, N.M.



• elegant  
• distinctive  
• correct

*Mr. and Mrs. John F. Hill*

Your excellent good taste is reflected in these distinctive calling cards. Very correct for wedding and birthday gift enclosure cards. Genuine engraving on high quality Crane's Satin Finish card. Select lettering style below.

100 CARDS \$5.75

Allow 14 days for delivery. Plate returned with order. Send check or Money Order. Sorry, no C.O.D.'s. N.C. residents add 3% Sales Tax.

Guaranteed or money back

Send your order to:

**LEE SOUTHERN ENGRAVERS INC.**  
Dept. HB, P.O. Box 2508  
CHARLOTTE, N.C.

STYLE *Andrews*  
STYLE *B Andrews*

Be sure to state the lettering style you prefer.

POSTAGE PREPAID.

## JUMBO PRUNES

### Special Introductory Offer

Send me two \$1 bills (or check or money order for the same amount) and I will send you my 2 1/4 pound box of JUMBO PRUNES, including a generous sample of my Ranch-made Sweets, giant California Apricots, fresh Dates, and honey-sweet white Figs.

These prunes are huge and so soft you'll eat 'em like candy. To new customers only I offer this regular \$3.65 box for \$2.00 and I prepay delivery.

I guarantee complete satisfaction or your money back. Send today and I'll ship at once direct from my ranch. Only one to a customer.

Sign and Send Coupon

### VACA VALLEY ORCHARDS

Box B-28 Encino, California

Send your 2 1/4 lb. box Giant Prunes.

Name .....

Address .....

City ..... Zone ..... State .....

## EMBROIDERED TABLECLOTH



All **NYLON** Elegance...  
to grace Milady's table

So decidedly different... So deliciously frothy! The delicate scalloped border is a dream of beauty. Best of all, it's completely washable, dries quickly, like magic... requires no ironing. Comes in white only in two sizes.

72" ROUND ..... \$12.95 P.P.  
70"x88" OBLONG \$17.95 P.P.

### COMFORTS — PILLOWS RECOVERED

• Guaranteed by our Seal of Satisfaction •  
Write for Free Samples & Booklet B8

**H.G. ORIGINALS**  
104 W. 29th St., N. Y. 1, N. Y.

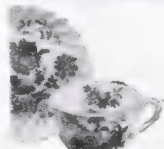


Tonquin Pattern

### NOW YOU CAN BUY Royal Staffordshire STARTER SETS

and open stock. Lovely, traditional, made in England dinnerware in 3 magnificent patterns—Tonquin (illus.) in blue or brown. Jenny Lind (Scotch Pictorial) in rose red. Floral Basket in plum.

16 piece heirloom starter set: 4 dinner plates, 4 butter (for salads and desserts, too), 4 cups, 4 saucers. Amazingly priced at **\$11.95**



**SPECIAL OFFER:** See for yourself. Send only for cup and saucer in any pattern. (Price List included.)  
**\$1 ppd.**

Free Fashion & Gift Catalog

**HERE'S HOW CO.**

Dept. HB-10

27 E. 22 St. New York 10

Floral Basket pattern

# the LEWIS & CONGER

## Christmas Catalog



**FREE!**  
Limited Edition  
Send For it  
Now!

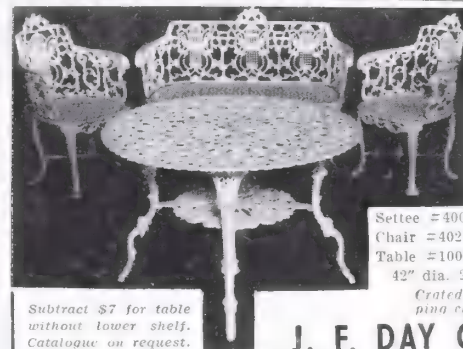
Over 350 Gift Ideas from our World-Famous Heart Saver Shop, Gadgeteer Nook, Sleep Shop, Bath Shop, Hearth Shop, Brides Home... and 15 other fabulous L & C departments.



**Push-O-Button Spice Rack.** Keeps your spices orderly, dust free, instantly available. Just press button and out pops spice you desire. Accommodates most popular spice cans. Salem maple finish. Hangs on wall or stands alone. 5 1/2" x 14" x 4 1/2". \$4.95 ppd.

LEWIS & CONGER

MAIL ORDER DIVISION DEPT. 301 • MINEOLA, N. Y.



Subtract \$7 for table without lower shelf. Catalogue on request.

### Authentic Reproductions in Cast Iron—Aluminum

Century Old Rose & Lyre Pattern with Matching Chairs.

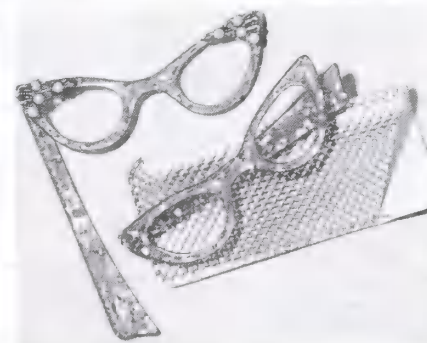
Expertly Cast in the finest tradition

	C. I.	C. A.
Settee #400 44" long	\$65.00	\$80.00
Chair #402 18" wide, ea.	\$32.50	\$39.00
Table #100, with lower shelf 42" dia. 27" high	\$42.50	\$49.50

Crated free. Send check or money order. Shipping charges collect. Specify freight or express.

**J. F. DAY CO.**

Dept. B10-6, 1901 4th Ave. South Birmingham, Ala.



### FASHION'S CLOSE-UP

These magnifying glasses take on the newest optical shape—they're jorgnettes. (You hold them close to your eyes—not the paper.) Makes playbills, menus, all squint-print easy to read in an elegant manner. Opalescent lucite frames are black, pale blue, gray, white or brown. Handle folds to fit neatly in its own little case.

\$6.95 ppd. tax & postage included

Available with jeweled frame \$8.95 ppd.

**Beautifully Boxed and Wrapped.**

Your order shipped promptly.

Sorry, no C.O.D.'s. Write for catalog.

**Aimée Lee** Dept. B-10  
545 Fifth Avenue • New York 17, N. Y.





### 100 Animals . . . \$1.00

As many as 26 varieties assorted, each identified on the back. Stand erect on individual bases. Many gay appealing colors. Animals from every continent. Sculptured and cast in detail, approximately 1 1/2" tall. Educational as well as clever play toy. 100 animals . . . \$1 ppd. Dept. O-610.

### Christmas Mail Basket

Beautiful red lacquered, gaily decorated by hand with sequined Christmas tree, snowman. Real festive addition to your door, hall, table. A pleasant home for holiday mail, sure to be used year after year. P.S. Fruits or gifts packed in Christmas mail basket will win 1st prize for packages under anybody's tree. \$1.95 ppd. Dept. O-C10.

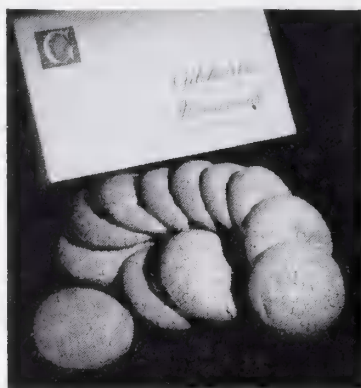
**Free!** Write for  
BIG NEW GIFT catalog.

**Carol Beatty**

200 Beatty Building  
HOLLYWOOD 46, CALIFORNIA



## WINDOW



**M-M-MACAROONS!** Chewy golden almond confections, made from an old-world convent recipe. Five thousand of them were taken on Byrd's Antarctica expedition, and the men cabled for more! Incidentally, there are only 100 calories per macaroon, as compared to about 350 in others of similar size. They're baked fresh every hour. \$1.25 a dozen ppd. No c.o.d.'s. Gilchrist's, Box 912, Boston 3, Massachusetts.



**HANG A POSY BOWL** on a gracefully curved china tree—and suddenly it's spring again. The white china bowl, decorated with pink roses and gold leaves, is just right for a tight little bouquet of sweetheart roses or pansies, and it would be a fragrant welcome in a guest room or on your coffee table. Tree is 7 1/2" high, \$2.95 ppd. Order it from Florida Gifts and Gadgets, 1356 Main St., Sarasota, Florida.



**BERMUDA SCREEN HOUSE** is a wonderful extra room for dining, sleeping or relaxing, a playroom for the children, or a pool-side cabana. It assembles with a screw driver, is 9" x 12" x 7' 9" high at peak. With full-size screen door, aluminum tension screens throughout and canvas canopy in red, green or blue stripes. \$350, shipping chgs. coll. (162 lbs.) The Hitching Post, Sea Cliff, Long Island.



### JENNIE JUNE MAKE YOUR OWN

Old Fashioned  
China Doll

**KIT:** decorated china head, arms, legs; patterns for body

and clothes. 15" tall \$3.30 plus 35¢ delivery.

**COMPLETED:** in old-fashioned print dress. 15" tall \$6.95 plus 55¢ delivery.

**DOLL HOSPITAL SERVICE:** Repair of all dolls.

**FREE CATALOG:** Foreign, famous characters, china and play dolls. **KITS and UNRESSED** dolls, wigs, accessories for collectors and for play.

MARY FARMER CO.

Box 573HB  
El Cerrito, Calif.



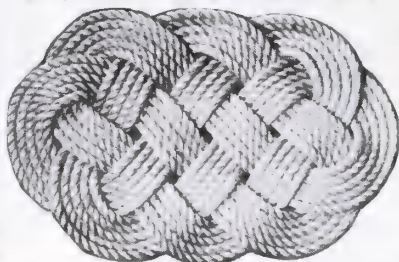
### Sweet Candy People!

They look sweet enough to eat—and they are! A dozen colorful candy dolls, about 2" tall . . . imported from Italy and beautifully hand-made of delicious almond confection that keeps indefinitely! And each doll is authentically decorated, with pure food coloring, in the costume of an exotic foreign land! Box of 12 dolls in as many costumes, gift-packed in a lovely window-top box, \$1.25 ppd. 2 boxes for \$2. Order by mail. Satisfaction guaranteed.

\$1.25  
PPD

**BRECK'S OF BOSTON** FREE! BIG CATALOG of Exciting New Gifts!  
727 Breck Bldg. Boston 10, Mass.

### Long Wearing, Hand-Made ROPE DOORMAT



We were "roped in", and very pleasantly we might add, by this remarkable LOVER'S KNOT DOORMAT remaining flat at all times. Traditionally nautical, this New England mariner's favorite adds distinction to any home. Weather actually improves it. The spliced ends and hand stitching mean permanent shape. Measures 18" x 30".

Lover's Knot . . . \$12.95 ppd.

Gift Catalog on Request



**Johnny Appleseed's**  
BOX 714 BEVERLY, MASS.

### MANOR HOUSE Interior Movable Shutters

SAVE \$\$\$

**Custom-Made**  
at a price you can afford

Manor House louvered shutters are pre-assembled to fit any size window or door—according to your own specifications. The finest cope and dowel construction glued for a lifetime of service and beauty. Easy and simple to install—all you need is a tape measure and screwdriver.

**nationally advertised**  
DEPT. HB 3

Send 10¢ for your copy of "A Guide To Graceful Living," complete with pictures, prices, and important information

Manor House Shutters—21 maple place—Freeport, N.Y.



### VENETIAN BLIND CLEANER

VACUUMS BOTH SIDES  
AT ONE TIME, FITS ALL MAKES

Use this latest household time saver to give your blinds the treatment they deserve. Eliminates hand dusting, sponging, disassembling.

Soft nylon bristles won't scratch enamel or cut tape. Vacuum action keeps dust off floor. Easily attached. only \$2.95. Sorry no C.O.D.

**SHELDON S. GROSS**

Mail Div. H.B.-1

6000 Baltimore Ave., Philadelphia 43, Pa.

### Genuine FURS FOR DOLLY

Complete  
3-Pc. Set

As low as

1¢

Cape  
Muff  
and  
Hat

For 7" to 9" Dolls . . . \$1.00  
For 12" to 22" Dolls . . . \$2.29  
For 23" to 30" Dolls . . . \$2.98

Little mothers can now pamper their favorite dolls with this stunning outfit of REAL, deep-piled, snowy-white sheared rabbit fur. Shimmering satin lined cape with silk ties and fluffy pompons. Matching hat and muff. Send remittance or order C.O.D., plus postage. Satisfaction guaranteed or money refunded.

**NIRESK INDUSTRIES** Dept. DF-214  
Chicago 40, Ill.



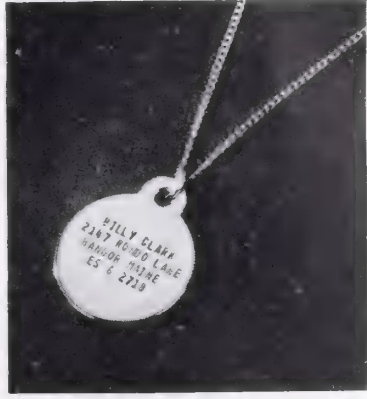
# SHOPPING



**LOVE OF A GLOVE** is this genuine deerskin short gauntlet. And the price is mighty endearing, too. They're whip-stitched, wear like iron, are completely washable, and come in white, cork or oatmeal. Half-sizes 6-8½, just \$2.98 plus 15¢ postage. Order from Here's How, 27H East 22nd St., New York 10, N.Y.



**A HAPPY WANDERER** may toddle off the reservation, but he'll surely be returned safe and sound if you hang this Identification charm around his neck. It's 14k gold plated, is about the size of a quarter and comes engraved with child's name, address and phone number. Complete with neck chain, \$2.50 incl. tax. Ppd. Guardall Industries, Box 355, Philadelphia 5, Pa.



**NUT DRAWERS** make this the spice shelf we'd most like to have hanging in our kitchen during the coming holidays. Made of polished blonde wood, it has 3 drawers marked for *Almonds, Walnuts, and Pecans*, and 4 glass apothecary jars for *Pepper Corns, Garlic, Mustard, Cloves*. It's 9" long x 6½" high, and the price makes spicy reading! \$3.95 plus 35¢ postage. Foster House, 430 South Jefferson, Peoria, Ill.



**COPPER MINIATURE WALL PLAQUES**  
Delightful new Early American Simulated copper miniatures in plaque form for those kitchen, dining or patio walls. Set consists of 8 authentic miniatures 5" high on 1/8" laminated card stock. Hand printed in tones of copper and brown. Washable too! Only \$2.95 set of 8 plus 32¢ postage. Excellent gifts. Money back guarantee.



**NEW Christmas "Autograph" SCROLLS**  
Santa and his angel helpers in gay season's colors on Old English parchment scrolls, in matching pairs. Hang them in windows or on walls. Have guests and family autograph them and use year to year. Each 8½" x 22". Framed top and bottom, \$2.95 pair.

**Special GREETING CARD SCROLLS**  
Same as above. For "truly different" greeting card or special friends or relatives. 6 for \$9.50—12 for \$17.00 ppd. (asstd) complete with mailing tube. Money back guarantee.

**R. E. KENNEDY** 641 W. 42nd St. Los Angeles 37, Calif.

## ANTIQUE MATCH HOLDER

Fine craftsmen have made casts from the original in golden anodized aluminum. 7" high, intricately detailed with a rabbit, bird and horn of plenty.

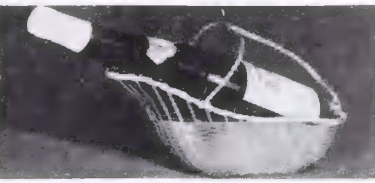
**\$2.95** postpaid



## FINE FOR WINE

Imported, hand woven gleaming lacquered brass finish makes a gourmet's wine basket. 11" long overall. An exquisite gift for host or hostess.

**\$6.50** ppd. with handle; **\$4.95** ppd. without handle.



**Elf Hollow**  
No C.O.D.'s, please. Write for free gift catalog. P.O. Box 65  
Dept. H-10, Watertown, Conn.



## FOR A VIEW THAT'S NEW FULL COLOR REYBURN MURALS

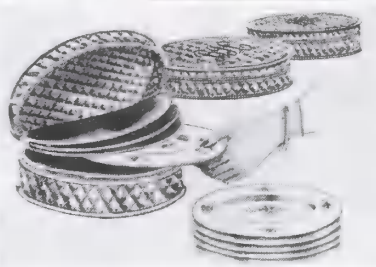
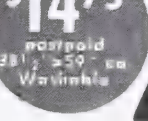
**Budget Priced . . . Extra Large**

19 dramatic, true-to-life, full color American scenes ranging from mountain reflections to tropical gardens bring a view that's new to home or office. Large standard size (38½"x59") on sturdy paper, \$14.75 ppd. **NEW** extra large size (51½"x75") on Canvatex (looks and handles like canvas) \$34.75 ppd. Both come in one piece for easy application or framing. A welcome gift.

**\$14.75** postpaid 38½" x 59" ea. Waterville

**The WARNER Company**

Dept. HB-106  
108 So. Desplaines St.  
Chicago 6, Illinois



## Personalized Protective PLATE-PAK

Your loveliest china will be ready to use at a moment's notice when stored in washable, quilted taffeta-like plastic 8-plate cover. Built-in felt dividers protect each plate. Round-about zipper closure. Set consists of 3 cases; 11½" dia., 9" dia., 7" dia. In yellow or pink. 3-piece set, **\$5.95**. Add \$1.00 for 3-letter monogram in either charcoal or navy. Postage paid.



## LINEN FILE

Your daintiest table or bed linens, doilies or placemats deserve a storage place to keep them clean, wrinkle-free and dust-free. They're accessible, too, in transparent vinyl envelope. Double binding and 7" flap. 25"x13½"x3". **\$1.00**; 3 for **\$2.85**. Postage paid.

Write for Gift Catalog

**RMS INTERIORS**

Dept. HB-106  
11146 So. Michigan Ave.  
Chicago 28, Illinois



## THE WALL OF DISTINCTION

bears this handsome planter. A cherub of cast aluminum supports the tote bowl, highlighted with golden brass fleur-de-lis and rim. Fill it with fruits or flowers to make a dramatic focal point in any room. Bowl measures 12" wide x 33½" high x 6½" deep (11½" high including cherub). In black or white, ready to hang. Use singly, or in pairs for double drama.

**\$10.95** each **\$21.00** pair, ppd.

No C.O.D.'s, please. Write for free gift catalog.

## CHALMAR

Dept. H-10  
Split Rock Road, Syosset, New York

## ICE BOX ODORS?

Why slave? Just set on shelf—"frig" stays apple-fresh. No more lingering "frangrances." Harmless activated charcoal absorbs odors. Lasts and lasts.

Refrige-O-Fresh

**\$1.00** ppd.



## STOP SPLASH!

Enjoy aerated water—splash-free, better taste, saves soap. Either type easily attached to any faucet.

Jet Aerator **\$1.25** ppd.

Jet Aerator (with washing machine attachment) **\$1.49** ppd.



Calif. residents add 3% sales tax  
**FREE CATALOG—write us today!**

## NOB HILL HOUSE

BOX 1592, DEPT. HBD  
SAN FRANCISCO 1, CALIFORNIA

## ALL-CRYSTAL IMPORTED #501 BASKET FIXTURE



13" ht. 8" diam. 3 tiers..... **24.95**  
16" ht. 10" diam. 4 tiers..... **32.95**  
17" ht. 12" diam. 5 tiers..... **37.95**

This radiant beauty is ideal for halls, bedroom. Each 2½" pear shape prism is hand-cut and hand-polished. Fixture hangs by a metal chain.

Satisfaction guaranteed

Check or Money Order—Express Charges Extra.

## PAULEN CRYSTAL CO.

296 Broadway, Dept. HB-106, New York 7, N. Y.





### Lightly frosted

with berries and leaves,  
a graceful lamp of Bristol  
glass—white with a black  
Italian marble base and white  
shade, or pink with pink base  
and shade. 29 inches tall,  
with three-way lighting.

Ours alone, 39.95

### LORD & TAYLOR

424 Fifth Avenue, New York 18  
Beyond delivery area, add 1.50 shipping



**Travel Case** pink or blue plaid  
with gold lurex line, fitted with 16  
essentials: plastic bottles and jars,  
shower cap, atomizer, soapbox,  
toothbrush box, hangers, even a  
side zip pocket. ppd. **7.00**

Send for Fall Booklet HB

### Hammacher Schlemmer

145 East 57th Street, New York 22, N. Y.



### for PROUD PARENTS and GRANDPARENTS

Our Silhouette Baby Shoes or Discs, each engraved  
with a child's name and birthdate, make treas-  
ured gifts for fond parents and grandparents,  
when attached to the bracelet or keychain. Made  
of Rhodium-finish STERLING SILVER or 1/20 12K  
GOLD FILLED, they are sure to become family  
heirlooms. Each is 3/4" across. Easily attached  
single ones may be added as the family grows.  
PRINT CLEARLY.

Silhouette Shoe... each \$1.10 Disc each \$1.10  
Horseshoe Keychain... 1.25 Bracelet... 1.10

Write for FREE GIFT CATALOG

### NANCY NORMAN

422-C Washington St. Brighton 35, Mass.

### TWO CHOICES

**MINK TAIL CHOKER**  
...mink head clasp,  
very dark or med.  
brown or gray.

**\$14.95**

**BLACK FOX BAG**  
handsome black-dyed  
red fox. Inside 5"x9."

**\$14.95**



fed. tax  
and  
post paid  
no C.O.D.  
cat. on req.

**HAROLD J. RUBIN, furrier**  
52 EAST 56 ST., NEW YORK 22



Mrs. Arthur H. Robinson  
1035 Thurmal Avenue  
Rochester, New York

### 1000 Name and Address Labels \$1

Your name and address printed on 1000 fine  
quality gummed labels. Packed with handy,  
hinged purse-size plastic gift box. Padded  
for easy handling. You'll find dozens of uses  
for them including:

Stationery  
Phonograph Records  
School Books  
Pencil Boxes  
Greeting Cards  
Umbrellas  
Manuscripts  
Eye Glass Cases

Checks  
Sheet Music  
Lunch Boxes  
Wallets  
Card Tables  
Brief Cases  
Hats & Caps  
Toys

Your choice of 3 lines printed on fine quality  
gummed paper, 1000 for only \$1.00. SPECIAL  
OFFER: Any SIX orders for \$5. Personalized  
labels make a wonderful, useful present.  
Money back if not delighted. Handy Gifts,  
1012 Jasperson Bldg., Culver City 1, Calif.



## WINDOW



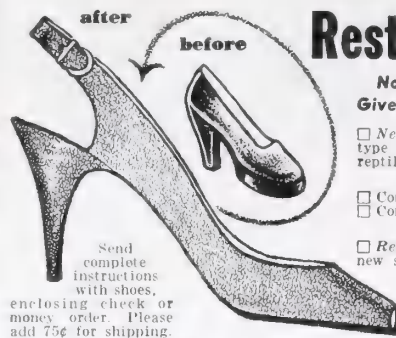
**IT'S YOUR HOUSE** that deco-  
rates this 18" x 13" tôle tray.  
Send in a reasonably clear snap-  
shot of your home, and it will be  
sketched by an artist, perman-  
ently mounted on the black or  
dark green tray, and antiqued  
after the manner of an old print.  
A present indicative of your  
thoughtfulness; nice to use or to  
hang. \$16.95 ppd. Holiday House,  
110 Bellevue Theatre Bldg.,  
Upper Montclair, N.J.



**A SUPERB DESK** for a sun-  
splashed living room or a pine-  
paneled den is this solid knotty  
pine reproduction. It's hand-fin-  
ished to a mellow glow, richly  
Colonial in feeling, with commo-  
dious drawers and pigeonholes to  
please the most organized mem-  
ber of your family. 48" x 19" x  
40", \$87.50. Matching Chair  
\$17.50. Exp. chgs. coll. Write for  
catalog. Ephraim Marsh, Box  
266, Concord 3, N. C.



**THE BRIDE CUTS THE  
CAKE** with a knife that is spe-  
cially designed for such a tradi-  
tional, wish-making ceremony.  
The serrated, stainless-steel blade  
is forged in Sheffield, England,  
by Kirk's; and the gleaming  
Pearllex handle is engraved with  
the first names of the bride and  
groom, and the wedding date. En-  
graving may be had in gold, blue  
or black. \$4.95 ppd. Glasscraft,  
920B Chicago Ave., Evanston, Ill.



## Restyle your Old Shoes

Now Skilled Shoemakers use Factory Methods to  
Give Shoes a Fashionable New "Just Bought" Look

- |   |  |
|---|--|
| <input type="checkbox"/> New Heels—most every<br>type (very slender Jourdan,<br>reptile or metallic add'l'l)<br><b>\$4.50</b> | <input type="checkbox"/> ane properly<br><input type="checkbox"/> Cut down Vamps (relieves<br>sore instep and enhances<br>style) <b>\$3.95</b> |
| <input type="checkbox"/> Convert to Open Toe <b>\$4.50</b>  | <input type="checkbox"/> Rebinding to overcome<br>gapping & fullness at back<br>& sides <b>\$3.95</b>  |
| <input type="checkbox"/> Convert to Sling Straps<br><b>\$7.50</b>   | <input type="checkbox"/> Dyeing any color, fabric<br>(leather \$1.50 add'l'l) <b>\$2.95</b>  |
| <input type="checkbox"/> Remove Platforms—incl<br>new soles, heels cut to bal-<br>ance properly                               | <input type="checkbox"/> Suede shoes Redressed like new <b>\$2.95</b>  |
| Send complete<br>instructions<br>with shoes,<br>enclosing check or<br>money order. Please<br>add 75¢ for shipping.            | <input type="checkbox"/> Alligator shoes Reglazed like new <b>\$3.50</b>   |

Money Back Guarantee of Satisfaction.

**B. Nelson Co.** 10 E. 39 St., Dept. RH  
New York 16, N. Y.

## LEARN TO PLAY THE PIANO FROM RECORDS



### Play Popular Tunes in 10 Simple Lessons

Don Sellers, famous piano teacher,  
instructs you, on records, step by step  
through his wonderful piano course.

This course has been thoroughly  
tested and approved by music  
authorities. Complete set includes 5  
vinyl-plastic records and 18  
practice charts. **\$10.00**

Advise whether 45 or 78 RPM

### Test YOUR Talent!

Sample record  
of  
Lessons 1 & 2  
**\$1.00**

(may be applied to  
cost of course)

**DON SELLERS, INC., 871-C McALLIE AVE. CHATTANOOGA, TENN.**



# SHOPPING



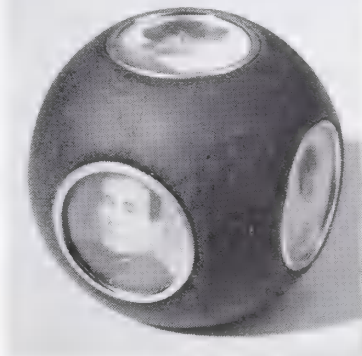
**TOOTHBRUSH HOUSE**, presided over by a primping penguin, is the merriest small fry medicine cabinet ever. It comes hand-painted with your child's first name, and inside there's a mirror, "Good Morning" & "Good Night" toothbrushes, tumbler, brush and comb. White plastic cabinet fastens to wall with magic-mount. \$3.95 ppd. Gotham Gifts, 67-85 Exeter St., Forest Hills 75, N.Y.



**THE CAT'S MEOW** is frosted Zombie glasses, and for sheer elegance, they'll make everything else in your cupboard look like country cousins. The tall translucent white glasses are decorated with Jessie and Jessica, who are black as a villain's heart, chic as a First Night, bejeweled as courtesans. 3 sizes: 14½-oz., 14-oz., 12½-oz. (specify). Set of 3 (4 of each), \$10 ppd. The Mail Box, Lombard, Illinois.



**FAMILY CIRCLE** is a 4½" cube that looks rather like a jumbo dice. On each of the six sides, there's a circular frame for showing off a man's entire family, so no matter which way he turns it, someone he loves is always looking at him. Covered in red, green, beige, maroon, blue and pink leather, \$7.95 ppd. Malcolm's, 6309 Reisterstown Rd., Baltimore 15, Maryland.



**MADONNA.** Lovely decoration for Christmas and other holidays, for home, schools, churches, etc. A favorite of garden clubs and for china painting. Handmade ceramic, 11½ inches tall. \$7.50 ppd. No c.o.d.'s. Helen Moore Ceramics, Omar, W. Va.



## THE CASSEROLE DIFFERENT

"Different" because there's nothing else quite like them on the market!

NO. A-10	1-qt. cap.,	\$10.50
NO. A-11	1½-qt. cap.,	12.50
NO. A-12	2-qt. cap.,	15.00
NO. A-13	3-qt. cap.,	18.00
NO. A-14	3½-qt. cap.,	20.00

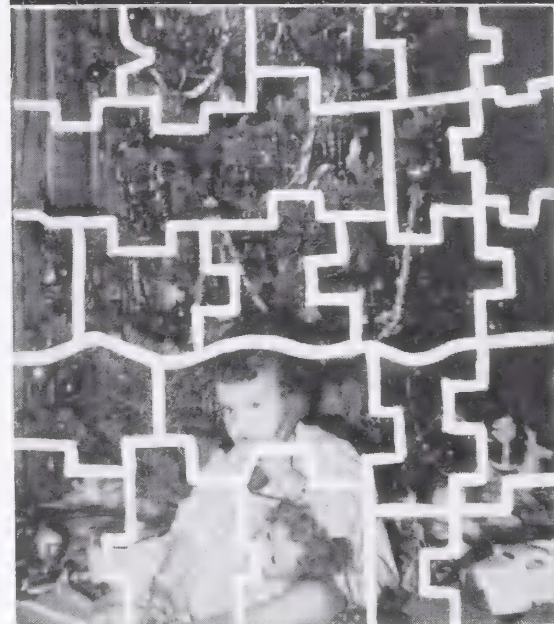
Pure, chalk-white casseroles from Finland, each individually fitted into its own American-made, hand-woven Valoiled reed carrier. This is oven-to-table service at its very best . . . and at its very smartest.

Shipped prepaid, of course. No C.O.D.'s, please. For N.Y.C. Deliveries, add 3% sales tax. Send for free "Giftlets" catalog.

**MAIL-AGE** Dept. B10

P.O. Box 109  
Pratt Station,  
Brooklyn 5, N.Y.

## Exciting New Jig-Saw Puzzle



Imagine the thrilling surprise of receiving a "Jig-Saw" puzzle of your favorite picture! Made into an extra large, 8 x 10, life-like professional enlargement. Mounted on heavy life-long lasting material.

Black and white puzzle only \$1.00. In gorgeous hand colors \$1.50.

Send snapshot, picture, negative, etc., returned unharmed.

Allow three weeks delivery.

Don't be disappointed, order now from

**ANTHONY ENTERPRISES**  
630 Leavenworth Street,  
San Francisco 9, Calif.



## Prize ANGORA KITTEN

LIFE-SIZE • 18-INCHES LONG

**REAL FUR!** Here's the life-like pet that's a real joy to own. Life-size—a full 18-inches long with a silky coat of finest, pure Angora bunny fur. A wonderful sleepy time pal for all boys and girls. A homey room decoration for Sis or Mom. Cute as can be with pink felt ears, embroidered nose, sparkling blue glass eyes. Only \$2.98 cash or C. O. D. plus postage. Order today—money back if not 100% delighted.

**NIRESK INDUSTRIES**

DEPT. FC-29 CHICAGO 40, ILL.



## FIRST LADY

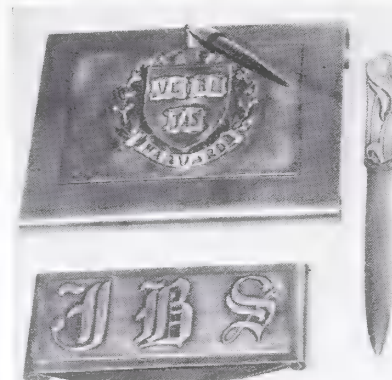
among Chinese gods is Kwan Yin, goddess of mercy and queen of heaven. Usually you see her as an imposing figure modeled of ivory or porcelain and bearing an impossible price tag. But here she is, carved of teakwood, small enough for your wall shelf yet full of the legendary luck that has made her beloved by coolie and mandarin. 4¼" high.

**\$1.95** ppd.

Sorry, no C.O.D.'s

*Beverly Baker*

Dept. HB-10, Box 135, Darien, Conn.



## DESK ACCESSORIES

of Hand Wrought Copper

Complete Set including Esterbrook fountain pen is \$17.95 Postpaid. Pen Stand 6" x 8"—College or Fraternal seal, Initials or Signature. Rocker Blotter 2¾" x 6½"—Initials or Signature. Letter Opener 9¾"—Initials or Signature.

Our LATEST CATALOGUE showing exclusive items may be had on request.

**HENRY W. LONGFELLOW**

268 Concord Road  
Weston 93, Massachusetts

## SAVE MONEY—ORDER DIRECT!

SOLID BIRCH OR MAPLE!

## CAPTAIN'S STOOLS

FULLY ASSEMBLED  
READY-TO-PAINT

**\$7.95**  
each  
2 for \$14.95



Perfect companions to our famous Captain's Chairs—these stools are of the finest construction for a lifetime of comfort and service. Seat 14" square. Solid birch or maple sanded silky smooth ready for you to paint, stain or lacquer. 2 POPULAR SIZES. Seat height: 24" for "counter"; 30" high for "bar". (Please specify size.) Prompt delivery—shpg. chgs. collect. Send check or money-order. No C.O.D.'s. **MONEY-BACK GUARANTEE.** Instructions of "How to Finish Unpainted Furniture" sent FREE with order. Ask for catalog.

VISIT OUR FACTORY SHOWROOMS  
Makers of Fine Furniture Since 1851

**MEADOWBROOK INDUSTRIES**

Meadowbrook Building, Dept. 10A  
2268 Bellmore Ave., Bellmore, N. Y.



## FILE-DRAWER TABLE

Why buy an ordinary end table... when you can get this handsome piece of furniture that doubles as a file chest, too! Now you can keep your important papers as orderly as a corporation's... in a drawer deep enough for standard alphabetical guide and long enough to store the accumulation of years. Hand-made with brass hardware. Drawers are dovetailed and set on hardwood rails. The inspired touch for your Early American OR contemporary home... the gift your efficient friend (or husband) will adore you for.

### WHEN ORDERING, SPECIFY

**SIZE:** Letter (18 1/2" x 22 1/2" x 28" high) or Legal—add \$3.00—(18 1/2" x 22 1/2" x 28" high)

**STYLE:** Modern or Colonial

**DRAWERS:** 2 small drawers & 1 file drawer (#FDT-1) or 2 file drawers only (#FDT-2)

**FINISH:** Unfinished Knotty Pine, smoothly sanded \$27.95

Hand-rubbed Antique Pine finish—\$29.95

Unfinished Tupelo, smoothly sanded—\$32.95

Maple, Mahogany, or Walnut finish—\$34.95 (add \$3.00 for Legal Size)

See matching End Tables on pages 110 and 128

LETTER OR LEGAL SIZE



COLONIAL

Fast shipment direct from our workshop to you. Send check or money order. Satisfaction guaranteed. Express charges collect.

WRITE FOR FREE CATALOG

MODERN

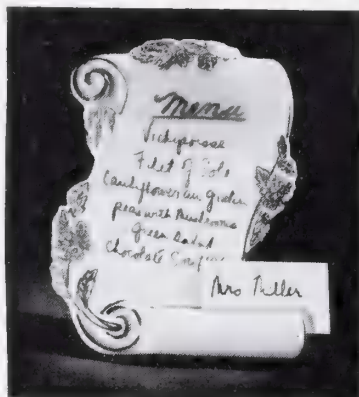


**Jeff Elliot Craftsmen**

Dept. B-106 STATESVILLE • NORTH CAROLINA



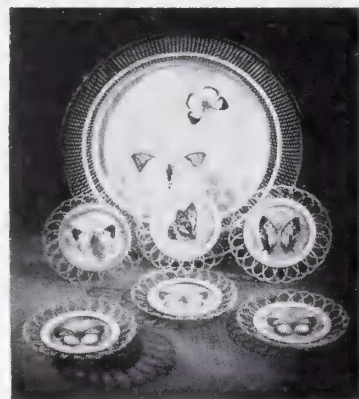
## WINDOW



**ENTERTAINING IDEA** for your next dinner party: gold and white porcelain menus to put at each guest's place. A copy of a Limoges piece used in 18th century French chateaux, the unglazed bisque face can be written on in pencil; writing can be erased. A slot on the front holds a place card. With easel back, 6" x 4 1/2", \$1.25 each; \$4.95 for set of 4. Ppd. Lee Wynne, 5446-B10 Diamond St., Philadelphia 31.



**GUARD THEM WELL**, dear Guardian Angel. No one but Sister Berta Hummel herself could have portrayed the wide-eyed trust and the poignant vulnerability of childhood—and rendered it so impregnably invulnerable as in this Heavenly Protection figure. It's an original signed Hummel, important enough for a Godmother present. 9 1/2" high, \$22 ppd. Hildegard Studios, 597 Farmington Ave., Hartford 5, Conn.



**GRACEFUL AS A BUTTERFLY** is this tray with its scalloped wicker border. And in the center are real butterflies pressed between two layers of clear glass. It's just right for cocktails for two, cards and mail on the hall table, or for lipsticks or perfumes on that pretty dressing table. 12" wide, only \$5. Eight matching coasters, \$5.95. Ppd. Studio Shoppe, 557 Boylston, Boston 16, Mass.



### flashing beauty—LILITE LIGHTERS

Cut and polished like crystal, these lighters are so sparkling you can't tell whether they are unbreakable plastic (which they are) or the precious crystal which they resemble. Since this conical design complements all room schemes, it makes a problem-free gift—wonderful for desks or in pairs for end tables. With Evans lighting unit. 3 1/2" x 2 1/4" overall. **15.50 ppd.**

please state on your order: dept. H.B. 1 quantity ☐ brass or ☐ chrome unit send check or M.O. sorry no C.O.D.'s

designs by **LIA**

167 e. ontario st. chicago 11.

Special offer to 450 letter-writers:

### home postoffice

**HALF PRICE 50¢**

You'll never run out of stamps with this "home postoffice" on your desk. Holds 500 stamps; hands them out one-at-a-time through slot. Fine bone china, with exquisite flowers done in full color. Trimmed in 24 kt gold. Offered at half-price, to win new friends. Limit 1 to a customer, please.

64 page catalog

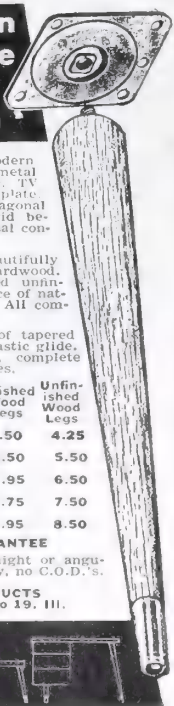
**FREE!**



Let us mail you our exciting book of rare and unusual gifts. Hundreds to pick from. It's free!

**MARKET COMBERS** Box 407-NS, Atlanta 5, Ga. (Dept. 2X)

### Easy to put on furniture legs...



New, easy way to create modern furniture. Just screw the metal plate to plywood, flush door, TV set, etc. Then thread leg into plate. Your choice of vertical or diagonal use. Legs are absolutely rigid because of patented metal-to-metal construction.

**WOOD LEGS** are of beautifully turned, select kiln-dried hardwood. Available in smoothly sanded unfinished—as well as in your choice of natural, walnut, or black finish. All complete with satin brass tips.

**SATIN BRASS LEGS** are of tapered tubular steel, brass plated. Plastic glide. PRICED for set of 4 legs, complete with screws, and metal plates.

Height Use for:	Brass Legs	Finished Wood Legs	Unfinished Wood Legs
6" Cabinets, sofas, etc.	6.95	5.50	4.25
11" Lounge, bench, table.	8.95	6.50	5.50
14" Coffee table, bench.	9.95	7.95	6.50
21" Lamp table, TV's.	12.95	8.75	7.50
28" Desk, table, etc.	14.95	9.95	8.50

**MONEY-BACK GUARANTEE**

State type of leg—and straight or angled use. We pay postage. Sorry, no C.O.D.'s.

**ELLO WOOD PRODUCTS** 8017-H Drexel, Chicago 19, Ill.



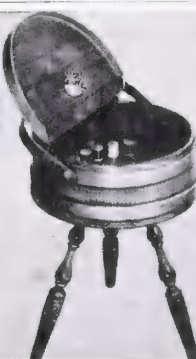
### Photo-Murals

Redecorating? . . . custom made photo-murals are the latest imaginative decorating and redecorating idea for your home or office. The mural YOU want, made for YOU, from your negative or ours. **ANY PICTURE . . . ANY SIZE . . . ANY COLOR.** Limited only by your imagination, photo-murals complement any room. Sold internationally by mail by world's foremost producer.

Send 50¢ for illustrated folio refundable on purchase



**Photomammoth Murals** Dept. 10-H, 12048 Van Owen St., N. Hollywood, Calif.



### Old New England Sewing Bucket Doubles as Attractive End or Lamp Table!

Your friends will envy this beautiful, versatile piece. You'll find plenty of space for scissors, patches, yarn, odds and ends. Handy pin cushion on bottom of flip-cover, spindles hold thread spools. Handle enables you to "tote" work with you. Hand turned from sturdy White Pine by East Swanzey village craftsmen with 96 years of tradition (father to son secrets). Softly hand rubbed to achieve mellow Salem Antique Maple finish. Bucket Table is 23" high, 13" diam., only **\$11.95**, postage prepaid. (Larger Size: 24" x 15 1/2", only **\$12.75 ppd.**) You must be thrilled or money back! Send check or M.O. now. (West of Mississippi please add 75¢.) Mail to:

**JOHN WRIGHT'S "PUDDIN' HOLLER"**

Box 6H810, E. Swanzey New Hampshire

**FREE!** Christmas Gift Catalog In color—write for it!

**Foster House**

400-810 S. Jefferson St., Peoria, Illinois



# SHOPPING



**TOOL TOTE** is a terrific one-arm workshop that carries all the tools your Mr. Fix-it must have in plain sight, ready for quick selection. Saw slides into concealed scabbard. Polished honey-tone pine, with plywood tool board left unfinished so tools can be arranged to suit him, it's 17" x 26" x 9 1/2". (Tools not incl.) Assembled, \$14.50. In easy kit form, \$9.95. Ppd. Yield House, Dept. HB, No. Conway, N.H.

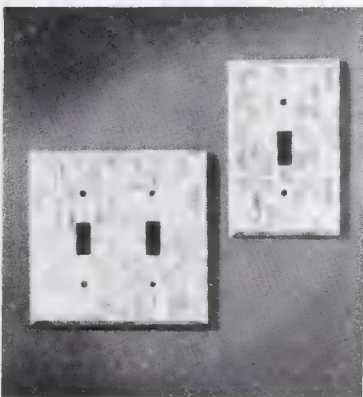


## FOR A LADY'S PRESENT.

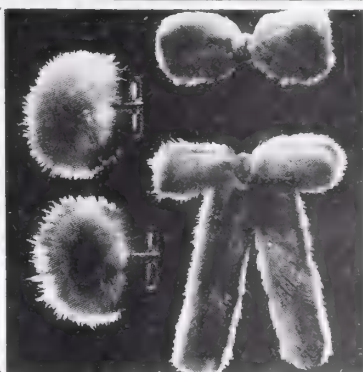
which you would like to be especially nice, we show you the beautiful bargain of the month. Imported tea cups and saucers of eggshell-thin, translucent china are richly ornamented with colorful designs and rimmed in burnished gold. A set of 4 cups and saucers in assorted shapes and designs is \$4.95 plus 35¢ postage. Zenith Gifts, 10-C Post Office Bldg., Brighton 35, Mass.



**MOTHER-OF-PEARL** is what these beautiful switch plates are made of, and if you're looking for a single triumphant touch to give your room that certain something, these will do it. They are the finest quality mother-of-pearl, and the single switch plate is \$7.50; double switch plate is \$10. Add 25¢ postage. Sherle Wagner, 123 E. 57th St., New York 22, N.Y.



**NEW ACCENT! WEAR MINK TIES**—Exciting mink, fashioned into bowties or cuff links for your high-livin' moments. It's more fun when you're wearing an accent to your personality. All richness of mink fur caught into pleasing design. Select from three different and interesting shades: silverblu, royal pastel, ranch mink. Western Bow (string type) \$4.50. Oxford Bow, \$3.50. Cuff Links, pr. \$3.50. (No COD's) The Root Co., 1801 W 17th St., Santa Ana, Calif.



**MORTON'S 27 STYLES \$22.95**

**YOUR OLD FUR COAT INTO NEW CAPE, STOLE, JACKET \$22.95**

**TAX FREE INCLUDES:**

- New Lining
- Interlining
- Monogram
- Cleaning
- Glazing

**FREE! 12 PAGE STYLE BOOK**

• Whether your coat is outworn or just out-of-style, you'll be delighted with Morton's glamorous restyling. Send for Free Style Book.

**MORTON'S, DEPT. 22-W, 312 Seventh St., N.W., Washington 4, D.C.**

**SAVE OVER 50% TEAR OUT COUPON**

SEND MORTON'S FREE FUR STYLING BOOK TO:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_



## Wedding and Anniversary Cup With a Legend of Good Luck

The happy couple who shares a drink from this unusual cup at their wedding or anniversaries, will have luck and love everlasting! So goes the centuries old legend which comes with cup and tells this story: Long ago, an imprisoned silversmith was promised his release if he could design a cup from which two could drink at once, without spilling a drop. He toiled endlessly, created this beautiful design, and so pleased the king he was freed. Charming design and symbolism of the cup and its happy promise, will make it a cherished family heirloom. Silverplated, 5 3/4" high. Only \$3.85 ppd. Tax incl.

## Imported Tree Ornaments Made of Pure Chocolate!

Remember way back when you were only so high, and Grandma hung real, honest-to-goodness edible treats on the Christmas tree? Fun, wasn't it. Well, now you can treat your kiddies to the same wonderful, old-fashioned Christmas fun... with our delicious pure chocolate Christmas tree ornaments. Each is carefully wrapped in gay multi-colored printed foil, with gold cord attached for hanging. They're imported from Germany, look good enough to eat, and they are! Set of 12. Only 79¢ ppd.



**FREE!** Send for Unique Christmas Catalog—Gifts, Toys and Gadgets

.....SPENCER GIFTS, 612 Spencer Building, Atlantic City, N. J. ....



Special Price on  
DEVEREUX-QUALITY  
**SHUTTER  
DOORS**

## DOUBLE SHUTTER DOOR

... for a limited time \$27.50

Here is your opportunity to get a genuine DEVEREUX door for your home at this reduced price. Top-quality material and workmanship, beautifully styled with movable louvers. Size, 2 panel-door, 30"x80". Unfinished, ready to paint or stain. F.O.B. Factory. Send 25¢ for brochure.

**DEVEREUX PRODUCTS CO.**

1725 SD Berkeley St., Santa Monica, Calif.  
DEVEREUX—the finest name in shutters.

## HATS IN VIEW...NEATLY TOO



No more crushed out of shape hats. At last a smart economical and durable Hat box Set... finished in a tan linen weave, has a front window which opens outward from the bottom making it easy to remove and replace hats without taking hat box off the shelf. Each roomy box measures 13" x 13" x 7". Will fit men's or ladies'. It's a necessity for a neat closet. Order by No. C445.

Set of 3... Only \$2.79 postpaid

Satisfaction guaranteed or money back  
Write for Free Catalog of Wonderful New Gifts



**DOWNS & CO.**  
Dept. 1180F, EVANSTON, ILLINOIS

## Finest Quality SATIN RIBBON BARGAIN!



ONLY  
**1¢**  
PER  
YARD

Now! Get clean, fresh satin ribbon for only \$1.00 per 100 yards (300 feet)! Far less than you would pay in stores. You save as much as 5¢ per yard. First quality, fully 7 1/8" wide in continuous 50-yard rolls. Color-fast; no-tray edges. Perfect for glamorizing gifts, trimming lingerie, hair bows, corsages. Choice of White, Gold, Red, Emerald, Royal Blue. State colors desired. Two 50-yard rolls, only \$1.00; additional rolls 50¢ each. Add 15¢ per order for postage and handling. No C.O.D.s, please. Satisfaction guaranteed. Gift Catalog sent Free.



**SECRETS of Bow-Tying and Gift Wrapping FREE!**

Yours absolutely FREE—12-page booklet filled with easy instructions on "How-To-Tie" professional-looking bows, pumpkins, other ribbon beauties. Also "How-To-Wrap" different shaped gifts. Order several rolls now.

HOUSE OF SCHILLER 180 N. Wacker Dr. Dept. HB-54, Chicago 6, Illinois

## Betty's\* SINUS BAG



WARM HUMID HEAT, combined with the Hot Sinus Bag will help in reducing Sinus pains. "Nothing like humid heat"—obtains quickest relief!

The modern way to apply heat to the face to help relieve the pain of sinus conditions! Specially designed to cover 80% of the facial area, just where sinus pains occur—Betty's Sinus Bag is molded to the facial contours for perfect contact. Lightweight vinyl plastic, with flannel undercloth, FLEXITITE safety seal fastener. Can also be used to relieve the distress of common colds.

PATS. Applied REG. T.M. \$2.98 postpaid

Now beautifully gift packaged in gold foil presentation box.



**ANDROL INDUSTRIES, INC.**  
Dept. A-15  
122 Fifth Ave., New York 11, N. Y.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



**distinctive draperies  
at 1/2 the cost!**



## 7 lovely fabrics \$1 a yard

Save money by ordering custom-made draperies and decorator fabrics direct-by-mail from Toni Moran Studio. Choose from 7 distinguished contemporary weaves and 68 exquisite colors. By ordering direct, you pay only \$1 a yard for any fabric in this exclusive collection. You can make your own draperies, or have us custom-tailor them to your window measurements. Either way you save—and get that distinctive custom-decorated look.

## 68 color swatches 25¢

Picking the right fabric and color is easy the Toni Moran way. Simply enclose 25¢. We send complete set of 68 color swatches and detailed information.



**Toni Moran Studio** Dept. D-610  
Box 230, South Pasadena, California  
I enclose 25¢ in coin. Please send swatches and booklet "How to have distinctive draperies at 1/2 the cost."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## THE PERFECT GIFT A PORTRAIT

For Christmas this year, give something to be treasured for generations—a portrait expertly painted in oils or pastels from life or a favorite photograph of any member of your family. These portraits in rich colors are executed to harmonize with any decor.

Size 16 x 20" oil **\$100**  
Size 16 x 20" pastel **\$ 75**

Prices for larger paintings given on request.  
Satisfaction guaranteed.

**JANE MABRY STUDIO**  
P.O. Box 4065 Albuquerque, New Mexico

## Reproductions By Mail

A Museum Piece!

The Melinda

Slipper Rocker

MAHOGANY

\$44.50

★  
You'll  
be proud  
of it!  
★

You'll love your darling Melinda slipper rocker even more when it arrives! (Call it a "Cricket" rocker, to accent your Victorian or Colonial setting.) It's sturdy Solid Mahogany, 33 1/2" high; 18" wide; 30" deep . . . and covered-to-your-order, of course, in our Tapestry, Brocatelles, Velvets and Antique Velvets . . . only \$44.50, express (40 lbs) collect. Swatches gladly sent. No C.O.D. Enclose check with order. Allow up to 45 days from our Ala. craftsmen. Also enclose 10¢ for our Victorian brochure.

*The Chair Shop*

Box 725

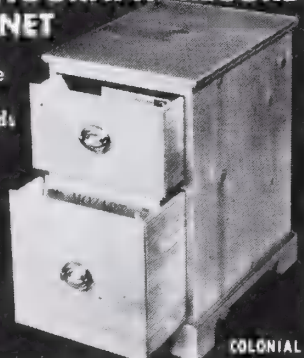
Morganton, N. C.

## PHONOGRAPH RECORD CABINET

an  
end table  
designed  
for records



MODERN



COLONIAL

To keep your phonograph records in . . . and use as an end table, too (one of its many finishes and styles is sure to match your decor). 7" records go in the top drawer, 10's and 12's in the bottom. Removable dividers protect records (and their cases) and keep them upright despite very generous capacity. Hand-made with dovetailed drawers set on hardwood rails, brass hardware. Specify Modern or Colonial and finish.

16 1/2" x 22 1/2" x 28" high.  
See matching End Tables  
on pages 108 and 128.

KNOTTY PINE	unfinished . . .	\$29.95
maple finish	unfinished . . .	\$32.95
TUPELO WOOD	unfinished . . .	\$32.95
maple, mahogany, walnut	any finish . . . . .	\$35.95

Quick delivery. Express charges collect.  
Satisfaction guaranteed. Send check or money order.

**Jeff Elliot Craftsmen**  
Dept. B-106, STATESVILLE - NORTH CAROLINA

## Glamourize with PRISM AND BOBECHÉ SET



An all-imported crystal set that adds a radiant loveliness to candles, sconces, chandeliers. Bobèche with 3/8" diameter and 1" hole slips down over candle to catch wax drip. Dangles 8 prisms that glitter as they catch the flash and fire of the candlelight above. Send check or money order. Satisfaction guaranteed.

1 Bobèche and 8-2" PRISMS . . .	1 Bobèche and 8-3 1/2" PRISMS . . .
on pair— <b>1.95</b>	on pair— <b>2.25</b>
(\$1.00) ppd.	(\$1.50) ppd.

**PAULEN CRYSTAL CO.**

296 Broadway, Dept. HB-106, New York 7, N. Y.

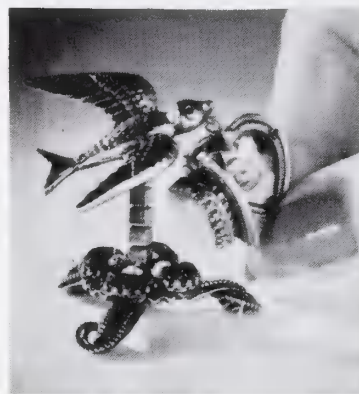


## WINDOW



## WINTER SQUAW DRESS

will have every brave on the reservation practising Indian Love Calls outside your teepee! Winter cotton broadcloth, accented with metallic braid, needs no ironing. White yoked blouse with 3-tiered skirt in black, brown, turquoise or charcoal. Sizes 8-20, \$29.95 ppd. Old Pueblo Traders, Box 4035, Dept. HBS, Tucson, Ariz.

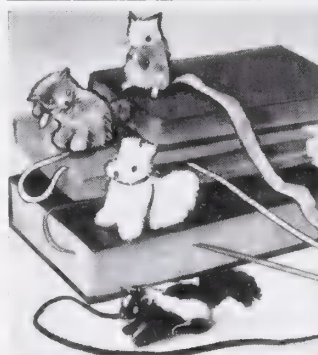


**LOVE DOVE** is a precious bird who stands guard over those you love. Perched on a pedestal, he dangles a gem-encrusted heart which opens to hold two photos. 1 3/4" high, gold-plated and sparkling with jewels, it's a darling gift for a sweetheart, for a tiny boy to give his grandmother or just to reflect your love. \$2.50 ppd. The Pascos, 17 South Main Street, West Hartford 7, Conn.



## TWO FOR THE SHOW.

We're so glad we found these for you in time for the Thanksgiving holidays. Made of golden pine in a hand-rubbed antique finish, the Compote is 7" x 7" x 7". With liner for planting, \$7.95 each; \$15 the pair. Without liner, \$5.95 each; \$11.50 the pair. Three-tier Fruit Stand, 10" x 6" x 17", \$13.50 ppd. Greenbaum Bros., 101-105 Washington St., Paterson 1, N.J.



**PET BOOKMARKS** — Imported — Just about the cutest small gifts we can think for anyone who reads or studies. Guaranteed to add interest to the dull-est books! 4 styles: SKUNK with cord to mark page; CAT with ball of wool; DOG with long leash; MOUSE with long tail. Cuddly, furry miniatures, \$1 each, or any four for \$3.75. Get several assortments. Ppd. Q. T. Novelty Co., Box 54, Murray Hill Station, New York 16, N.Y.



## VELVET TABIS

### Oriental Fireside Slippers

Velvet gloves for your feet. New from the Orient, glamorous, warm, colorful, comfortable. Rich, soft velvet, fully lined—soft leather soles. Fasten snugly with metal clasps. Cute and cozy. Choice of two colors: black or red. Order by hose size, 9 to 11. Rare bargain price. Money back guaranteed.

**ONLY  
\$2.00  
ppd.**

**THE SANTA FE MART**

Santa Fe 5, New Mexico

Ask for Colorful Gift Catalog



# SHOPPING



## THE MOST HAPPY FELLA

in your life will be the one who gets this incredible smoker's cabinet. There's room for *everything* that has to do with His Nib's smoking sorties. A pipe rack, container for tobacco or cigars, space for cigarettes, and drawers below for lighter fluid, pipe cleaners, etc., are all in this 8½" x 6" x 18¾" long Knotty Pine cabinet. \$24.95 postpaid. Southern Craftmasters, Columbia, Tenn.



## LADIES AID

is a wonderful gold-plated magnifying glass and paper-weight which comes to the rescue when the print is too small. Glass is rimmed with gold kid and swivels out of a leather case in pink, powder blue, ivory or yellow (specify). Mounted with a golden cherub, it's wrapped in the inimitable Peacock manner for beautiful presentation to a favorite lady. \$6.50 ppd. C. D. Peacock, Chicago 3, Illinois.



## DEERLY LOVED LOAFERS

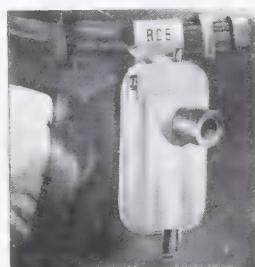
are moccasins hand-crafted for foot-cradling comfort with full grain leather insole over foam rubber. Worn indoors and out, the rugged genuine deerskin leather belies its soft-as-a-sigh good looks. Men's sizes 6½ to 13; women's, 3½ to 10; children's sizes, 8 to 3; boys' sizes 1 to 6. \$7.25 ppd. The New England General Store, Plain St., Millis, Mass.



## CHINA STAMP DISPENSERS

Decorative Stamp Dispensers. One holds full roll of postage stamps; the other holds scotch tape or paper clips. Exquisite handpainted China with gold trim. For home or office. **2 for \$1.50 ppd.**

## Combination SPECTACLE- PENCIL - PIPE Holder



The best case yet for the pipe-smoker who uses glasses. This holder keeps his pipe and glasses close at hand—yet out of the way! Protects against loss or breakage! Slides easily on belt or suspenders. Holds any size pipe, glasses & pencil. Made of genuine leather, saddle stitched. Ideal for any sportsman.

with or without initials. **\$1.95 ppd.**

Ask for Free Gift Catalog

**CROWN CRAFT PRODUCTS** 246 Fifth Avenue Dept. 910, N. Y. 1

## "LAZY SUSAN" Dryette

For washings and ironings  
For the new drip-dry fabrics  
For nylons and sheer things



Folds Like  
An Umbrella

Satisfaction Guaranteed or your money back!

Snagproof, Rustproof Metal, holds more in less space. Lustrous finish. Perfect gifts

## SUPER DRYETTE

12 arms  
(23 ft. drying space; strong, sturdy)  
**\$8.95 ppd.**

## TRAVEL DRYETTE

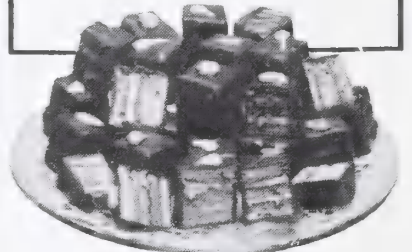
6 arms  
(9 ft. drying space; stands in bathtub, packs in suitcase)  
**\$4.95 ppd.**

Act now to enjoy easier clothes drying service . . . order today direct  
**DRYETTE CO., DEPT. H-10**  
P.O. Box No. 2219 • Wichita, Kansas



## Delicious PETIT FOURS ROYALE

The World's Most  
Precious Pastry

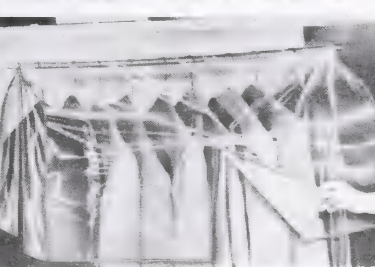


IT WOULD TAKE A POET to describe the taste of these incomparable real chocolate covered candy-cakes made from a recipe known to very few! The original petit fours were the delight of Louis XIV of France. This same recipe — never equalled or surpassed — has produced a tempting confection served only in such renowned restaurants as Maxim's of Paris, and the Claridge in London. The ingredients are so pure and stable (not one artificial preservative) that they remain for weeks, yes — weeks in oven-fresh condition, and in your freezer indefinitely! Enjoy these for yourself — or for gifts to reflect your discriminating taste. Box of 40, only \$3.00, (6 boxes for \$15.00) postpaid. Your money back in 10 days if not delighted. Send cash, check or money order today.

*Mrs. Dorothy Damar*

389 Damar Bldg., Elizabeth, N. J.

## CLOSET COVERETTE



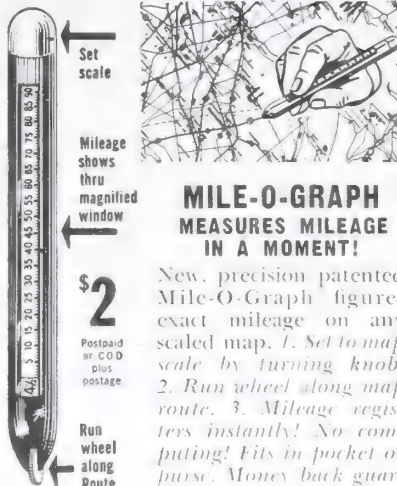
KEEPS DUST OFF CLOTHES! Drops over rod and garments. Gives the protection of a garment bag. Eliminates the need for individual shoulder covers, etc. Made of heavy see-thru plastic with bound edges. Guaranteed to last for years. Be sure to order by number for correct size

C467 A	18"	\$7.9
C467 B	24"	.89
C467 C	30"	1.00
C467 D	36"	1.19
C467 E	48"	1.39

No CODs Please

Write for New, Free Catalog of Unusual Items

**CLOSET ACCESSORIES CO.**  
Dept. 1180 N, Evanston, Ill.



## MILE-O-GRAPH MEASURES MILEAGE IN A MOMENT!

New, precision patented Mile-O-Graph figures exact mileage on any scaled map. 1. Set to map scale by turning knob. 2. Run wheel along map route. 3. Mileage registers instantly! No computing! Fits in pocket or purse. Money back guarantee.

SAVES TIME, TIRES, TEMPER AND MONEY!

The Mile-O-Graph eliminates unnecessary mileage and car wear. Amazingly accurate! Ideal for salesmen, tourists, students, etc. Gift boxed.

**MILE-O-GRAPH, Inc.**

Dept. HB10

165 Broadway, New York 6, N. Y.

SAMPLES  
FREE ON REQUEST

# COLORED BUR L A P



A modern, versatile decorator fabric for the contemporary home. Ideal for draperies, curtains, wall coverings, screens, partitions, backgrounds, wherever a luxurious but inexpensive fabric is desired. 12 rich, beautiful colors. As low as 79c per yard. Write today for free samples and literature.

*deburco*

7 Market St.  
Paterson, N. J.  
Dept. 251



WE SHIP AT ONCE  
**FINE SATIN  
RIBBON**  
Choice of 10  
Lovely Colors!  
**50 YD. ROLL ONLY 50c**

White, Xmas Red, Green, Pink, Light Blue, Royal Blue, Orchid, Gold, Light Green, Brown. Just 1c a yard! Reg. \$1.50 value. Approx. ½" width. Factory-fresh, no scraps or pieces. Ideal for gift wrappings, hairbows, trimming lingerie, dresses, accessories, etc. 50c a roll postpaid. Satin ribbon in 1" width, 25 yd. roll, same colors 50c ppd. Order several rolls! Money back guarantee. Send for Free Catalog.

**THE EASTERLING COMPANY**  
330 So. Wells, Dept. R-7, Chicago 6, Ill.





### OUTSIDE HOLIDAY DECORATIONS

Realistic natural color Santa and reindeer of molded styron, 12" tall, approx. 5' long. For roof, chimney, lawn. \$1.98. ALSO LIGHTED SET: Each team and Santa has floodlight at base. Approx. 22 1/2" tall, 8' to 10' overall when arranged. Cord, bulbs. Complete \$8.95 ppd. Dept. O-K10.

### CHRISTMAS CARD HOLDER

Prancer, 'Dancer, Comet, and Blitzen display the beauty of your choicest Christmas cards. Decorative black and gold sleigh and reindeer hold 144 cards on 6 hangers. Really attractive decor for your mantel, wall. Overall size is 41" \$2.25 ppd. Dept. O-810.



**Carol Beatty**

*Free!* Write for BIG NEW GIFT catalog.

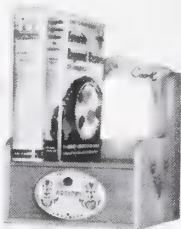
200 Beatty Building, HOLLYWOOD 46, CALIF.

*The Perfect Kitchen Accent!*

## Recipe and Cook Book

## WALL RACK

with  
Hand Painted  
Tile  
Decoration



What a handy and practical accessory... and what an attractive accent for any wall. Also designed for top-of-desk use. The rack is beautifully crafted of finest pine, carefully finished and rubbed to a glowing softness. The recipe drawer is decorated with a colorful hand painted tile. Room for four or more cook books and innumerable recipe clippings, cards and notes. Size: 10" high, 8" wide. A wonderful gift for that special person on your list. Prompt shipment assured.

**\$3.95** plus 25c shipping

Satisfaction  
Guaranteed or  
Money Back

FREE  
CHRISTMAS  
GIFT  
CATALOG  
In Color  
Write for it

**Helen Gallagher**

413-B-10 Fulton Street, Peoria, Illinois



### BRAND NEW BATHROOM VALET!

Need extra space in the bathroom for bathrobes, pajamas, negligees or towels, another shelf for extra towels, for shampoo, bathsalts or bubble bath, a colorful planter?

**BATHROOM VALET** provides all this! Gleaming, chrome-plated bracket measures 18" long, 8" high, 8" from front to back, holds securely to any surface with adhesive included; no damage to walls from screws or nails! Shelf is removable. A sturdy Valet to keep your bathroom neater! **\$4.95 post-paid.** Ask for Free Gift 'N Gadget Catalog!

Meredith's, Evanston 24, Illinois.

## PERSONALIZED TRAY

MADE TO YOUR ORDER

Handsome, all wood tray, full 10" square, with colorful amusing "Gay Nineties" design. Fully liquor-resistant. First names under pictures as shown. Last name after phrase: "Have a Drink (or Snack) with...". Specify drink or snack. Print carefully. Satisfaction guaranteed. Orders for Xmas delivery taken to **ONLY 4.50** ppd.

Send \$4.50 today!

**THE SEA CAPTAIN'S CHEST**  
Dept. HB2, Fisherman's Wharf  
San Francisco 11, Calif.

Send for FREE brochure on wide Tray selection



### OUR FABULOUS

## CHAMOIS Shirt

FOR MEN AND WOMEN

For those with a flair for wearing fine sportsclothes, a collector's item! Known to men the world-over as active sports yet tailored to perfection. Each and every Chamois shirt washes on dry cleaning, year after year. Convertible, 2-way collar, ocean pearl buttons, wide trim, button button pocket, tab button cuffs. Casually comfortable in summer, luxuriously warm in cold and wind. You can't match this fabulous shirt anywhere. Natural chamois color. Women's size 10-12. Men's size 14-16. **\$45.00** (plus one postage). Special Sizes 18-24 extra. Stock O.D. Money Back Guarantee.

**Brandicalf**

Dept. B36, 157 Fede St., Boston 10, Mass.

FREE GIFT  
CATALOG



## WINDOW



**SOMEONE LOVELY JUST PASSED BY** wearing perfume earrings to create her own fragrant atmosphere. Tarnish-proof golden filigree pendants, 2 1/2" long, are open at the bottom to hold stick perfume or a tiny perfumed cotton ball. Now you'll be scent-sational! \$3.95 incl. tax. Ppd. Claire, Box 4167, New Orleans 18, Louisiana.



**TOSS YOUR GREENS** in this handsome ceramic salad bowl. Beautiful, too, it could be displayed with your frothiest chrysanthemums or most colorful gourds, or filled with nuts and fruit for the holiday sideboard. In white, pink, turquoise, black, with brass base and matching servers. \$6.50 ppd. Bertram Shrier, Ltd., 1145 Connecticut Ave., Washington 6, D.C.



**GUILLOTINE** for hard-boiled eggs. Egg sits firmly in base of cast aluminum Wedger. When ring at top is pressed down, sharp wires cut egg into six neat, even segments for pretty salad garnishes, appetizers or scalloped dishes. A handy tool for entertaining. Egg Wedger comes with recipes on the box. \$1.35 ppd. Nob Hill House, Box 1592, Dept. HB2, San Francisco 1, Calif.



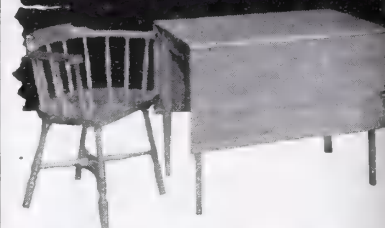
## A Perfect "GET WELL" GIFT

Arthritics, invalids and convalescents want comfort, relaxed rest and normal sleep. With complete comfort, tensions disappear—relaxation and sleep come quickly and naturally. This hospital designed Blanket Support gives comfort by lifting disturbing blanket weight and pressure from your feet. With your feet free, you can stretch and turn easily. Circulation usually improves when the Support is used—easing foot cramps and warming feet. It gives year 'round comfort—keeps you wonderfully warm with tucked in blankets—"air conditions" your bed with just a loose sheet. Fits all beds without attaching. Arms fold flat. A necessity for invalids, convalescents and arthritics or any restless sleeper. Order today—complete satisfaction guaranteed.

Only \$3.98 plus 25¢ postage

**BETTER SLEEP, Inc.**  
Dept. 360, New Providence, New Jersey

## SOLID CHERRY



## DROP LEAF TABLE \$45.00

Shipped direct to you in moisture-proof wrap. Assembles quickly to big (open 39" X 58", closed 24" X 39") beautiful solid cherry drop leaf. Satin smooth, ready for your favorite finish. Complete with assembly and finishing instructions.

Solid cherry captain's chair, quickly easily assembles to generous sturdy chair. Complete kit, glue, assembly and finish instructions. \$24.95. Finished in mellow natural cherry. \$34.95.

Authentic solid cherry side chair, complete with glue, assembly and finishing instructions. \$19.95. Finished in mellow natural cherry. \$29.95.

Send 25c for complete catalog of solid cherry reproductions

**CHERRYCRAFT**

PITTSFORD, NEW YORK





# SHOPPING



**STAFFORDSHIRE COW CREAMER** on your dining table or on a curio shelf will reflect your good taste for the simple, beautiful and the truly American. A fine reproduction of an early American piece, this whimsical bossy is 6" long, 5" high with tiny green leaf design on white china. \$5.35 ppd. Old Guilford Forge, Guilford, Connecticut.

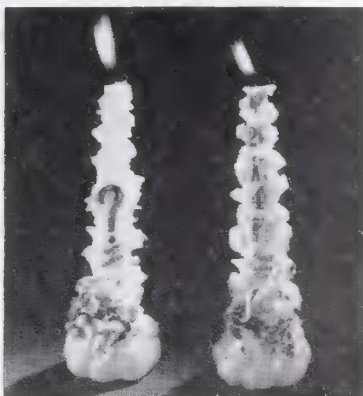


## IT TIES REPUBLICANS

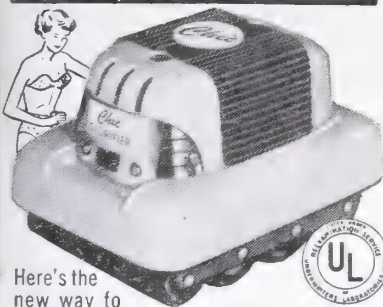
as well as Democrats and is violently becoming to both parties. Hand-painted pink elephants parade across a blue challis tie, tailored for the man whose sartorial splendor matches his personality. A choice of single elephant design or the herd. Here's a nice way to thank your host for the night-before party. \$3.50 ppd. Perry Products, P. O. Box 368, Peterborough, N.H.



**IF SHE'S OVER 21**, this is the festive candle you'll want to light for her next birthday party. It's perfumed, is inscribed with any name and decorated with a golden Question Mark. White, with pink and blue forget-me-nots, it's 8" high. Child's candle with name and birth date is designed to burn on his first five birthdays. \$2.75 each, postpaid. Candle Craftsman, 11 Sagamore Rd., Bronxville, N.Y.



## LOSE UGLY FAT THE NEW EASY WAY



Here's the new way to a glorious figure. Famous Rollator Massager takes off ugly fat where it shows the most. Excess flesh on hips, tummy, thighs, and arms simply "rolls" away—no special treatments needed. Two-way wonderful action vibrates tissues as it rolls them. Easy-to-handle. 4 vibrating rollers, on and off switch. AC only. UL approved 6-ft. cord. Only \$9.95, including all Federal Tax, on a 10-day money-back GUARANTEE. Send cash, check, money-order. Shipped post paid.

HESS SPECIALTIES - Dept. HM-1 - FONTANA, WIS.

## JAPANESE SHOJI SCREENS



\$6.99  
each  
postpaid

Tranquil and elegant, the Shoji plays an important part in the Japanese way of life. Here is an ancient art form which adds charm to contemporary decor. Each is a wind-blown, sunlit scene of dried leaves, grasses and butterflies arranged with casual artistry. As in the past, rice paper is used, but now it is coated with a thin layer of fiberglass, making the Shoji practically indestructible. (They are sold for as much as \$30.) They are translucent, 24" x 60" in size. We have a special purchase of a few hundred. Frame them as single panels or in threes as a hinged screen. **TO ORDER:** Send check, cash or money order. For C.O.D. send 1/3 deposit. Calif. resid. add 4% state tax. Our 10-day money-back guarantee applies.

the **akron** 4384 Sunset Blvd.  
Los Angeles 27, Calif.

# Famous Cuddlee Bride WALKING DOLL

NATIONALLY  
ADVERTISED  
FOR \$~~5~~

NOW  
**2.98**  
SAVE  
50%



Complete  
with  
**7**  
Glamour  
Outfits



### FREE! TINY VANITY SET

Petite size — but they're real! FREE—if you rush your order at once. You receive tiny mirror & comb plus 21 Hair Styles booklet. Yours to KEEP even if you should return doll for refund.

## Walks...sits up...sleeps...head turns...

She'll walk right into your little girl's heart! Cuddlee Bride is America's loveliest, cutest walking doll. Popular 8 inch size. She stands, sits up, sleeps. Her pretty head turns left and right when she walks. Cuddlee Bride is all your little girl's dreams come true. Now...bring her into your home for HALF price!

### Miracle Hair—Wash, Comb, Set, Curl It...

What fun your youngster will have curling, setting, combing her pretty tresses! Made of costly Dynel that's DEEP-FIXED! Her smooth, cuddly body can be bathed too! Rugged! Resists breakage.

### 7 STYLISH OUTFITS GIVEN!

7 outfits—smartly tailored—given with doll! Specially designed so your little girl can change dresses quick and easy! Neatly packaged with your doll: lovely party dress, sheer lace trimmed nite gown, coat and matching bonnet, waterproof rain cape and hood, ballerina dress, swim or play suit. Doll comes fully dressed in shimmering rayon satin wedding gown, lace crown & bridal veil, stockings, panties, white shoes and a spray of Lily of the Valley. You would expect to pay \$1 each for the outfits alone, a total of \$6—WITHOUT the doll!

### BUY DIRECT AND SAVE!

Cuddlee Bride—exactly the same doll advertised in House Beautiful and other magazines for \$6.00—is yours complete with the 7 outfits for only 2.98. Send only 2.98 cash, m.o. or check for immediate FREE delivery. C.O.D.'s sent plus postage. Avoid disappointment! Order several for gifts NOW—before they're sold out! Orders received too late will be returned. 10 day Trial—Satisfaction guaranteed or money back.

(Copyright 1956)

**MRS. LAVALLE, Dept. 19-L-54**  
585 Water Street, New York 2, N. Y.



**MAIL  
NOW**

**MRS. LAVALLE, Dept. 19-L-54**  
585 Water Street, New York 2, N. Y.

**RUSH.....Cuddlee Bride**  
Walking Dolls at half price—only 2.98—on 10 day money back guarantee! Includes 7 complete outfits, plus FREE VANITY SET which is mine to keep—even if I return the doll for refund.

☐ 2.98 Enclosed. Rush prepaid.  
☐ Send COD plus postage.

Name.....  
Address.....  
City.....State.....

☐ **CANADIANS: Cuddlee Bride** shipped direct to your door for only 3.95 postage paid. No extra for tariff. Address: Thorsen Ltd., 45 St. James St., West. Dept. US-54, Montreal 1, P. Q.





Only \$7.75  
Set of Four ppd.

Guaranteed to please  
or your money plus  
postage refunded.

#### THE FOUR SEASONS BY ISYA SUE

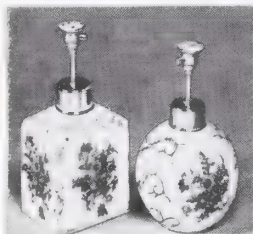
Nature's exciting story of life unraveled around an ancient tree. Depicting the delicate green of spring, to the ice blue snow of winter, these scrolls are two feet long and 9 1/2 inches wide, beautifully handpainted on eggshell parchment. Framed top and bottom with cylindrical wood bars, capped in polished brass ferrules. Complete grouping of 4 handprinted scrolls ready to hang only \$7.95 ppd. Also available in larger size 38" long x 12 1/2" wide (spring, winter) \$9.75 set of two.

CALISCO HOUSE, 943 So. Bedford St., HB-2, Los Angeles, Calif.

a real exciting gift!

Decorated White China

## ATOMIZERS



true Limoges  
style china

Only  
**\$1** Each  
Postpaid

#### All Metal Polished Brass Sprayer

You'll marvel at their low \$1.00 price—and so do we! These intriguing and dainty atomizers spray a fine mist of your favorite scent when the sleek golden color plunger is pressed. Nostalgically decorated with colorful fired-on floral patterns. Interesting round or rectangular shapes. Gleaming white Limoges style china. No bulbs to clog or soil; no net to tear. Will give long years of perfect service. Four inches high. A fabulous value at \$1.00! Order for yourself and friends, too.

Satisfaction Guaranteed or Money Back

FREE  
CHRISTMAS  
GIFT  
CATALOG  
In Color  
Who Says?

*Helen Gallagher*

413 B-10 Fulton Street, Peoria, Illinois



### A Bracelet For Grandmother

Custom-made to your order in sterling of the finest weight and quality obtainable to afford unsurpassed beauty and durability. Engraving of one or two names and birthdate included.

Bracelet ..... \$6.00

Per 7/8" disc (choice of shape) \$3.30

Tax included. Prompt delivery, satisfaction guaranteed.

Catalog  
On  
Request

*Holiday House*

110 Bellevue Theatre Bldg., Upper Montclair, N.J.

**TOSSING TINES** are the best salad tossers you've ever used. The elimination of unwieldy handles lets you get down to the job at hand without spilling the greens. The Tines rest on the edge of the bowl, no messy spilling on the table. Made of Groined Hardwood with a heat resistant glossy finish, they may be used for many kitchen tasks. They come with a Wall Rack, too! Make wonderful gifts for the "Salad Expert." \$3.95 Ppd. El RICO Patio Products, Dept. HJ, 1000 Williams Mill Rd., NE, Atlanta 6, Ga. Send for Free GIFT Catalog.



...an unusual gift

A DELIGHTFUL DINNER-  
TIME DECORATION ...

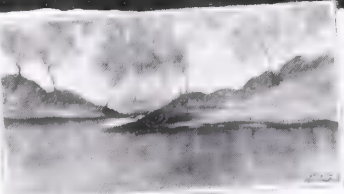
## SCENIC PLACE MATS

Brilliant, colorful reproductions of  
original oil paintings by Granpa Stein

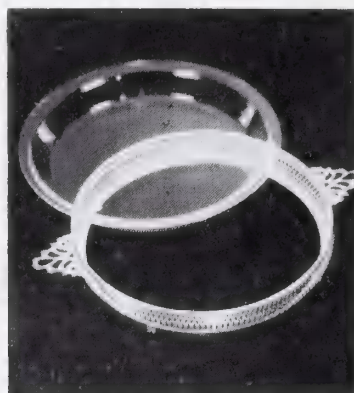
Give your dinner party table settings a  
unique charm ... ideal for everyday use

**24** full size mats ... scenes \$2 post  
from different states \$2 paid

Granpa Stein • Dept. A • 426 Marathon Ave. • Dayton 6, Ohio



# WINDOW



**PIZZA PIE** popular with your family? Then do it justice and serve it proudly in a magnificent party pie server. This one is a bargain as well as a beauty. And, of course, it gives enormous elegance to an Apple Pie or Lemon Meringue! The silver-plated pierced frame has porringer-type handles and ball feet. With 11" Pyrex liner, it's \$8.53. And that includes tax and postage. Macy's, New York 1, New York.

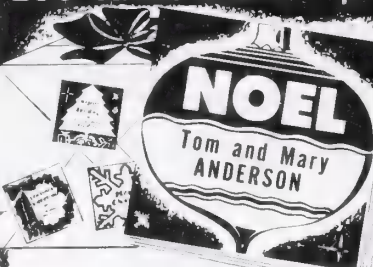


**A PRIZE CATCH** for Dad or V.I.P.'s are high, wide and handsome copper baskets, boldly personalized with a hand-tooled initial. The high style and important bearing of these make them a handsome buy for a home office, bachelor's apartment or a college senior's diggings. Waste basket, 14" x 10", \$12.50; letter basket, 5" x 7", \$5; incl. engraving. Postpaid. Henry W. Longfellow, Weston 93, Massachusetts.



**YOU AUTO BE SMART** and proclaim your profession and affiliations. 4" auto emblem in cast aluminum is easily attached to license plate or car trunk. Available for Doctor, Nurse, Dentist, Pharmacist, Attorney, Elk, Mason, Moose, Eagle, Kiwanis, Rotary, Clergy, Optimist, Shriner, Knights of Columbus, Fire Dept., Auxiliary Police, Civil Defense. \$1.98 ppd. Laurie & Co., Dept. HB-1, 507 Fifth Avenue, New York.

150 PERSONALIZED  
XMAS LABELS \$1



WITH YOUR NAME  
ASSORTMENT OF 4 COLORFUL DESIGNS

The perfect way to say Merry Christmas! Seal all your packages (cards too) with these beautiful Christmas Seals personalized to order with your name. Four beautiful, original designs printed in sparkling Christmas colors on the finest gummed paper, each with a different greeting! All this for less than you'd pay for ordinary un-personalized labels! Print name—up to 2 lines as shown. 150 for \$1.00 ppd. SPECIAL—300 for \$1.75. Handy Gifts, 1012 Jasperson Bldg., Culver City 14, Calif. Add 15c for airmail.

"Happy as a clam" in an  
**EASYBABY**



#### THE PERFECT BABY PRESENT

A pediatrician approved cradle chair that elevates and supports the smallest baby. It brings him into the family circle and frees mother's hands for feeding. Easy Baby is the ideal way to keep the infant happy and secure at his mother's side: about the house, traveling. Hand finished wood construction, in pale pink, blue or yellow. Fully assembled, complete with plastic mattress, safety strap and hand holes. Satisfaction guaranteed. Postpaid in U.S.A. \$9.95.

HARVEST HOUSE, BOX 398, ORCHARD PARK, N. Y.



# SHOPPING



## CHERRY FOOTSTOOL

comes in 4 finishes: red cherry with beige or black tapestry; fruitwood with hunter green antique satin; pine with garnet or Pompeian green fabric; gold-trimmed black lacquer with charcoal and gray print. 16½" x 12½" x 9¾". \$16.95 ppd. If you apply your own fabric, deduct \$1. Delivery, 30 days. Send 10¢ for Chair Booklet. The Chair Shop, Box 725, Morganton, N.C.



## FIRST LADY among Chinese

gods is Kwan Yin, goddess of mercy and queen of heaven. Usually she's a figure of regal stature, bearing a regal price tag. But here she is in white porcelain, small enough for your wall shelf yet full of the legendary luck that has made her beloved by both coolie and mandarin. Right and left figurines, 6½" tall. \$3.50 each; \$6.75 pr. Ppd. Beverly Baker, Box 135, Darien, Conn.

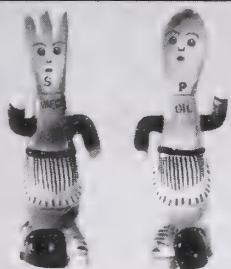


## INCUBATOR BRACELET

dangles a sterling silver charm that's a miniature of a baby incubator. It will remind a busy young mother of her frilly bed-racket days with nurses at her beck and call. What's more, it's very lucky! Hold between thumb and first finger; rub; make a wish. On sterling bracelet. \$5 incl. tax. Ppd. Gordon Armstrong Co., Bulkley Bldg., Cleveland, Ohio.



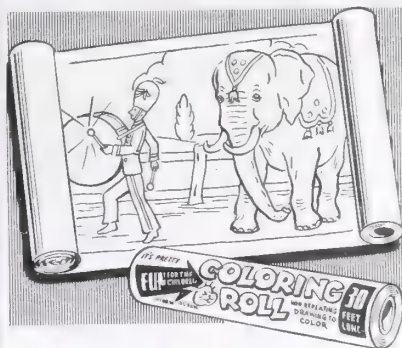
## Mr. & Mrs. Spicy CRUET SET



Add spice to your dinner table with this unique cruet set. Their clever fork and spoon heads are handy, removable salt and pepper shakers. Their chubby, round bodies hold vinegar and oil. Mr. and Mrs. Spicy are made of highly glazed porcelain in bright red, yellow and green. This attractive set stands 7½" tall, eager to serve you at every meal. Order two of these imported cruet sets—one for the perfect gift, and a set to enliven your table. Every penny refunded if you are not delighted.

**\$1.95** a set  
postpaid.

**GRANDMA PENNYPINCHER**  
216 Yale Street Department HB-3  
Houston 8, Texas  
Write for your free gift catalog.



## NEW—30 Ft. Coloring Roll Becomes Year's Best Toy

A 30 foot long roll of coloring paper tells a complete story which unfolds before your youngster's eyes as they color. They follow little "Hattie Hare" from country to city, to school and even through a Circus scene. When completed, can be proudly displayed in panoramic view completely around youngster's room. Listen to them tell about each scene. Unrolls like a scroll and can be done little by little. Scenes are printed on mat paper, ideal for crayon or paints. Guaranteed to keep children happy and busy for hours. A terrific stocking gift at Christmas—get several. 2 for \$1, 4 for \$1.95, 8 for \$3.79 ppd.

RED OAKS, Dept. 163-M  
Prairie View, Illinois



## Personalized MUSICAL ROCKER

A "Rock-A-Bye" Musical Rocker for a tiny tot. Beautifully personalized with your favorite child's name. Plays its tune only when in use. Hand rubbed maple finish with multi-colored chintz cushion. 14" tall; seat only 5" from floor for safety sake. Durable pine wood.

No COD's **\$12.95** Ppd. Send for FREE Catalog

## GOTHAM GIFTS

67-85 Exeter St., Dept. H-40, Forest Hills 75, N. Y.



## Magic Way To Foot Beauty—\$1

Beautiful, comfortable feet can be yours when you brush off calluses and corns this easy way! PEDI-BRUSH gently removes dead skin quickly, easily, painlessly. No pads, no cutting, no razors, no harsh medication. No more snagged hose from rough heel skin. Quality plastic handle with volcanic ash "pumice" brush... lasts for years. *Guaranteed to do the job or your money back!* Only \$1, postage paid. Order PEDI-BRUSH direct by mail from Sunset House, 482 Sunset Building, Hollywood 46, California.

## Carroll Reed's

### 4 on a match!

The same material that makes kilt, skirt and slacks trims sweater too! Full fashioned, hand loomed, classic cardigan is 100% Shetland wool. Snow white for Anderson plaid (light blue/white/red), Pine green for Royal Stewart (red/green). 34-40. \$11.95

**KILT**  
Authentic wrap-around kilt, back pleated and side fringed. Fastens by 2 side buttons, 2 straps, and traditional safety pin. 10-18. \$17.95



**SKIRT**  
Styled for lass or lady, matching classic. Flattering fullness... 23 stitched-to-hip box pleats provide full freedom. 10-18. \$17.95

### SLACKS

For lazy living, match the cardigan with these form fitting slacks. Slash pockets make for slender lines. Permanent creases, side zipper, belt loops. 10-18. \$12.95



Please add 35¢ postage per pkg.

All of the above in 100% fine soft virgin wool. Your choice of tartan... Anderson (light blue/white/red) or Royal Stewart (red/green). If you're not sure, write for swatches.

Our 1957 Sportswear catalog on request. Satisfaction guaranteed.

**Carroll Reed's Ski Shops**  
42 MAIN STREET, NORTH CONWAY, NEW HAMPSHIRE

## WORLD-FAMOUS MUSEUM SCULPTURES

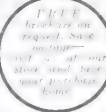
### EXACT REPRODUCTIONS!

Exotic "conversation-piece" accessory for your home—hand-cast, hand-finished replica of a Belgian Congo effigy vessel, used by the elders of the Mangbetu tribe to hold ceremonial palm wine—exactly reproduced from original in the University of Pennsylvania Museum. Its classic artistic qualities are yours permanently in Durastone—in the same ebony earthenware finish as the original! Vase is 11" high, comes complete with printed history of its origin and use. \$10.95 postage prepaid and insured. Satisfaction guaranteed.

Send check or money order (no COD's please) to:

### NOBLE-RYDELL

3292 Sunrise Highway, Wantagh  
Long Island, New York



## GLASS DISPLAY DOMES

Showcases for show-offs... beautiful, gleaming domes to put on the table, mantel, TV set, etc. Crystal-clear glass protects and keeps wedding cake ornaments, figurines, clocks, china and keepsakes on display and dust free. Choice of mahogany, walnut, or black wood bases. An unusual gift for collectors, for anyone who likes nice things.

2½" x 5"...	\$3.50	5½" x 11"...	\$ 7.00	7" x 11"...	\$11.75
3½" x 6"...	4.75	6" x 10"...	8.75	8" x 10"...	12.50
4½" x 8"...	6.00	6" x 14"...	12.25	8" x 15"...	18.00
5" x 7"...	6.00	7" x 8"...	8.75	10" x 12"...	18.00
5" x 9"...	7.00				

All Postpaid

following sizes exceed postal limits: shipped express collect:  
8" x 18"... \$20.00 10" x 15"... \$19.50 12" x 16"... \$27.00  
8" x 24"... 27.00 10" x 20"... 30.00 13" x 27"... 50.00

Write for FREE catalog.

**SETH and JED** Dept. B-10 New Marlborough, Mass.







#### WEE WINKING CHRISTMAS TREE

A new novel automatic winking Christmas tree decoration. Dainty miniature tree uses regular flashlight battery, glows through a dozen tiny bulbs. Built-in flasher makes lights blink continually. Decorated with permanent tiny glass candles and colorful baubles. "Winkie" stars in home or office—at the dining table, windowsill, mantel, desk. 6" high. 75c each. 3 for \$2 ppd. Dept. O-G10.

#### 100 AUTOS FOR \$1

Thousands of playful auto and truck combinations to give any youngster loads of fun day after day. He buys, sells, trades, decorates a pack of 100 molded autos and trucks in appealing assorted colors and body styles. A big bundle of 100 cars will be right at home in and around those unusual toys. Big value . . . 100 cars . . . \$1 ppd. Dept. O-510.



**Carol Beatty**

Free! Write for BIG NEW GIFT catalog.

200 Beatty Building, HOLLYWOOD 46, CALIF.



#### SWINGING BRACKET LAMP

(At a Lower-Bracket Price!)

Handsome pin-up lamp faithfully reproduced from antique swinging brackets that held kerosene lamps. Hurricane lamp can be swung from side to side to provide light where it's needed most. Lamp comes in your choice of antique white or black. Sprigged posy shade illustrated has charcoal and leaf-green pattern on white background; shades also available in pure white. Lamp is 14" high, extends 12" from wall.

And the price: Only . . . \$5.50 each, ppd! You can afford to order them in pairs!

Send for FREE Christmas Catalog!



**Ward Phillips Co.**

10 East Main Street  
Carpentersville 1, Illinois

#### ★ Sensational New \$1 Value ★

#### Hand Etched Rose Design

Glass  
Tea  
Pot



For Gracious Serving  
... or Use as Planter!

You're invited to become acquainted with Foster House with the most exciting import we've discovered in a long time. It's a delightful crystal glass teapot that holds four full cups—and more. The design is a lovely, rose, hand-etched. The handle is insulated with baby bamboo . . . a color accent that's also very practical. Glass is heat treated. Has removable glass top. Attractive as a planter on shelves or in windows. Order several at this amazing low price.

Only  
**\$1** Each  
Postpaid

**FREE!**  
Christmas  
Gift Catalog  
In color—  
write for it!

Satisfaction Guaranteed or  
Money Back

**Foster House**

430-B-10 S. Jefferson St.,  
Peoria, Illinois

#### Your Treasured Wedding Gown Deserves This Special Care

Now it's easy to recapture the wedding day loveliness of your bridal gown. The exclusive Le Boeuf Process SAFELY, gently removes ruinous stains and soil, preserves and protects your gown in sealed full-vision, transparent case against moisture, moths, mildew, etc. Bonded pick-up and delivery wherever you live. Fully insured. Write for free booklet, low prices.

**MOTHERS:** for a thoughtful after-the-wedding gift,  
have daughter's gown renewed by Le Boeuf.

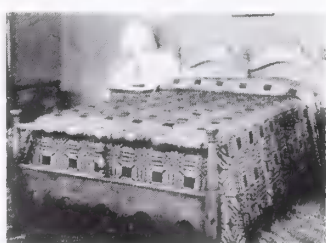
**Le Boeuf Co.**

234 AMHERST STREET

Bridal Service Division,  
EAST ORANGE 4, N. J.

#### AN HEIRLOOM COVERLET. . . The Morning Star

From generation to generation, this beauty belongs! In such authentic reproduction live again the strength, practicality and charm of the era of our ancestors. The Morning Star's lovely dignity is woven by Goodwin Weavers in Colonial Red, Indigo, Cabin Rose, Delft Blue, Seashell, Sun, Rifle Rust, Walnut Brown, Hill Pearl, Pine Green. Double only (90" X 100") and 50. Check or money order. No COD. Postpaid.



Satisfaction guaranteed  
Write for FREE literature

**VIRGINIA  
COLONY**

Dilworth Station, Charlotte 3, N. C.



## WINDOW SHOPPING



**THE BRIGHT TOUCH** for modern room that needs a frillous accent and a flash of color are these Butterfly Scrolls. They're printed on parchment-like paper in colors that are lively, yet delicate, and they're framed at top and bottom with brass-tipped wood bars. 38" 12 1/2", \$2 each; \$3.95 the pair. Ppd. Art Mart, Box 27648-HI, Los Angeles 27, California.



**LOW AND BEHOLD** these beautiful highly-glazed bisque pots made according to age-old methods by a Vineyard Potter. The black slip and scratched design has a quiet dignity and makes these the perfect plants in which to display a proud collection of African Violets, Philodendron or Pittsburgh Ivy. Single pot and saucer is \$2.35 ppd. Martha's Vineyard Pottery, West Tisbury, Mass.



**WANDERLUST LAMP** will start you dreaming of faraway places and making reservation to go to them. White parchment shade is a map of the world in green outline, with official Pan American routes in red. Parisian Kiosk base is gold-flecked green with full-color miniature reproductions of travel posters. 27" tall, \$16.95 exp. chgs. coll. Blue Horizons, Dept. B-4, Box 93, Belmont, Massachusetts.



**THE VARSITY DRAG** is a campus carry-all with a hundred and one uses. For instance: for books, gym equipment, beach paraphernalia; or as a laundry, shoe or overnight bag. Of heavy water-repellent duck adorned with a 4" iron-on letter of your choice, it comes in all school color combinations. Specify, 10" dia., 16" high, \$2.98 ppd. Additional letters, 25¢ each. The Shopcombers, 23 Whisper Lane, Wantagh, N.Y.

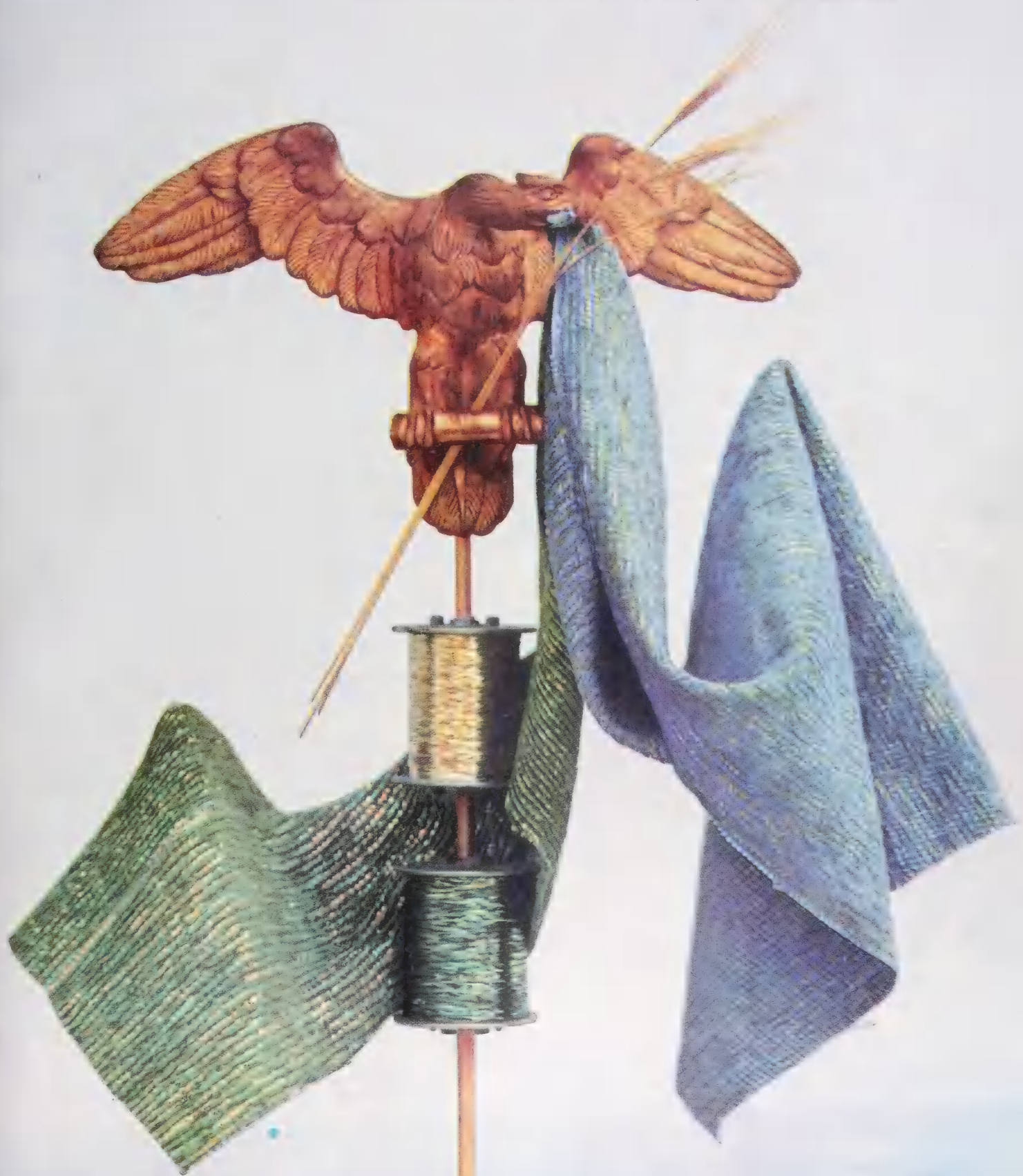


**AUTUMN LEAVES** in their golden hues and rosy shadings are gloriously captured in place mats to help you stage your own fall table show. Made of imported Japanese rice paper with durable tough qualities to belie a fragile translucent appearance, these beauties are waterproof and heat-resistant and a buy at \$1.50 each ppd. B. M. Lawrence Imports, 255 California Street, San Francisco 11, California.

(Please turn to page 121)



The thread of the story is **LUREX**



**LUREX® LOOKS TOWARD NEW COLOR HORIZONS.** Lurex in multicolor strikes a new, brilliant note in American decor as shown in these designs from the Great Lakes Group of upholstery fabrics featured in Candalon's *U. S. A. Modern* collection. Lurex, non-tarnishing metallic yarn made only by *The Dobeckmun Company, Cleveland 1, Ohio • New York: 350 Fifth Avenue • London • Amsterdam*

STYLED BY DOROTHY LIEBES AND ARTHUR BRILL





# Tiara tables



**Gordon's, Inc.**  
JOHNSON CITY, TENN.

*to bespeak your good taste...*

Tiara Tables by Gordon are beautifully at home with either modern or traditional furnishings. They cause people who know to say, "Someone with good taste chose these tables."

Correlated in design and finish with the 75th Anniversary Tiara Group of White Furniture Company, these distinguished tables are of genuine walnut in two lovely hand-rubbed finishes, *Sheffield Walnut* and *Sheffield Pewter*. Their distinctive beauty is enhanced with antique silver hardware.

Tiara and other Gordon Tables are sold by reputable furniture and department stores across the nation. Please write us if you'd like the name of the Gordon Authorized Dealer nearest you.

*Send 25c for Tiara Brochure.*



# White's 75th anniversary collection



*brings classic age-old beauty into modern focus*

Tiara

Fabulous variety, unusual pieces, and White's exciting new custom-designed versatility make Tiara one of today's most brilliant collections of contemporary masterpieces. Richly hand-finished in Sheffield Walnut and Sheffield Pewter, Tiara's well defined splendor will be illumined or subdued by your preference in decor. Tulip-shaped ferrules, pulls, and grilles . . . exquisite in silver. Table tops encircled in beautiful Teakwood. Fascinating silver-mounted "spacers" to add new distinction to any arrangement.

See this magnificent collection in an exciting array of contemporary and traditional settings. Send for your handsome 40-page Tiara brochure, living, dining and bedroom furniture, 25¢.



White Fine Furniture  
Dept. HB0-56, Mebane, N.C.

Enclosed 25¢. Send me 40-page Tiara brochure living, dining and bedroom furniture.

Name

Address





A man in a dark suit and a woman in a yellow jacket and dark skirt are looking at a large, textured carpet sample. The man is pointing at the carpet. The carpet has a complex, wavy pattern in shades of beige and brown. The sample is mounted on a wall, and the label 'BELLE ISLE' is visible at the bottom right of the sample.

BELLE ISLE

*"And here's carpeting  
that's so lovely to look at...  
so easy to care for!"*

Today, join women all over the country in taking your first look at Belle Isle, an outstanding all-wool wilton. High shades mix with soft colors to give an ultra-smart tweedy look and superb heather texture. You'll love Belle Isle in Aqua Mist, Sandbark, Nutria or Woodland Tweed. See it now!

*DOWN'S quality  
all-wool wiltons are  
available on ABC  
budget payment  
plan. For store  
nearest you, write  
to us today.*



DOWN'S

DOWN'S CARPET COMPANY, INC., Philadelphia 34, Pa. • Quality Wiltons For Over a Century





# WINDOW SHOPPING

CONTINUED FROM PAGE 116

**SHUTTER DOORS.** Here's the old New Orleans look in modern dress. Louvered doors with curved top and raised panel bottom are reminiscent of columned mansions and the graciousness of Southern hospitality. Made of select white pine to fit an opening 2' 6" x 6' 8", louvers are stationary. Well priced at \$51 the pair, exp. chgs. coll. Louvre Craft, Inc., 1185 Second Ave., New York.



**WATCH YOUR NECKLACE,** lady, when you wear this handsome tick-tock with an Ivy League shirt or a slithery sheath. The case is see-through and makes you the center of attraction when the boys gather to see the wheels go 'round. Golden chain dangles a guaranteed, shock-resistant, anti-magnetic Swiss watch at the striking price of \$15, incl. tax and post. Market Combers, Box 407 Northside Sta., Atlanta, Ga.



**LETTERS FROM A BUNNY.** Belinda Pink-Ears is the gay bunny rabbit who loves to write to children. There's a different letter each week, a tiny surprise in each and merry sketches illustrating her adventures. Gift card with sender's name comes with first letter. Eight letters, \$2; 16 letters, \$3.75. Ppd. Belinda Pink-Ears, Box 221, Dept. HB6, Laguna Beach, California.



**TREASURY** for your prize-winning recipes turns a drab wall into a beauty spot. It's a reproduction of an old spice box, hand-finished in waxed pine with an open space on top for cards, memos. One drawer holds keys, stamps, lists. Hang it in the den or pipes, cigarettes, rolls of film. 11 1/2" x 4 1/2" x 6 3/8". \$4.95 ppd. Carlton Ladieu, Rutland, Ver.



**PLANTER LAMP.** Just "plant" the prongs of this lamp attachment in the soil of a potted philodendron, ivy or other short stemmed plant, add a bulb and a shade, and there's one of the prettiest, perkier lamps you've ever seen! Made of non-conductive, rustproof materials, the lamp can be "transplanted" from pot to pot. \$2.50 or \$4.80 for 2, ppd. Studio L, Box 63, New York 28.



## Bed of roses for your jewels —

the white lacquered box strewn with hand-painted rosebuds, and lined — tray and all — with pink velvet. Ours alone. \$15.00

Lord & Taylor — 424 Fifth Avenue, New York 18, N. Y.

Beyond delivery area, please add .50 for shipping

Your Favorite Design

## MOSS ROSE Butter Dish

**#1 Gift-Giving SPECIAL**

You Simply Won't Believe the Low Price . . . **\$1** Postpaid

Where could you ever find a more delightful gift at so low a price? To introduce Helen Gallagher to ever so many new friends, we're offering this exquisite covered butter dish for an astonishing \$1.00 postpaid. It's a generous 6 1/2" long, of snowy white china and decorated tastefully in the true old-fashioned Moss Rose pattern. Top recesses into china tray. Has a gold edging for added richness. Put it high on your gift list; and order for your own table, too. Immediate shipment. Order now.

**FREE** CHRISTMAS GIFT CATALOG In Color With Special

*Satisfaction Guaranteed or Money Back*

**Helen Gallagher**

413-B10 Fulton St., Peoria, Illinois

## For A Golden Memory

Of their happiest day to be cherished forever, send a copy of the invitation for precise reproduction on the golden lid of a 4 1/2 by 6 1/2" black lacquer cigarette box.

**\$12.50 ppd.**

Catalog on Request *Holiday House*

110 Bellevue Theatre Bldg., Upper Montclair, N.J.

## Stamped and Personalized Qwik-Mail Envelopes!

- For paying bills
- Ordering by mail
- So convenient

No more hunting for envelopes—No hunting for stamps—No more stopping to write your return address! These stamped and personalized envelopes make it so simple to handle correspondence. Once you've used them, you'll never be without them. And their low cost includes the postage!

**100 postpaid . . . . . \$5.45**

Please write name and address plainly

Send also for **FREE CATALOG** of Unusual Gifts and Entertainment Specialties

**HORACE ANDERSON'S GIFT CRAFT CO.**

1234 E. 47th St., Chicago 15, Ill.

## The Smooth Solution to Serving

## Marble-Topped Lazy Susan Table

A truly sensational, new type of serving table with genuine white marble top and brass tipped black legs. The ideal way to serve drinks, snacks, buffet meals, smokes, what-have-you. Table with 15" diameter turn smoothly on ball bearings. Spot them around your living room, den, patio when you have guests. 17" high. Practical, beautiful and a wonderful gift idea. Weight 29 lbs.

**\$24.95** plus \$3.00 postage. No C.O.D.'s Please

**interior trends**

56-B Underhill Avenue Brooklyn 38, N. Y.



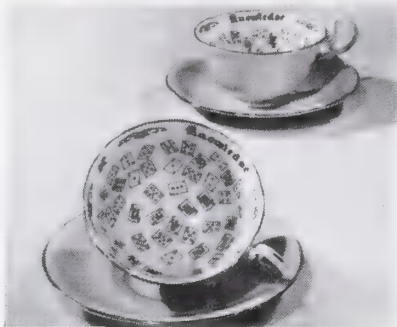


Plummer's own English Pewter Tankard — sealed-in glass bottom dates back to early England when it was safer to watch your friends while drinking. Holds a generous 16 ozs. Ideal for beer, Pimms Cup, etc. Gleaming bright luster takes engraving beautifully. Perfect for Dad; also a fine usher's gift. Each \$8.75; six for \$50.00.



Plummer's Bridal Twosome—to toast each wedding anniversary, year after year. Imported hand cut hollow stem Champagne with copper wheel engraved arrow-pierced hearts. In handsome presentation box. \$5.50.

NOW READY FOR YOU:  
Our Free Gift Book.  
Send For It!



Cup of Knowledge—an authentic reproduction of a cup popular with Confucius over 5,000 years ago. Used with tea leaves it often uncannily predicts one's fortunes. Complete instructions included. Tops for entertaining. English Bone China in attractive pastel green. Gold edged with colorful playing card reproductions inside the cup. Each \$3.75; 4 for \$14.75; 8 for \$29.50.

**Plummer**

734 Fifth Avenue at 57th St.  
N. Y. 19, N. Y. — ST 4-5625

## FREE! Reg. \$1 Lampshade

Make your LAMPS

INTO  
CHRISTMAS  
TREES!

... cleverest  
decorating idea  
in years!



Over a half million people paid \$1.00 each for these famous Hollywood Lampshades. Now, to win 100,000 new customers we are offering you one FREE. Yes, you can bring Hollywood's famous Christmas Tree Lane right into your home. These perfect replicas fit over most lamps in place of your regular shade. Make most of your lamps into Christmas trees and spread the Holiday Spirit throughout your home. Beautifully lithographed on lampshade paper in forest green, and white on branches that stand out like "snow" for easy decorating. Ideal for all rooms, window ledges and small apartments. 17" high, 17" diameter. Send only 25 cents to defray mailing and handling cost for each shade ordered. We'll also include our latest Gift Catalog free. It contains over 100 unusual gifts at amazing low prices from 49 cents up. Many items offered below wholesale cost! The 25 cents mailing charge for the shade refunded on your first order! This free offer is for a short time. Avoid disappointment! Clip this ad and mail with 25 cents for each shade ordered—NOW!

MRS. LAVALLE Dept. 19-L-52  
585 Water Street, New York 2, N.Y.

## BUTTER MOLD

AUTHENTIC  
ANTIQUE  
REPRODUCTION



MADE FROM A COLONIAL ORIGINAL \$2.95 ppd.

An authentic reproduction of the molds our Early American Grandmothers used to make monogrammed butter patties. Turned from select hard rock maple with your monogram hand engraved, it molds butter patties embossed with your initials. Makes guests rave—even simple meals seem elegant. Decorative—it has leather thong (like original) to hang it by. An unusual and distinctive gift. Not sold in stores. Up to 3 initials (please print). \$2.95 ppd. Handy Gifts, 1012 Jasperson Bldg., Culver City 13, Calif.

Space-Saving

## PIN-UP SCALE!

Decorate your bathroom with this handsome HANSON WEIGHMASTER Scale. Newly designed for storing on the wall with exclusive "Stow-A-Way Bracket" that attaches easily to any type of tile or plaster. Has handle for easy lifting. Power-view magnifying lens for easy reading. Colors: White, Pink, Maize or Turquoise enamel with black mats and sparkling chrome trim and handle. Postpaid, Only \$8.95

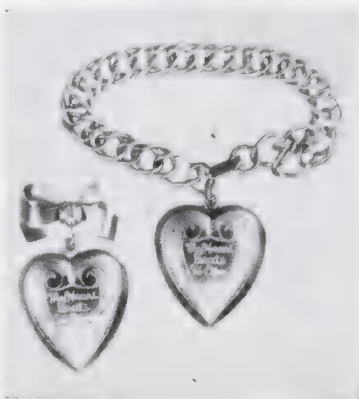
Order by mail. No C.O.D.'s please  
Satisfaction Guaranteed

GLASSCRAFT

920-B Chicago Ave.  
Evanston, Illinois



## WINDOW



**THIS HEART TICKS!** Oh yes it does! It even spells it out for you: "My heart beats for you." A teen-age flirt will give the boys a hard time when she holds this up to their ears. In goldtone metal, it comes as a charm on a bracelet or swings from a Loveknot pin. \$1.10 each tax incl. Ppd. Add 25¢ for 2 or initial engraving. The Jewelry House, 31 W. 47th Street, N. Y.



## BESIDE A COWBOY'S BED

or hung bunkhouse-fashion on his wall, put this genuine calfskin rug. It comes in brown and white or black and white. Is soft as a pussycat's ear, as western as Roy Rogers. It's been expertly tanned, won't shed, cleans in a jiffy with dry powder cleaner. 8½ sq. feet, \$12.95; 10 sq. feet, \$15.95. Ppd. Western Calfskin Products, 420 Market St., San Francisco, Calif.



## GRAND OPENERS

are imported Danish bar tools that have the heft and simple elegance that bar-tending men love. The handles are heavy brass with a lacquer finish, and the working ends are stainless steel. 6½" long, the beer can opener and bottle opener are \$5.95 each; \$11.50 the pair. Ppd. Petersen's, Inc., 218 Balter Bldg., New Orleans, La.

## NOW - Science Gives You A Short Cut to Learning



Learn Anything  
Faster — more easily  
with  
The DORMIPHONIC  
Memory Trainer

It Works for You . . . Awake or Asleep

Now, at last, science shows you how to learn by "ear." With this amazing new method—you "start to learn while you're awake"—then university-tested Dormiphonics takes over, continues the learning process for you while you sleep. Do you want to learn a language—Memorize a speech—Break bad habits? Dormiphonics SAVES YOUR TIME—YOUR EFFORT! So simple children benefit—so helpful and practical it is used by educators, psychologists, people of all ages, occupations and professions.

Break Down Barriers to Learning

Find out HOW Dormiphonics works FOR YOU. Write for FREE Book or call for FREE DEMONSTRATION—Get the Scientific Evidence Today.

MODERNOPHONE, INC. Circle 7-0830  
301-106 Rock Plaza, New York 20, N.Y.

Gentlemen: Please send me your FREE Booklet. I am interested in learning more about the DORMIPHONIC Memory Trainer and what it can do for me. No obligation—no salesman will call.

☐ If under 18, check here for Special Booklet A-NAME: .....

ADDRESS: .....

CITY: ..... ZONE: ..... STATE: .....

My main interest in Dormiphonics is for:

☐ Learning a Language ☐ Speech Improvement  
☐ Memorization ☐ Habit Correction  
☐ Sleep Inducement



JUST

## "STACK-N-TIE!"

Here's a smart new newspaper rack that will help keep your home as neat as a pin on Sunday and every day. Holds one month's accumulation of newspapers neatly stacked. No more untidy newspapers lying around the house. No more strained backs trying to arrange and bundle them. With "STACK-N-TIE" newspapers can be tied into bundles right in the rack without lifting or turning. Of rugged, lightweight construction. Has non-scratch feet. Ideal for living room, basement or garage. Comes in attractive, lustrous black finish . . . Only \$3.00 postpaid. Or beautiful lacquered brass model . . . only \$4.00 postpaid. Order several. Ideal Christmas gifts.

RAND COMPANY

Dept. H-10, P.O. Box 557, Whittier, Calif.

## NOSTRADAMUS SAW THE FUTURE

"COMPLETE PROPHECIES OF NOSTRADAMUS"—CONTAINS EVERY STARTLING PREDICTION TO THE YEAR 3797 A.D.

### LOOK INTO THE FUTURE

This is the only existing volume that can give you every prophecy by NOSTRADAMUS to the year 3797 A.D. Ingeniously interpreted by Henry C. Roberts, past events have come true with uncanny accuracy—NOW SEE how many of the 1000 prophecies in this great book may effect you!

NOSTRADAMUS, Inc., 380 Canal St., Dept. B-10, New York, N.Y.

### GREAT EVENTS FROM NOSTRADAMUS—

Predictions include: ATOMIC WARFARE! Date of Next World War! Time of PEACE ON EARTH. How do you fit into these chain of events? Read every amazing prediction in the "Complete Prophecies of Nostradamus"—\$5.00 ppd. Guaranteed.





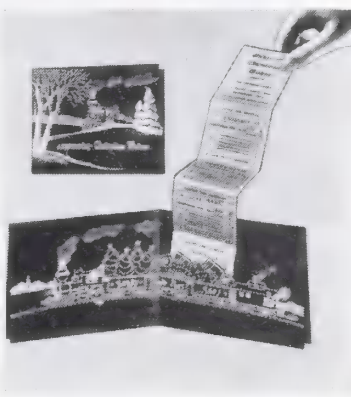
# SHOPPING



**A CHEESE DREAM** ensemble presides handsomely at cocktail gatherings, TV sessions, on a dining table. Reed tray, with hardwood center, bamboo-bound cheese knife and Swiss Cheese paper napkins, is amply proportioned to hold cheese, fruit and crackers. Nice to own and available in 3 sizes with knife and napkins. 14", \$7.50; 16", \$10; 20", \$12.50. Ppd. Mail Age, Box 109 Pratt Sta., Brooklyn 5, N.Y.



**TICKET OF CHRISTMAS WISHES** is a heart-warming greeting card from the new Miles Kimball selection. Be sure to write for their new 36-page catalog and see the whole imaginative selection. Frosted blue card holds a bogus railroad ticket to happy-sounding places, issued in *your* name and from *your* town. \$6.95 for 50 cards and envelopes. Ppd. Kimball Printers, 27-9 Bond St., Oshkosh, Wis.



**"OUT DAMNED SPOT"** is no longer easier said than done if you have Dab-It. It takes grease, oil or food spots off clothing, rugs and slip covers without leaving a ring! It's a dry stick and can't spill, so get an extra one for your purse or suitcase. Just dab it on the spot, then brush the spot away. 69¢ each. ppd. Walter Drake, Dept. HB-1, Drake Bldg., Colorado Springs, Colorado.



**From the King to you Siamese Jewelry**



Black enamel on sterling silver with Hand-cut figure of Good Luck Siamese Dancing Girl

Bracelet \$550 Pin \$395

Earrings \$275

Complete set incl. tax and postage \$10

No C.O.D.'s

**Studio Shop** Copley Sq.  
537 Boylston Street, Boston, Mass.

**SAVE MONEY—ORDER DIRECT! SOLID BIRCH OR MAPLE!**

**Captain's Chairs**

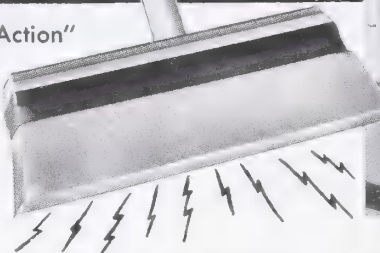


**SADDLE SEATS ■ LINT WOOD BACKRESTS**  
The finest glue and dowel construction for a full lifetime of comfort and service. Solid birch or maple sanded silky smooth ready for you to paint, stain or lacquer. These chairs are full size—17" x 18 1/2" overall height 28 1/2". **PROMPT DELIVERY**—Ship, chgs. collect. Send check or money order. Sorry no C.O.D.'s. **MONEY BACK GUARANTEE.** Complete instructions on "How to Finish Unpainted Furniture" FREE with each order. Ask for illustrated catalog. **VISIT OUR SHOWROOMS**  
Makers of Fine Chairs Since 1851  
**MEADOWBROOK INDUSTRIES**  
Meadowbrook Building, Dept. A-1  
2268 Bellmore Ave., Bellmore, N. Y.

**New MAGNA-BROOM**  
Magnetizes and Holds  
Dirt, Hair and Lint from  
ANY Floor Surface!

"Vacuum-Cleaner Action"  
does the job in  
half the time!

only **\$1.98**



**DIRT DISAPPEARS** in a single stroke with miracle Magna-Broom! Sweeps faster, cleaner, easier than any other method known. Actually clean in half the time. Magna-Broom attracts dirt like a magnet and holds it in its miracle plasti-foam sweeping pad... 1 million air cells act as suction-type "vacuum cleaners." Keeps germ-laden dust out of the air and off your furniture. Use it on all flooring surfaces... wood, asphalt tile, linoleum—even rugs! Wonderful

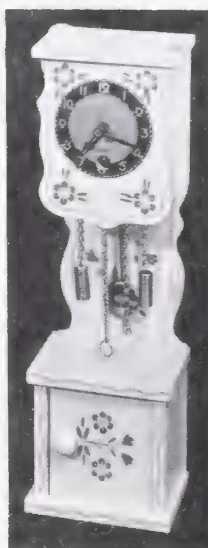
for picking up dog and cat hairs—dust walls and ceilings. Can't scratch—not even the wax on your floor. Specially contoured to get into every nook and corner. Handle has natural sweeping angle. Try this new Magna-Broom in your own home. **Guaranteed to be the most efficient method of sweeping you've ever used or your money back!** Only \$1.98, postage paid. Order MAGNA-BROOM direct by mail from **SUNSET HOUSE, 490 Sunset Bldg., Hollywood 46, California.**

miniature . . .  
**GRANDFATHER CLOCK**

From  
Germany

Dainty reproduction of the state-ly Grandfather Clock that stood in the hall. There's a lot to be said for heredity . . . clock is only 8" high, but it's possessed of the same fine construction and accuracy that distinguished Grandpappy! Comes in pretty pastel pink, ivory or black, with hand-painted floral decorations, brass pendulum and weights. Safety cabinet in base stores key. A one-day, spring wound pendulum clock, fully guaranteed.

Only . . . \$4.95



Send for FREE Christmas Catalog

**Ward Phillips Co.**  
10 East Main Street  
Carpentersville 1, Illinois

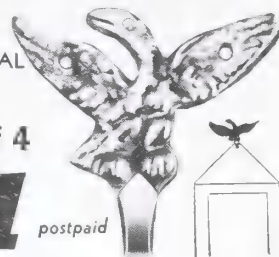
**"EAGLE" HOOKS**

a new & rich wall accent idea!

2/3 ACTUAL  
SIZE

Set of 4

Only **\$1** postpaid



**Solid Brass! Will Hold 50 lbs.**

Perfect for your panelled den, recreation room or formal living room. These are highly polished 2" brass hooks fashioned into the majestic eagle design. The hook is built to handle a load of 50 lbs. or even more. Use them for hanging mirrors, large pictures, etc. Ideal too for hearthside to hang fireplace tools. Equally at home in the kitchen for hanging trivets, copper utensils. Also make distinctive awning pulls. Set of four only \$1.00 postpaid.

**FREE!**  
Christmas  
Gift Catalog  
In color—  
write for it!

Satisfaction Guaranteed or  
Money Back

**Foster House**

430-B-10 So. Jefferson St.  
Peoria, Ill.

**The TIE  
OF THE  
MONTH  
CLUB**

*the male*  
**SOLVES HALF  
OF YOUR GIFT  
PROBLEMS!**

Men are a problem, but now, the Tie-of-the-Month Club solves your male gift dilemma all year round! Each month, our fashion specialists scour the markets of the world for outstanding ties that meet our rigid standards of quality and style. All our ties are original designs in imported fabrics from France, Italy, Belgium and Switzerland. They include silks, jacquards, woven patterns, embroidered motifs, stripes and foulards. Give the gift that keeps on giving all year—a subscription to the **TIE-OF-THE-MONTH CLUB**. Each tie is handsomely gift boxed with your card enclosed at no extra cost to you.

**INTRODUCTORY—  
LIMITED SAMPLE OFFER**

Send \$1.00 for proof of our outstanding values. You must be delighted with this tie or your money will be refunded.

**TIE-OF-THE-MONTH CLUB**  
520 Fifth Ave., New York 17, N.Y.

☐ Send Introductory Tie at only \$1.00.

Enter the following subscription:

☐ 3-month membership—\$6.00

☐ 6-month membership—11.00

☐ 12-month membership—20.00

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

(Use additional sheet of paper if necessary.)



A CARD TABLE SET YOU WILL BE PROUD OF



**SOLID KUMFORT**

Model 494 D

Free Folder on Request

**\$75.00**



**FOLD  
FLAT**

## Lovely **SOLID KUMFORT**

Beautifully Styled, Luxurious, Sturdily Built

Yes, lovely, rich and handsome. Here is the card table set you have always wished for and at a price that will please you. The chairs are graceful in appearance, strong and durable. The table has a plastic coated top. The legs lock rigidly. You will be the envy of your friends. Mahogany, sand or fruitwood finishes with ivory, tan, red or green plastic coated fabric upholstery. Their beauty lasts for years. A wonderful Christmas gift. Buy direct . . . send cash with order. Delivery charge collect.

LOUIS RASTETTER & SONS CO. • 1342 WALL STREET • FORT WAYNE, IND.

### CENTURY OLD BEAUTY



#### RICH ANTE-BELLUM GROUP

Settee #120, 39 1/2" long... **\$49.50** **\$59.50**  
Chair #120 with apron ea. **21.50** **25.50**

#### Pompeian Statuette

Old world figure makes interesting Bird Bath or planter. 32" high. Cast Iron, painted White or Antique Green. **\$69.50**  
**HEAVY BASE PLANT STAND**  
11 Movable arms ranging from 1 1/2" to 7" at top. Reg. \$24.50. NOW **\$17.95** including long spout brass watering pot.



Catalogue on request. Crated free. Send check or money order. Pay freight or express on receipt of shipment. Specify freight or express.

**ANTIQUE IRON CRAFTSMEN**  
Dept. S-10-6  
2500 27th Ave., N.  
Birmingham, Ala.



**RALEIGH  
TAVERN  
STOOL**

Old-time tavern comfort for your bar or kitchen counter. A rugged stool made literally for generations of service. Solid birch with hand-woven fibre rush seat.

Fully Assembled.

24" or 30" high.  
Specify which.

Unfinished, smoothly sanded— **\$6.95**

Light natural finish—**\$7.95**

Maple, mahogany, walnut, cherry or pine finish—**\$8.95**

Write for **FREE** catalog.

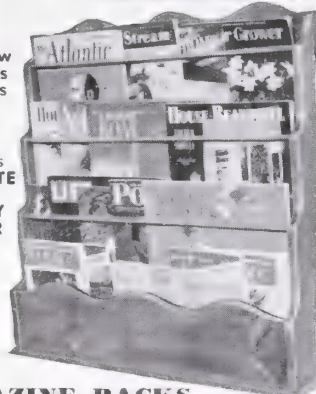
Express charges collect. Satisfaction guaranteed. Quick delivery. Send check or money order.

Direct from  
our workshop  
to  
you

**Jeff Elliot Craftsmen**  
Dept. B-106 **AYATTEVILLE • NORTH CAROLINA**

Make  
Them Now  
From Kits  
For Xmas

All Sizes  
COMPLETE  
OR  
IN EASY  
1-HOUR  
HOME  
KITS



### MAGAZINE RACKS

These large, handsome wall racks prevent "magazine mess". Magazines will not "slouch" or bend. Each is held upright. Each is visible for convenient selection. Beautiful in the home. Perfect in office or reception room. Complete racks in satin smooth, honey-tone knotty pine or maple or mahogany finish. OR IN KITS for easy, home assembly. Precision cut, drilled, sanded, etc. with simple instructions.

For 30 magazines 23" x 27" (Hill) **\$17.95**

Kit **\$9.95** Ppd.

For 15 magazines 23" x 40" (Taller) **\$27.50**

Kit **\$15.95** Ppd.

For 60 magazines 45" x 27" (Double Width) **\$32.50**

Kit **\$18.95** Ppd.

Complete Racks Shipped Express Charges Collect.

Send 10c for Catalog of Furniture and Kits

No  
C.O.D.'s  
Money  
Back  
Guarantee

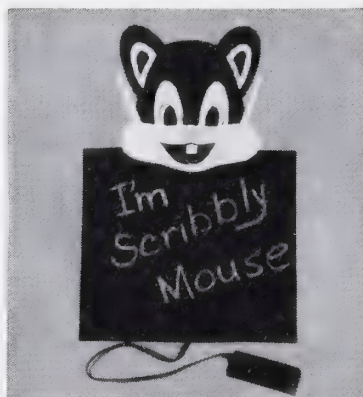
**Yield House**  
Dept. B10-6  
North Conway, N.H.



## WINDOW



**HOST CHAIR** is made of hardwood in mahogany, walnut, cherry, provincial or bone white finish. With hair filling, double cone springs on heavy webbing it's 36" high, 23" wide, 24" deep. In velvet, stripes or combinations (or send your own). **\$46.50**. Matching Hostess Chair (no arms). **\$39.50**. Ppd., no c.o.d.'s. Send for swatches and supplement 1A. Bayfort Society, Box 1808, Charlotte, North Carolina.

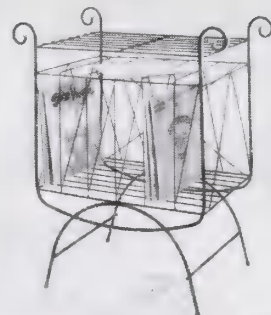


**SCRIBBLY MOUSE** is as merry a blackboard as ever chalked up a marketing list in the kitchen or a young artist's doodles in the nursery. His whiskers are pieces of chalk; he comes with an attached eraser and he measures 18" x 12". **\$2.95** post-paid. Craft Shop, Dept. HB, Cambridge, New York.



**FLYING ANGELS** are heavenly decorations for a fair lady's bedroom, a Victorian sitting room, an elegant bathroom. Made of chalk-white composition. 12" high, they're superb tie-backs, handsome over bed or mantel. They mount securely to casement or wall with long screws, come in a right and left facing pair. **\$15** each ppd. Raphael Groppi Studio, 1753 Sedgwick St., Chicago 14.

**SET A RECORD** player atop this elegant wrought iron cabinet, and you'll have a music center worthy of Toscanini! 6 sections hold 125 albums. Black; brass balls. 33" h. x 23" x 17". Not cheap; but choice! Please remit **\$24.95**, exp. chgs. coll. Leslie Creations, Dept. 205D, Lafayette Hill, Pa.



### "Hummel" CHRISTMAS CARDS

from sketches in color, by the famous artist Berta Hummel.

(25 cards of same design per box)

Size 3 1/2 x 4 1/2	Size 5 1/2 x 6 1/2
Box #1, 2, 3, 4 & 5	Box #6. Beautiful Madonna, raised gold border
25 cards w. env. <b>\$1.25</b>	25 cards w. env. <b>\$4.50</b>
100 " " <b>5.00</b>	100 " " <b>24.50</b>
200 " " <b>9.00</b>	

please, 35 cts. postage for order under \$5.00

New Hummel P.O. catalog free, with first order.

Order from:

**Hildegard Studios**

Dept. HB  
597 Formington Ave., Hartford 5, Conn.

...for sentimental reasons

give her a token of your love...our 14 kt. solid gold disc that highlights a plump little cherub aiming at a diamond-centered heart. She will wear it on a bracelet or as a pendant. Back is suitable for engraving.

Charm (illustrated) **19.75** Tax

Charm (without diamond) **14.75** Included

Double link charm bracelet of 14 kt. gold in 1/4" width **17.75** Tax Included

**Heirloom Creations** 7 W. 45th St., New York 36, N. Y.

Check or Money Order only.



Shown actual size



# SHOPPING



**IS HE SCOTCH?** Then this tribute to his proud heritage will have him executing a neat Highland Fling. Tie clasp and cuff links, handmade of sterling silver, take their design from Scotland's thistle. The price will warm the cockles of his th-r-r-ifty heart. Tie clasp, \$5; cuff links, \$5; set is \$9. Matching ring, \$6. Tax, post incl. The Jamaica Silversmith, 79-32 164th St., Jamaica 2, N.Y.



**IN A CONVENTIONAL** dither is Bawling Jack, who boo hoes and cries out loud at the touch of his vinyl plastic body. One look at this crying mule and your Democrat friends will work overtime to get votes. A politician, a teen collector or even a dimpled baby will get a *kick* out of this gift, 8" tall, \$3.95 ppd. Katherine's Korner, Box 182 Northside Sta., Atlanta 5, Ga.



**FEED THE DUCK** a spoonful of pabulum or whatever before you feed one to Buster. The duck's open mouth tunnels the grub right back into the dish but your baby won't know the difference. He will be so fascinated by the whole routine, that he'll bang the high chair for his turn. Italian earthenware feeding dish with matching cup and plate, \$6.95 ppd. LeWitt Jewelers, 299 Main St., New Britain, Connecticut.



## THE PERFECT GIFT FOR EVERYONE WHO HAS EVERYTHING PAR - TEE GOLF

Here's everything you need for a complete 5-hole golf course in your living room or your lawn.

You get two tournament putters of standard weight and size . . . 3 regulation golf balls . . . and 5 brightly colored miracle cups that trap and hold a golf ball just like a putting cup. Plus a score card and rule book.

Young folks, old folks, golfers and non golfers—everyone enjoys PAR-TEE GOLF. Helps you to improve your game. \$12.95 complete. P.Pd. U.S.A. Check, Cash or Money Order, Please. No C.O.D.

**4-G FAIRWAYS** Box 67, Morton Grove, Illinois

**JUST A FEW TWISTS** of the wrist and whiskers melt away. The Stahly "Live-Blade" Razor winds like a watch. Is spring-driven to move any double-edge blade back and forth to slice away whiskers painlessly, easily. Only a wet-shaver makes a man's face feel so soft—so clean. Ladies love it, and use the Stahly, too. \$22.50. Stahly Inc., Dept. 3, South Bend, Indiana.



**LOOK! SAVE MORE THAN 1/2**  
**CUSTOM-MADE DRAPES**  
at low as  
**\$1.00**  
per yard including workmanship  
direct from the mill

Imagine . . . glamorous new drapes, HAND-WOVEN and CUSTOM-CUT for you only, some as little as \$1.00 per yard, INCLUDING fine workmanship! New fabrics ranging from golden elegance to smart simplicity! Choose from rough weaves, prints, damasks. Also Miracle Fortisan! Most fabrics are blended with brilliant metallic threads. Send only 25c today for 35 swatches and "DRAPERY GUIDE", which solves all your decorating problems.

**DECORATOR FABRIC MILLS**

539-543 East 18th Street

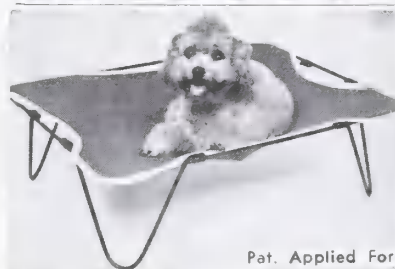
Dept. HB-106, Paterson 4, N. J.

Enclosed is 25c for swatches and "DRAPERY GUIDE."

Name .....

Address .....

City ..... Zone ..... State .....



Pat. Applied For

## Sling Bed

Clean comfort for your pet. Removable vat-dyed canvas sling, completely washable on sturdy black wrought iron frame. Packs flat for travel ease. Grand gift too, for any dog and cat lover. Black, white, green, yellow, and red canvas. Please state second color choice.

Sizes	Price (Including Sling)	Extra Slings
18" x 18"	\$4.75	\$1.50
27" x 21"	7.45	2.50
36" x 27"	9.95	6.00

All Above Items Postpaid  
48" x 32" \$12.95 \$7.00  
Express Charges Collect.

Horse Hitching Post in black cast iron 53" high, 101 lbs. Freight collect ..... \$42.50

No COD's please. Money refunded if not satisfied.

**THE HITCHING POST**

Dept. HB-10

261 Glen Cove Avenue, Sea Cliff, L.I., N.Y.



## Just Look At The Price! MOSS ROSE

Individual  
**SALT and PEPPER SHAKERS**



Set of 4  
Only

**\$1**

Postpaid to you

Your eyes DON'T deceive you . . . you DO get four of these delightful Moss Rose Salt and Pepper Shakers (two of each) for only \$1.00 postpaid! Add a bit of real old fashioned charm to your table . . . or buy several sets for your gift list this Christmas. Made of delicate white china with a dainty pink moss design and a golden fired top. Order now; immediate shipment assured!

Satisfaction Guaranteed or Money Back

**FREE**  
CHRISTMAS  
GIFT  
CATALOG  
In Color  
Write for it!

**Helen Gallagher**

413-B10 Fulton St.

Peoria Ill.

## IMPORTED • NEW Musical Decanter

ACTUALLY PLAYS  
WHILE YOU POUR  
Reg. \$9.95 Value  
Now **\$4.95**  
Post-paid

Inspired by a cheery old-fashioned swinging lantern of years ago. This charming decanter features a built-in IMPORTED music box that plays a merry tune as you pour. The full 26-ounce standard fifth glass decanter is fired with thread-like strands of spun-gold. Snuggly fits into the anodized golden finished lantern frame with convenient carrying handle. Matching cap can be used as a jigger. Wonderful for yourself. Ideal for that unusual gift. Send cash, check or money order or order C. O. D. plus postage. 10-day money back guarantee.



Hess Specialties • Dept. HD-1 • Fontana Wis.

## LOSES 40 LBS. Listening to Music



with  
**WALLACE**

Reducing Records  
**FREE 7-DAY HOME TRIAL**

Let this amazing 7-Day FREE trial prove you can reduce spare-ty, waistline, bulging hips and thighs—listening to music! No deposit, no obligation. Try famous WALLACE Method for 7 days in your own home. Prove to yourself you can lose weight safely and easily without cost or obligation. Offer open only to women over 18. Mail Free Trial coupon today!

No starvation Diets • No Drugs  
Do as over 500,000 women have done: reduce the safe, natural WALLACE way. Regain new feeling of buoyant health and energy. Just mail coupon NOW for 7-Day Free Trial that costs you nothing. WALLACE, Suite 1878, 154 E. Erie St., Chicago 11, Ill.

WALLACE, Suite 1878, 154 E. Erie St.  
Chicago 11, Ill.

Send FREE first "Get Thin to Music" record postpaid for 7-day trial. If not delighted I will return material and I owe nothing. I am over 18.

Name .....

Address .....

City ..... Zone ..... State .....



# THE DELICATE ARTISTRY OF THE FAR EAST CAPTURED WITH THE CONTEMPORARY TOUCH of Isya Sue

FIRST PUBLIC OFFERING...

The masterful interpretations of world-famous Isya Sue are now offered to the general public for the first time. Her adeptness to perceive and create the delicate artistry of the Far East with the striking design of the Picasso of the western world have won her world acclaim. You will thrill to the simplicity and yet depth captured in her paintings. Each print is 9 1/2 inches wide and 2 feet long, hand-printed on chalkwhite parchment, framed top and bottom with cylindrical wood bars capped with polished brass ferrules. These unusual scrolls are lovely pieces to pair up on a living room wall, over a lamp, buffet or in the den, hallway, bathroom, kitchen, etc. You will be more than pleased or your money plus postage immediately refunded. Order early as supply is limited. Only \$2.00 each; \$3.95 set of two.

MATCH YOUR OWN DECOR  
YOUR CHOICE OF COLOR...

BLACK WITH...

- AVOCADO
- PINK
- TURQUOISE
- YELLOW

Except Butterflies In Flight (Luminous Colors)

■ HAND-PRINTED ON CHALKWHITE PARCHMENT

■ FRAMED TOP & BOTTOM

■ GOLD CAP ENDS

■ 9 1/2" WIDE x 2' LONG

GUARANTEED to please or your money plus postage refunded...

SPECIAL SCROLLS SHOWN NOW AVAILABLE IN BLACK & GOLD EXCEPT 403-404 MULTI-COLOR



STYLED ■ HARMONIZE WITH ANY DECOR...

MYRA KEESLING  
606 1/2 S. First Ave.  
Arcadia, Calif.

ORDER ■  
PLEASE SEND ☐ POSTPAID ☐ AIRMAIL (Add 50¢)  
Butterfly, 403-404; Swan Lake, 405-406; Butterfly, 407-408; Swan Lake, 409-410; Butterfly, 411-412; Swan Lake, 413-414; Butterfly, 415-416; Swan Lake, 417-418; Butterfly, 419-420; Swan Lake, 421-422; Butterfly, 423-424; Swan Lake, 425-426; Butterfly, 427-428; Swan Lake, 429-430; Butterfly, 431-432; Swan Lake, 433-434; Butterfly, 435-436; Swan Lake, 437-438; Butterfly, 439-440; Swan Lake, 441-442; Butterfly, 443-444; Swan Lake, 445-446; Butterfly, 447-448; Swan Lake, 449-450; Butterfly, 451-452; Swan Lake, 453-454; Butterfly, 455-456; Swan Lake, 457-458; Butterfly, 459-460; Swan Lake, 461-462; Butterfly, 463-464; Swan Lake, 465-466; Butterfly, 467-468; Swan Lake, 469-470; Butterfly, 471-472; Swan Lake, 473-474; Butterfly, 475-476; Swan Lake, 477-478; Butterfly, 479-480; Swan Lake, 481-482; Butterfly, 483-484; Swan Lake, 485-486; Butterfly, 487-488; Swan Lake, 489-490; Butterfly, 491-492; Swan Lake, 493-494; Butterfly, 495-496; Swan Lake, 497-498; Butterfly, 499-500; Swan Lake, 501-502; Butterfly, 503-504; Swan Lake, 505-506; Butterfly, 507-508; Swan Lake, 509-510; Butterfly, 511-512; Swan Lake, 513-514; Butterfly, 515-516; Swan Lake, 517-518; Butterfly, 519-520; Swan Lake, 521-522; Butterfly, 523-524; Swan Lake, 525-526; Butterfly, 527-528; Swan Lake, 529-530; Butterfly, 531-532; Swan Lake, 533-534; Butterfly, 535-536; Swan Lake, 537-538; Butterfly, 539-540; Swan Lake, 541-542; Butterfly, 543-544; Swan Lake, 545-546; Butterfly, 547-548; Swan Lake, 549-550; Butterfly, 551-552; Swan Lake, 553-554; Butterfly, 555-556; Swan Lake, 557-558; Butterfly, 559-560; Swan Lake, 561-562; Butterfly, 563-564; Swan Lake, 565-566; Butterfly, 567-568; Swan Lake, 569-570; Butterfly, 571-572; Swan Lake, 573-574; Butterfly, 575-576; Swan Lake, 577-578; Butterfly, 579-580; Swan Lake, 581-582; Butterfly, 583-584; Swan Lake, 585-586; Butterfly, 587-588; Swan Lake, 589-590; Butterfly, 591-592; Swan Lake, 593-594; Butterfly, 595-596; Swan Lake, 597-598; Butterfly, 599-600; Swan Lake, 601-602; Butterfly, 603-604; Swan Lake, 605-606; Butterfly, 607-608; Swan Lake, 609-610; Butterfly, 611-612; Swan Lake, 613-614; Butterfly, 615-616; Swan Lake, 617-618; Butterfly, 619-620; Swan Lake, 621-622; Butterfly, 623-624; Swan Lake, 625-626; Butterfly, 627-628; Swan Lake, 629-630; Butterfly, 631-632; Swan Lake, 633-634; Butterfly, 635-636; Swan Lake, 637-638; Butterfly, 639-640; Swan Lake, 641-642; Butterfly, 643-644; Swan Lake, 645-646; Butterfly, 647-648; Swan Lake, 649-650; Butterfly, 651-652; Swan Lake, 653-654; Butterfly, 655-656; Swan Lake, 657-658; Butterfly, 659-660; Swan Lake, 661-662; Butterfly, 663-664; Swan Lake, 665-666; Butterfly, 667-668; Swan Lake, 669-670; Butterfly, 671-672; Swan Lake, 673-674; Butterfly, 675-676; Swan Lake, 677-678; Butterfly, 679-680; Swan Lake, 681-682; Butterfly, 683-684; Swan Lake, 685-686; Butterfly, 687-688; Swan Lake, 689-690; Butterfly, 691-692; Swan Lake, 693-694; Butterfly, 695-696; Swan Lake, 697-698; Butterfly, 699-700; Swan Lake, 701-702; Butterfly, 703-704; Swan Lake, 705-706; Butterfly, 707-708; Swan Lake, 709-710; Butterfly, 711-712; Swan Lake, 713-714; Butterfly, 715-716; Swan Lake, 717-718; Butterfly, 719-720; Swan Lake, 721-722; Butterfly, 723-724; Swan Lake, 725-726; Butterfly, 727-728; Swan Lake, 729-730; Butterfly, 731-732; Swan Lake, 733-734; Butterfly, 735-736; Swan Lake, 737-738; Butterfly, 739-740; Swan Lake, 741-742; Butterfly, 743-744; Swan Lake, 745-746; Butterfly, 747-748; Swan Lake, 749-750; Butterfly, 751-752; Swan Lake, 753-754; Butterfly, 755-756; Swan Lake, 757-758; Butterfly, 759-760; Swan Lake, 761-762; Butterfly, 763-764; Swan Lake, 765-766; Butterfly, 767-768; Swan Lake, 769-770; Butterfly, 771-772; Swan Lake, 773-774; Butterfly, 775-776; Swan Lake, 777-778; Butterfly, 779-780; Swan Lake, 781-782; Butterfly, 783-784; Swan Lake, 785-786; Butterfly, 787-788; Swan Lake, 789-790; Butterfly, 791-792; Swan Lake, 793-794; Butterfly, 795-796; Swan Lake, 797-798; Butterfly, 799-800; Swan Lake, 801-802; Butterfly, 803-804; Swan Lake, 805-806; Butterfly, 807-808; Swan Lake, 809-810; Butterfly, 811-812; Swan Lake, 813-814; Butterfly, 815-816; Swan Lake, 817-818; Butterfly, 819-820; Swan Lake, 821-822; Butterfly, 823-824; Swan Lake, 825-826; Butterfly, 827-828; Swan Lake, 829-830; Butterfly, 831-832; Swan Lake, 833-834; Butterfly, 835-836; Swan Lake, 837-838; Butterfly, 839-840; Swan Lake, 841-842; Butterfly, 843-844; Swan Lake, 845-846; Butterfly, 847-848; Swan Lake, 849-850; Butterfly, 851-852; Swan Lake, 853-854; Butterfly, 855-856; Swan Lake, 857-858; Butterfly, 859-860; Swan Lake, 861-862; Butterfly, 863-864; Swan Lake, 865-866; Butterfly, 867-868; Swan Lake, 869-870; Butterfly, 871-872; Swan Lake, 873-874; Butterfly, 875-876; Swan Lake, 877-878; Butterfly, 879-880; Swan Lake, 881-882; Butterfly, 883-884; Swan Lake, 885-886; Butterfly, 887-888; Swan Lake, 889-890; Butterfly, 891-892; Swan Lake, 893-894; Butterfly, 895-896; Swan Lake, 897-898; Butterfly, 899-900; Swan Lake, 901-902; Butterfly, 903-904; Swan Lake, 905-906; Butterfly, 907-908; Swan Lake, 909-910; Butterfly, 911-912; Swan Lake, 913-914; Butterfly, 915-916; Swan Lake, 917-918; Butterfly, 919-920; Swan Lake, 921-922; Butterfly, 923-924; Swan Lake, 925-926; Butterfly, 927-928; Swan Lake, 929-930; Butterfly, 931-932; Swan Lake, 933-934; Butterfly, 935-936; Swan Lake, 937-938; Butterfly, 939-940; Swan Lake, 941-942; Butterfly, 943-944; Swan Lake, 945-946; Butterfly, 947-948; Swan Lake, 949-950; Butterfly, 951-952; Swan Lake, 953-954; Butterfly, 955-956; Swan Lake, 957-958; Butterfly, 959-960; Swan Lake, 961-962; Butterfly, 963-964; Swan Lake, 965-966; Butterfly, 967-968; Swan Lake, 969-970; Butterfly, 971-972; Swan Lake, 973-974; Butterfly, 975-976; Swan Lake, 977-978; Butterfly, 979-980; Swan Lake, 981-982; Butterfly, 983-984; Swan Lake, 985-986; Butterfly, 987-988; Swan Lake, 989-990; Butterfly, 991-992; Swan Lake, 993-994; Butterfly, 995-996; Swan Lake, 997-998; Butterfly, 999-1000; Swan Lake, 1001-1002; Butterfly, 1003-1004; Swan Lake, 1005-1006; Butterfly, 1007-1008; Swan Lake, 1009-1010; Butterfly, 1011-1012; Swan Lake, 1013-1014; Butterfly, 1015-1016; Swan Lake, 1017-1018; Butterfly, 1019-1020; Swan Lake, 1021-1022; Butterfly, 1023-1024; Swan Lake, 1025-1026; Butterfly, 1027-1028; Swan Lake, 1029-1030; Butterfly, 1031-1032; Swan Lake, 1033-1034; Butterfly, 1035-1036; Swan Lake, 1037-1038; Butterfly, 1039-1040; Swan Lake, 1041-1042; Butterfly, 1043-1044; Swan Lake, 1045-1046; Butterfly, 1047-1048; Swan Lake, 1049-1050; Butterfly, 1051-1052; Swan Lake, 1053-1054; Butterfly, 1055-1056; Swan Lake, 1057-1058; Butterfly, 1059-1060; Swan Lake, 1061-1062; Butterfly, 1063-1064; Swan Lake, 1065-1066; Butterfly, 1067-1068; Swan Lake, 1069-1070; Butterfly, 1071-1072; Swan Lake, 1073-1074; Butterfly, 1075-1076; Swan Lake, 1077-1078; Butterfly, 1079-1080; Swan Lake, 1081-1082; Butterfly, 1083-1084; Swan Lake, 1085-1086; Butterfly, 1087-1088; Swan Lake, 1089-1090; Butterfly, 1091-1092; Swan Lake, 1093-1094; Butterfly, 1095-1096; Swan Lake, 1097-1098; Butterfly, 1099-1100; Swan Lake, 1101-1102; Butterfly, 1103-1104; Swan Lake, 1105-1106; Butterfly, 1107-1108; Swan Lake, 1109-1110; Butterfly, 1111-1112; Swan Lake, 1113-1114; Butterfly, 1115-1116; Swan Lake, 1117-1118; Butterfly, 1119-1120; Swan Lake, 1121-1122; Butterfly, 1123-1124; Swan Lake, 1125-1126; Butterfly, 1127-1128; Swan Lake, 1129-1130; Butterfly, 1131-1132; Swan Lake, 1133-1134; Butterfly, 1135-1136; Swan Lake, 1137-1138; Butterfly, 1139-1140; Swan Lake, 1141-1142; Butterfly, 1143-1144; Swan Lake, 1145-1146; Butterfly, 1147-1148; Swan Lake, 1149-1150; Butterfly, 1151-1152; Swan Lake, 1153-1154; Butterfly, 1155-1156; Swan Lake, 1157-1158; Butterfly, 1159-1160; Swan Lake, 1161-1162; Butterfly, 1163-1164; Swan Lake, 1165-1166; Butterfly, 1167-1168; Swan Lake, 1169-1170; Butterfly, 1171-1172; Swan Lake, 1173-1174; Butterfly, 1175-1176; Swan Lake, 1177-1178; Butterfly, 1179-1180; Swan Lake, 1181-1182; Butterfly, 1183-1184; Swan Lake, 1185-1186; Butterfly, 1187-1188; Swan Lake, 1189-1190; Butterfly, 1191-1192; Swan Lake, 1193-1194; Butterfly, 1195-1196; Swan Lake, 1197-1198; Butterfly, 1199-1200; Swan Lake, 1201-1202; Butterfly, 1203-1204; Swan Lake, 1205-1206; Butterfly, 1207-1208; Swan Lake, 1209-1210; Butterfly, 1211-1212; Swan Lake, 1213-1214; Butterfly, 1215-1216; Swan Lake, 1217-1218; Butterfly, 1219-1220; Swan Lake, 1221-1222; Butterfly, 1223-1224; Swan Lake, 1225-1226; Butterfly, 1227-1228; Swan Lake, 1229-1230; Butterfly, 1231-1232; Swan Lake, 1233-1234; Butterfly, 1235-1236; Swan Lake, 1237-1238; Butterfly, 1239-1240; Swan Lake, 1241-1242; Butterfly, 1243-1244; Swan Lake, 1245-1246; Butterfly, 1247-1248; Swan Lake, 1249-1250; Butterfly, 1251-1252; Swan Lake, 1253-1254; Butterfly, 1255-1256; Swan Lake, 1257-1258; Butterfly, 1259-1260; Swan Lake, 1261-1262; Butterfly, 1263-1264; Swan Lake, 1265-1266; Butterfly, 1267-1268; Swan Lake, 1269-1270; Butterfly, 1271-1272; Swan Lake, 1273-1274; Butterfly, 1275-1276; Swan Lake, 1277-1278; Butterfly, 1279-1280; Swan Lake, 1281-1282; Butterfly, 1283-1284; Swan Lake, 1285-1286; Butterfly, 1287-1288; Swan Lake, 1289-1290; Butterfly, 1291-1292; Swan Lake, 1293-1294; Butterfly, 1295-1296; Swan Lake, 1297-1298; Butterfly, 1299-1300; Swan Lake, 1301-1302; Butterfly, 1303-1304; Swan Lake, 1305-1306; Butterfly, 1307-1308; Swan Lake, 1309-1310; Butterfly, 1311-1312; Swan Lake, 1313-1314; Butterfly, 1315-1316; Swan Lake, 1317-1318; Butterfly, 1319-1320; Swan Lake, 1321-1322; Butterfly, 1323-1324; Swan Lake, 1325-1326; Butterfly, 1327-1328; Swan Lake, 1329-1330; Butterfly, 1331-1332; Swan Lake, 1333-1334; Butterfly, 1335-1336; Swan Lake, 1337-1338; Butterfly, 1339-1340; Swan Lake, 1341-1342; Butterfly, 1343-1344; Swan Lake, 1345-1346; Butterfly, 1347-1348; Swan Lake, 1349-1350; Butterfly, 1351-1352; Swan Lake, 1353-1354; Butterfly, 1355-1356; Swan Lake, 1357-1358; Butterfly, 1359-1360; Swan Lake, 1361-1362; Butterfly, 1363-1364; Swan Lake, 1365-1366; Butterfly, 1367-1368; Swan Lake, 1369-1370; Butterfly, 1371-1372; Swan Lake, 1373-1374; Butterfly, 1375-1376; Swan Lake, 1377-1378; Butterfly, 1379-1380; Swan Lake, 1381-1382; Butterfly, 1383-1384; Swan Lake, 1385-1386; Butterfly, 1387-1388; Swan Lake, 1389-1390; Butterfly, 1391-1392; Swan Lake, 1393-1394; Butterfly, 1395-1396; Swan Lake, 1397-1398; Butterfly, 1399-1400; Swan Lake, 1401-1402; Butterfly, 1403-1404; Swan Lake, 1405-1406; Butterfly, 1407-1408; Swan Lake, 1409-1410; Butterfly, 1411-1412; Swan Lake, 1413-1414; Butterfly, 1415-1416; Swan Lake, 1417-1418; Butterfly, 1419-1420; Swan Lake, 1421-1422; Butterfly, 1423-1424; Swan Lake, 1425-1426; Butterfly, 1427-1428; Swan Lake, 1429-1430; Butterfly, 1431-1432; Swan Lake, 1433-1434; Butterfly, 1435-1436; Swan Lake, 1437-1438; Butterfly, 1439-1440; Swan Lake, 1441-1442; Butterfly, 1443-1444; Swan Lake, 1445-1446; Butterfly, 1447-1448; Swan Lake, 1449-1450; Butterfly, 1451-1452; Swan Lake, 1453-1454; Butterfly, 1455-1456; Swan Lake, 1457-1458; Butterfly, 1459-1460; Swan Lake, 1461-1462; Butterfly, 1463-1464; Swan Lake, 1465-1466; Butterfly, 1467-1468; Swan Lake, 1469-1470; Butterfly, 1471-1472; Swan Lake, 1473-1474; Butterfly, 1475-1476; Swan Lake, 1477-1478; Butterfly, 1479-1480; Swan Lake, 1481-1482; Butterfly, 1483-1484; Swan Lake, 1485-1486; Butterfly, 1487-1488; Swan Lake, 1489-1490; Butterfly, 1491-1492; Swan Lake, 1493-1494; Butterfly, 1495-1496; Swan Lake, 1497-1498; Butterfly, 1499-1500; Swan Lake, 1501-1502; Butterfly, 1503-1504; Swan Lake, 1505-1506; Butterfly, 1507-1508; Swan Lake, 1509-1510; Butterfly, 1511-1512; Swan Lake, 1513-1514; Butterfly, 1515-1516; Swan Lake, 1517-1518; Butterfly, 1519-1520; Swan Lake, 1521-1522; Butterfly, 1523-1524; Swan Lake, 1525-1526; Butterfly, 1527-1528; Swan Lake, 1529-1530; Butterfly, 1531-1532; Swan Lake, 1533-1534; Butterfly, 1535-1536; Swan Lake, 1537-1538; Butterfly, 1539-1540; Swan Lake, 1541-1542; Butterfly, 1543-1544; Swan Lake, 1545-1546; Butterfly, 1547-1548; Swan Lake, 1549-1550; Butterfly, 1551-1552; Swan Lake, 1553-1554; Butterfly, 1555-1556; Swan Lake, 1557-1558; Butterfly, 1559-1560; Swan Lake, 1561-1562; Butterfly, 1563-1564; Swan Lake, 1565-1566; Butterfly, 1567-1568; Swan Lake, 1569-1570; Butterfly, 1571-1572; Swan Lake, 1573-1574; Butterfly, 1575-1576; Swan Lake, 1577-1578; Butterfly, 1579-1580; Swan Lake, 1581-1582; Butterfly, 1583-1584; Swan Lake, 1585-1586; Butterfly, 1587-1588; Swan Lake, 1589-1590; Butterfly, 1591-1592; Swan Lake, 1593-1594; Butterfly, 1595-1596; Swan Lake, 1597-1598; Butterfly, 1599-1600; Swan Lake, 1601-1602; Butterfly, 1603-1604; Swan Lake, 1605-1606; Butterfly, 1607-1608; Swan Lake, 1609-1610; Butterfly, 1611-1612; Swan Lake, 1613-1614; Butterfly, 1615-1616; Swan Lake, 1617-1618; Butterfly, 1619-1620; Swan Lake, 1621-1622; Butterfly, 1623-1624; Swan Lake, 1625-1626; Butterfly, 1627-1628; Swan Lake, 1629-1630; Butterfly, 1631-1632; Swan Lake, 1633-1634; Butterfly, 1635-1636; Swan Lake, 1637-1638; Butterfly, 1639-1640; Swan Lake, 1641-1642; Butterfly, 1643-1644; Swan Lake, 1645-1646; Butterfly, 1647-1648; Swan Lake, 1649-1650; Butterfly, 1651-1652; Swan Lake, 1653-1654; Butterfly, 1655-1656; Swan Lake, 1657-1658; Butterfly, 1659-1660; Swan Lake, 1661-1662; Butterfly, 1663-1664; Swan Lake, 1665-1666; Butterfly, 1667-1668; Swan Lake, 1669-1670; Butterfly, 1671-1672; Swan Lake, 1673-1674; Butterfly, 1675-1676; Swan Lake, 1677-1678; Butterfly, 1679-1680; Swan Lake, 1681-1682; Butterfly, 1683-1684; Swan Lake, 1685-1686; Butterfly, 1687-1688; Swan Lake, 1689-1690; Butterfly, 1691-1692; Swan Lake, 1693-1694; Butterfly, 1695-1696; Swan Lake, 1697-1698; Butterfly, 1699-1700; Swan Lake, 1701-1702; Butterfly, 1703-1704; Swan Lake, 1705-1706; Butterfly, 1707-1708; Swan Lake, 1709-1710; Butterfly, 1711-1712; Swan Lake, 1713-1714; Butterfly, 1715-1716; Swan Lake, 1717-1718; Butterfly, 1719-1720; Swan Lake, 1721-1722; Butterfly, 1723-1724; Swan Lake, 1725-1726; Butterfly, 1727-1728; Swan Lake, 1729-1730; Butterfly, 1731-1732; Swan Lake, 1733-1734; Butterfly, 1735-1736; Swan Lake, 1737-1738; Butterfly, 1739-1740; Swan Lake, 1741-1742; Butterfly, 1743-1744; Swan Lake, 1745-1746; Butterfly, 1747-1748; Swan Lake, 1749-1750; Butterfly, 1751-1752; Swan Lake, 1753-1754; Butterfly, 1755-1756; Swan Lake, 1757-1758; Butterfly, 1759-1760; Swan Lake, 1761-1762; Butterfly, 1763-1764; Swan Lake, 1765-1766; Butterfly, 1767-1768; Swan Lake, 1769-1770; Butterfly, 1771-1772; Swan Lake, 1773-1774; Butterfly, 1775-1776; Swan Lake, 1777-1778; Butterfly, 1779-1780; Swan Lake, 1781-1782; Butterfly, 1783-1784; Swan Lake, 1785-1786; Butterfly, 1787-1788; Swan Lake, 1789-1790; Butterfly, 1791-1792; Swan Lake, 1793-1794; Butterfly, 1795-1796; Swan Lake, 1797-1798; Butterfly, 1799-1800; Swan Lake, 1801-1802; Butterfly, 1803-1804; Swan Lake, 1805-1806; Butterfly, 1807-1808; Swan Lake, 1809-1810; Butterfly, 1811-1812; Swan Lake, 1813-1814; Butterfly, 1815-1816; Swan Lake, 1817-1818; Butterfly, 1819-1820; Swan Lake, 1821-1822; Butterfly, 1823-1824; Swan Lake, 1825-1826; Butterfly, 1827-1828; Swan Lake, 1829-1830; Butterfly, 1831-1832; Swan Lake, 1833-1834; Butterfly, 1835-1836; Swan Lake, 1837-1838; Butterfly, 1839-1840; Swan Lake, 1841-1842; Butterfly, 1843-1844; Swan Lake, 1845-1846; Butterfly, 1847-1848; Swan Lake, 1849-1850; Butterfly, 1851-1852; Swan Lake, 1853-1854; Butterfly, 1855-1856; Swan Lake, 1857-1858; Butterfly, 1859-1860; Swan Lake, 1861-1862; Butterfly, 1863-1864; Swan Lake, 1865-1866; Butterfly, 1867-1868; Swan Lake, 1869-1870; Butterfly, 1871-1872; Swan Lake, 1873-1874; Butterfly, 1875-1876; Swan Lake, 1877-1878; Butterfly, 1879-1880; Swan Lake, 1881-1882; Butterfly, 1883-1884; Swan Lake, 1885-1886; Butterfly, 1887-1888; Swan Lake, 1889-1890; Butterfly, 1891-1892; Swan Lake, 1893-1894; Butterfly, 1895-1896; Swan Lake, 1897-1898; Butterfly, 1899-1900; Swan Lake, 1901-1902; Butterfly, 1903-1904; Swan Lake, 1905-1906; Butterfly, 1907-1908; Swan Lake, 1909-1910; Butterfly, 1911-1912; Swan Lake, 1913-1914; Butterfly, 1915-1916; Swan Lake, 1917-1918; Butterfly, 1919-1920; Swan Lake, 1921-1922; Butterfly, 1923-1924; Swan Lake, 1925-1926; Butterfly, 1927-1928; Swan Lake, 1929-1930; Butterfly, 1931-1932; Swan Lake, 1933-1934; Butterfly, 1935-1936; Swan Lake, 1937-1938; Butterfly, 1939-1940; Swan Lake, 1941-1942; Butterfly, 1943-1944; Swan Lake, 1945-1946; Butterfly, 1947-1948; Swan Lake, 1949-1950; Butterfly, 1951-1952; Swan Lake, 1953-1954; Butterfly, 1955-1956; Swan Lake, 1957-1958; Butterfly, 1959-1960; Swan Lake, 1961-1962; Butterfly, 1963-1964; Swan Lake, 1965-1966; Butterfly, 1967-1968; Swan Lake, 1969-1970; Butterfly, 1971-1972; Swan Lake, 1973-1974; Butterfly, 1975-1976; Swan Lake, 1977-1978; Butterfly, 1979-1980; Swan Lake, 1981-1982; Butterfly, 1983-1984; Swan Lake, 1985-1986; Butterfly, 1987-1988; Swan Lake, 1989-1990; Butterfly, 1991-1992; Swan Lake, 1993-1994; Butterfly, 1995-1996; Swan Lake, 1997-1998; Butterfly, 1999-2000; Swan Lake, 2001-2002; Butterfly, 2003-2004; Swan Lake, 2005-2006; Butterfly, 2007-2008; Swan Lake, 2009-2010; Butterfly, 2011-2012; Swan Lake, 2013-2014; Butterfly, 2015-2016; Swan Lake, 2017-2018; Butterfly, 2019-2020; Swan Lake, 2021-2022; Butterfly, 2023-2024; Swan Lake, 2025-2026; Butterfly, 2027-2028; Swan Lake, 2029-2030; Butterfly, 2031-2032; Swan Lake, 2033-2034; Butterfly, 2035-2036; Swan Lake, 2037-2038; Butterfly, 2039-2040; Swan Lake, 2041-2042; Butterfly, 2043-2044; Swan Lake, 2045-2046; Butterfly, 2047-2048; Swan Lake, 2049-2050; Butterfly, 2051-2052; Swan Lake, 2053-2054; Butterfly, 2055-2056; Swan Lake, 2057-2058; Butterfly, 2059-2060; Swan Lake, 2061-2062; Butterfly, 2063-2064; Swan Lake, 2065-2066; Butterfly, 2067-2068; Swan Lake, 2069-2070; Butterfly, 2071-2072; Swan Lake, 2073-2074; Butterfly, 2075-2076; Swan Lake, 2077-2078; Butterfly, 2079-2080; Swan Lake, 2081-2082; Butterfly, 2083-2084; Swan Lake, 2085-2086; Butterfly, 2087-2088; Swan Lake, 2089-2090; Butterfly, 2091-2092; Swan Lake, 2093-2094; Butterfly, 2095-2096; Swan Lake, 2097-2098; Butterfly, 2099-2100; Swan Lake, 2101-2102; Butterfly, 2103-2104; Swan Lake, 2105-2106; Butterfly, 2107-2108; Swan Lake, 2109-2110; Butterfly, 2111-2112; Swan Lake, 2113-2114; Butterfly, 2115-2116; Swan Lake, 2117-2118; Butterfly, 2119-2120; Swan Lake, 2121-2122; Butterfly, 2123-2124; Swan Lake, 2125-2126; Butterfly, 2127-2128; Swan Lake, 2129-2130; Butterfly, 2131-2132; Swan Lake, 2133-2134; Butterfly, 2135-2136; Swan Lake, 2137-2138; Butterfly, 2139-2140; Swan Lake, 2141-2142; Butterfly, 2143-2144; Swan Lake, 2145-2146; Butterfly, 2147-2148; Swan Lake, 2149-2150; Butterfly, 2151-2152; Swan Lake, 2153-2154; Butterfly, 2155-2156; Swan Lake, 2157-2158; Butterfly, 2159-2160; Swan Lake, 2161-2162; Butterfly,



# SHOPPING



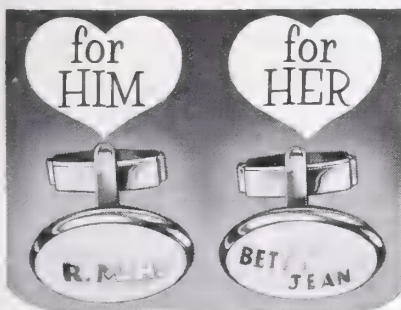
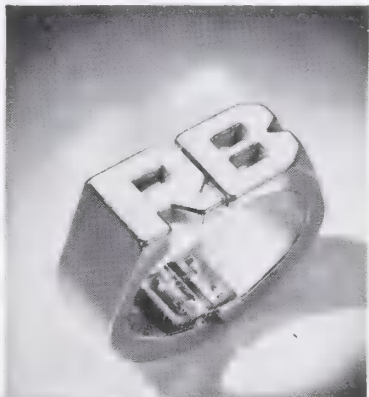
**PROUD AND BEAUTIFUL** are cultured pearl earrings with 14k white-gold backs and real diamonds set in platinum to command admiring glances. If your love is delightfully fashion-conscious, alert and intelligent, has a lively daily program, these superb earrings will mirror her own good taste. \$29 incl. tax and post. Merrin Jewelers, 530 Madison Avenue, New York 22, N.Y.



**TAKE THE CAKE** that is fittingly called "Heavenly" Fruit Cake. Unlike many fruit cakes that are made with dried fruit, this is made with Glacéed fruits, moist and full of the flavor of sun-drenched orchards. You'll find big, tender cherries, chunks of pineapple and pears, chewy figs, crunchy nuts—all in a cloud-like batter. 1½ lbs., \$3.45; 2 lbs., \$4.35. Ppd. Mission-Pak, 134 E. 33rd St., Los Angeles 11.



**SOPHISTICUFF.** This is one of those rare pieces of jewelry that looks fabulous, and yet your piggy bank can buy it for you without losing too much weight. When closed, your two initials meet on your wrist. The catalin base is deceptively light, and the 18k gold plate makes it look good-as-gold. \$3.95 incl. tax and post. It comes from Mono-Art, 50 Delancey Street, New York 2.



## ...for EVERYONE PERSONALIZED CHINA LINKS

22Kt. GOLD-HAND DECORATED Fine white china mounted on gold-plated swivel-action cuff links. For his shirt, her blouses. First name, last name, or both; in Gothic lettering or 1, 2 or 3 initials... in 22 Kt. gold. Send name or initials and \$5 cash, check or money order. **\$5 pr.** incl. tax & post. Money back guarantee.

**S & S PRODUCTS CO.**  
Box 421-D • McKeesport, Pa.

## WALL SCONCES Beauty Enchantment

Charming designs in ornamented beauty—to enliven wall decorative settings.  
**CREST**—a century old design faithfully reproduced in hand-wrought solid brass lacquered for permanency—needs no cleaning. Overall height 18".

Pair **\$21.50**  
Each **\$12.00**  
Express Collect

Set of 36 imported crystal prisms—**\$5.00** set

**BAROQUE**—from the 17th and 18th century period. Hand-wrought in solid brass, lacquered for permanency—needs no cleaning. 15" high x 13½" wide.

Pair **\$21.50**  
Each **\$12.00**

Express Collect  
Sorry, No C.O.D.'s  
Catalog on request

## SUBURBAN DECOR

P.O. Box 158

New York 33, N. Y.

# COLTEN'S

1351 Beacon St., Brookline 46, Mass.

## "CHOPSTICKS" bedspread

Twin .....14.95  
Double .....15.95

"Cabin Crafts" new contemporary bedspread is washable, lint-free and requires no ironing. Made of their exclusive textured Range Cloth... with high-pile needletufting in "Chopsticks" design. Handsome colors of walnut brown, antique gold, turquoise, rose-pink, emerald green, celadon green and paprika. Send 10c for set of "Chopsticks" color swatches.

## ANTIQUE SATIN Ensemble

Luxury textured and intricately quilted. Rich sun-resistant viscose colors of dusty rose, antique gold, aqua, pink, nutmeg, shadow green or white. **BEDSPREAD** with fully gathered flounce... twin 17.95, full 19.95, king 39.95. Kick-pleat **COVERLET**... twin 15.95, full 16.95, king 33.95. Extra fully gathered **DUST RUFFLE**... twin 9.95, full 10.95. Pinch-pleated **DRAPERIES**... 63" long 7.95, 81" 9.95, 90" lined 14.95. Vanity 8.95. Send 10c for set of Antique Satin color swatches.

## Custom-Made

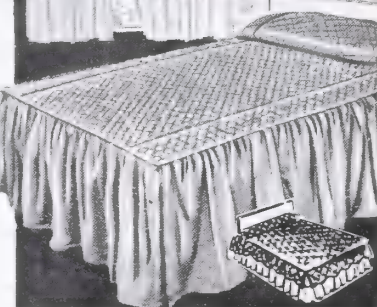
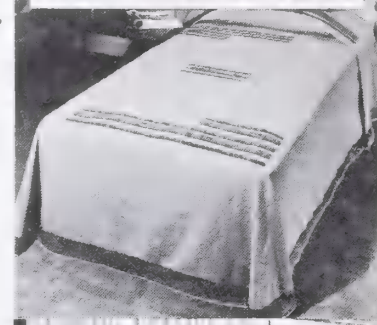
### DRAPERIES and BEDSPREADS

Let Colten's make your draperies, bedspreads, coverlets and dust ruffles... **ANY LENGTH, ANY WIDTH**... of our Antique satin, chrome-faille, corduroy, taffeta nubby-cotton or chintz. Send for measuring chart. Color samples are 10c for EACH fabric. Allow up to 3 weeks for shipment.

**KING SIZE** coverlets and spreads... to cover 2 twin beds... each 39" wide, 76" long, 21" high. Color samples are 10c for EACH fabric.

BEDSPREADS	COVERLETS
Corduroy 29.95	Taffeta (shown) 25.00
Taffeta 25.00	Chintz 25.00
Chrome Faille 37.95	Antique Satin 33.95
Antique Satin 39.95	Chrome Faille 29.95
	Dust Ruffles Extra

Send 15c for new Home Fashion CATALOG



Available in CUSTOM SIZES Any Length Any Width

Add 90c for Postage to Total Order.  
... any size, any zone.

## DENIM APRONS



For Mr. and Mrs.

She says: "Don't kiss me, I'm busy"  
He says: "Kiss me! I'm never too busy!"

Just imagine what fun you could have at a party where the host and hostess serve in these silly aprons made of faded blue sanforized denim. Hers is adorned with two hearts pierced by a golden arrow and his with a leering, drooling wolf.

Pair of Denim Aprons ..... **\$3.95** ppd.  
Separately ..... **\$2.10** ppd.

Send for free Gift Catalog.

**the Krebs**

HB 10 Westerly, Rhode Island

Keep Delicate Apparel Fresh and Lovely in This

## GIANT CRYSTAL BOX

Here is the very thing you've been looking for to protect your delicate finery from harmful dust particles. Made of durable polystyrene, this attractive box and its snug-fitting cover are crystal clear, so its contents can be seen at a glance. It is 15" x 11" x 6" high—large enough to hold a dozen sweaters or blouses, or a dozen slips and nightgowns, or several knitted suits. Fits easily on closet shelf.

Perfect for safe, practical off-season storage. **\$5.95** ppd.

No C.O.D.'s or Stamps, Please

**NATIONAL HANGER COMPANY**  
Dept. HB-10, 15 West 18th St., N.Y. 11, N.Y.

## PUT A SONG IN YOUR HEARTH

with the gayest andirons that ever played a supporting role for a log fire. Shaped like 1/8th musical notes. They are 18" tall with 14" burning iron and weigh 17 pounds

SOLID BRASS NOTES ..... **\$25.00**  
Cast Iron Black satin finish ..... **\$14.95**

Catalog 10 cents

Postpaid

**TENNESSEE CHROMIUM PLATING CO.**

206 Louise Ave. N. Nashville 5, Tennessee



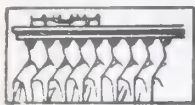




## now you can DOUBLE YOUR CLOSET SPACE In 3 minutes with NEW, EASY Hang-Rite closet rod

Protects clothes, keeps them from crumpling—eliminates closet creases... "Stretches" your closet by automatically spacing clothes neatly. Bumper action of Hang-Rite prevents creasing of garments. No needless pressing.

This precision-built new import of heavy chrome-plated steel replaces old fashioned clothes-pole... is attached to closet shelf in minutes with a screwdriver. Insert regular hanger into a HANG-RITE... and from then on it glides back and forth with magical ease. The improvement in the appearance of your closet will pay for itself.



Hang-Rite



Old Fashioned Way

There's a Hang-Rite Rod to fit every closet.

Order today by size number.

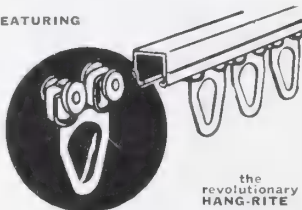
Size #1 expands from 18"-30" (10 rollers) Only \$2.99  
Size #2 expands from 30"-48" (15 rollers) 3.99  
Size #3 expands from 48"-72" (20 rollers) 4.99  
Size #4 expands from 72"-96" (25 rollers) 5.99  
All prices postpaid Extra Rollers—3 for 49c

SEND CHECK OR MONEY ORDER  
SATISFACTION GUARANTEED  
QUICK DELIVERY

**BETTER LIVING PRODUCTS**

Dept. 102, 246 Fifth Avenue, New York 1, N.Y.

### FEATURING



the  
revolutionary  
HANG-RITE



### IMPORTED

## Chinese Figurines

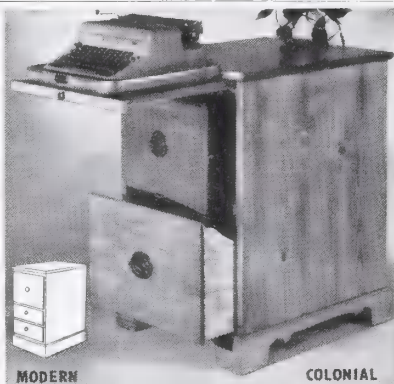
From the Kowloon side of Hong Kong come these exquisite and charming Oriental figurines. Painstakingly hand carved in genuine elephant ivory with incomparable artistry and fidelity given each detail. Mounted on hand-carved black wooden base. Each figurine is an original, since there is a slight variation in features and size. From l. to r.: "Long Life", "Laughing Buddha", "Fisherman", and "Chinese Court Lady". About 3 1/2" high, except Buddha which is 2 3/4" high. Makes a wonderful gift for yourself or a friend. No C.O.D.'s please.

Set of four \$12.50 ppd.; Each \$3.25 ppd.

Send For FREE Gift Catalog.

**EDWARD H. ZIFF, IMPORTER**

Box 3072 Merchandise Mart Plaza  
Dept. B-10 Chicago 54, Ill.



## TYPEWRITER TABLE

Store your home typewriter in this "miniature office." Sliding shelf for typing, dust-proof compartment (16 1/4" x 20 1/4" x 9 3/4" high) for typewriter storage. Choice of legal-size file drawer (with 2 removable dividers) or 2 small drawers. Brass hardware, dovetailed drawers on hardwood rails. Specify Modern or Colonial, kind of drawers and finish.

Write for FREE Catalog. See matching End Tables on pages 108 & 110. Quick delivery. Express charges collect. Satisfaction guaranteed. Send check or money order.

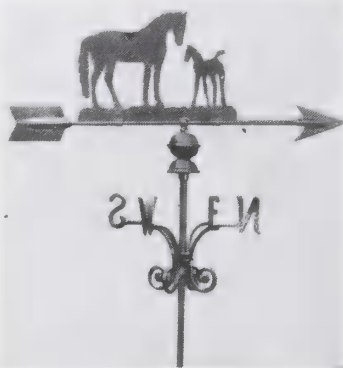
**KNOTTY PINE**  
unfinished... \$32.95  
pine finished... 35.95

**TUPELO WOOD**  
unfinished... 35.95  
finished in maple, mahogany, walnut... 38.95

**Jeff Elliot Craftsmen**  
Dept. B-106 STATESVILLE • NORTH CAROLINA



# WINDOW SHOPPING



**MOTHER LOVE** is the fitting title of the heart-warming silhouette on this fine weather vane, an original design by Ernst Hagerstrom, metal craftsman *extraordinaire*. Made of aluminum with an iron roof shaft, it's finished in weather-resistant black, moves on an oil-filled swivel. Small size, 27" wide x 32" high, \$19.50; large size, 30" wide x 40" high, \$25.00. F.O.B. Hagerstrom Metalcraft Studio, Wheeling, Ill.



**50 HISTORICAL STAMPS**, each depicting an important event in our history, make this a find for a philatelist. It comes with a descriptive album and a free Grace Kelly stamp of Monaco. You will also find included other U. S. and foreign stamps "on approval." \$1 ppd. Globus Stamp Co., Dept. 365, 268 4th Avenue, New York 10.



**SWINGING BARBECUE** warms up for winter roasts by converting any indoor fireplace into a grill in seconds. It swings over the fire for cooking, swings out for seasoning and turning. Removes easily for cleaning and has no parts to wear out. It's a terrific idea for family suppers and informal entertaining on chilly nights. Used outdoors, too! \$6.50 ppd. Mansfield House, 38 Water St., New York 4.

(Please turn to page 133)



## FOR YOUR KITCHEN & BATHROOM

### TIDY-DRY

Now, dry all your stockings, lingerie, baby things, everything, without the fuss and drip of towel and shower rods! Place this new, compact dryer in kitchen or bathroom—fold it away when not in use. The cadmium-plated metal is rigid when extended to its full capacity of 25" (giving you 15 feet of line space), closes to a neat 18 1/2" x 6" x 3". Easy to put up—no gas, no drag! Perfect for kitchen or bathroom; home, apartment or hotel.

Satisfaction Guaranteed  
Sorry, no returns

\$3.95  
postpaid

**DUNKEL & SONS**  
1415-B Foster Ave., Brooklyn 30, N.Y.

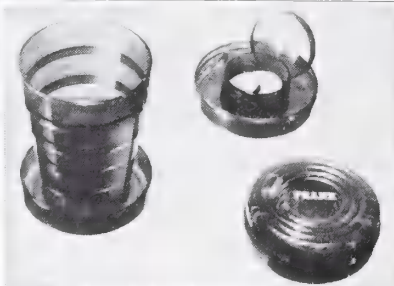
FREE CATALOG ON REQUEST  
USE THIS COUPON TO ORDER

Please send me: Tidy-Dryers at \$3.95 ea.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## PLASTIC FOLDING CUPS

YOUR NAME IN GOLD

2 for \$1.00

An up-to-date version of the old folding cup—made of sanitary, durable plastic in assorted colors. They can't get lost or mixed up because the owner's name is stamped in gold on the cover. Perfect for school lunches, they have a special water-proof compartment in the cover to hold change or pills. Carry a set in your car glove compartment for picnics, parties etc. First name stamped in gold (please print). 2 (same or different name) \$1.00 ppd. Set of 4—\$1.75. Satisfaction guaranteed. Handy Gifts, 1012 Jasperson Bldg., Culver City 21, Calif.

## Famous 49c Trans Kleer

PLASTIC  
STORM  
WINDOWS

NOW

19 1/2¢

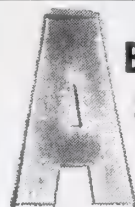


Protects Family All Winter!

Bargain of the year! Now—famous Trans Kleer Plastic Storm Windows yours for only 19 1/2 cents each! Clear, lightweight, flexible! won't shatter, chip or turn yellow. Laboratory tests show tensile strength of 2,000 lbs. per sq. inch! Insulates against wintry blasts in sub-zero weather. Use year after year—just fold away like cloth and use again. Made by one of world's greatest manufacturers of window-clear plastics. Install in minutes with "Magic" Adheso border—no nails, no screws, no tools! Generous Kit—108 sq. ft.—enough for 10 storm windows each measuring 36" x 43" plus Adheso Border—all for 1.98. Can be heat sealed to any desired size. Supply limited. Order now!

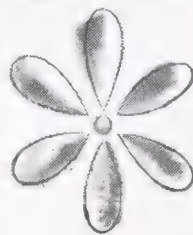
**THORESEN'S, Dept. 19-L-74**

585 Water Street, New York 10, N. Y.



## ABOUT OUR ASTERISKED ADVERTISERS

An asterisk next to a name in our Index of Advertisers means that that advertiser offers literature to HOUSE BEAUTIFUL readers. Look for the asterisks. Send for their helpful booklets.



**House Beautiful**  
MAGAZINE

572 Madison Avenue, New York 22, N. Y.

(advertisement)



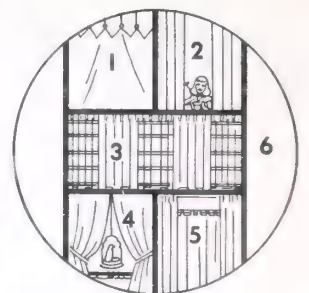


## *Dream a room with a new outlook—let rayon make it real*

### Begin with windows!

- 1.** A pull-up shade-curtain. Tawny gold print with a tapestry look provides its own decoration. New all-rayon weave "Pawns" by Decorama Division, D. B. Fuller & Co. Approx. \$3.00 yd.
- 2.** Panel draperies, depth-tailored with inverted box pleats, in two colors of the same spun rayon, cotton and acetate tweed. "Milford" by Shulman Fabrics, Inc. Approx. \$2.50 yd.
- 3.** Dramatic treatment for wide expanses, multi-stripes plus one clear solid, echoing rayon's radiant response to color. By Charles Bloom, Inc., rayon and cotton "Romano" (stripes). Approx. \$2.95 yd. All-rayon "Amora" (solids). Approx. \$3.50 yd.

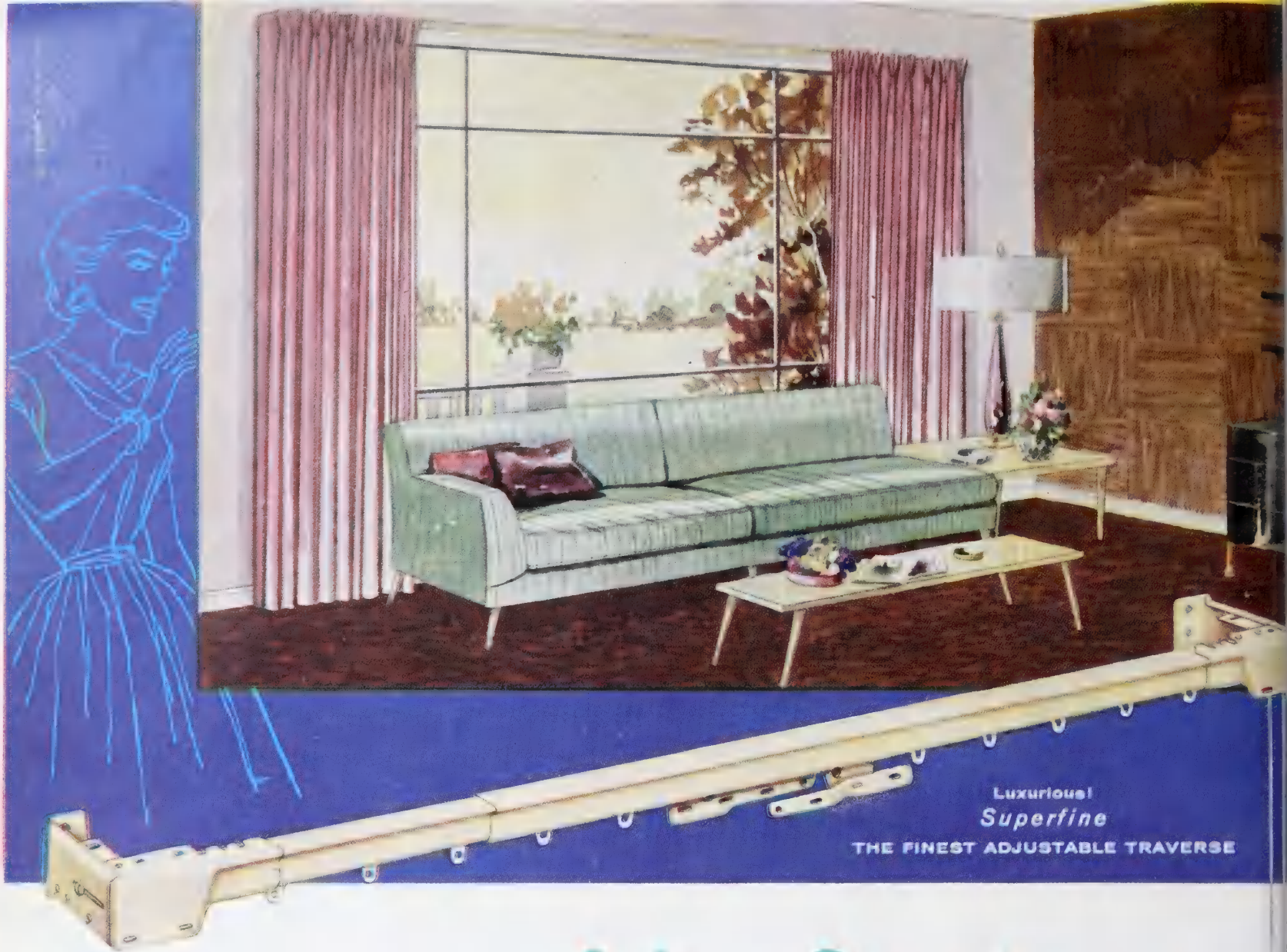
- 4.** Short café curtains paired with long hangings provide pattern and filtered light in a sheer sprinkled with roses. "Sabrina" all-rayon by S. M. Hexter Co. Approx. \$8.00 yd.
- 5.** High café curtain with tailored draperies give privacy at eye level, light from above. By Cheney, Greeff & Co., Inc. "Etude", abstract print on all-rayon sheer. Approx. \$9.00 yd. "Desmond", all-rayon tapestry weave. Approx. \$8.25 yd.
- 6.** Cut pile carpet with the luxury texture that blooms from rayon blends. "Honolulu", rayon and nylon blend in 12 colors, by Bigelow Rugs and Carpets. Approx. \$7.95 sq. yd.



## *Room for imagination—with* **RAYON**

These, or similar fabrics and floor coverings, are available throughout the country. For store names, write: American Rayon Institute, Inc., 350 Fifth Avenue, New York 1, N. Y.





HOW TO

# Win Applause

## FOR BEAUTIFUL ROOM EFFECTS



Beautiful Price Tower, Bartlesville, Oklahoma (architect, Frank Lloyd Wright), combines offices and deluxe apartments. Here as in so many other fine buildings the world over, "Where Beauty Counts—Kirsch is the Choice." Among architects, designers and decorators, Kirsch is the international standard... preferred everywhere for beauty, wide range of types, easy installation, and years-defying quality.

*Start at the windows with Kirsch!* Take a tip from the decorators. They know that fresh, colorful window effects make the *biggest difference* in home beauty. That's where you get **MOST** for your money—and your efforts. Begin with exciting, adaptable Kirsch window decorating ideas. And rely on fine, dependable Kirsch drapery hardware to bring out the beauty of your carefully-selected fabric. Result: the well-deserved "o-o-ohs" and "a-a-ahs" of friends and neighbors.

Make no mistake, drapery hardware is **NOT** all alike. It costs *no more* to ensure the lasting beauty of your carefully-planned windows with genuine *Kirsch quality* rods, track and accessories. For extra beauty, durability, and smooth, reliable performance, always ask for **KIRSCH**, the name you know... you need **NOT** be satisfied with anything less!

### As a first step — get this big "Idea-Book"

Treat yourself to "Window Inspirations," the big, full-color 32-page Kirsch book that brings you 64 window-effect pictures... solutions for "problem" windows... hints on fabrics and fixtures... and a fascinating, practical latitude color guide. Only 50¢. At your Kirsch dealer, or write Kirsch Co., 521 Prospect St., Sturgis, Mich.



# Kirsch

DRAPERY HARDWARE





The wallpaper pattern illustrated is #777191.

## Dream a little . . . Scheme a little!

An attractive bedroom doesn't just happen. It must be cleverly conceived, calmly contemplated . . . then carefully contrived. Such a bedroom you see. And it could so easily become your own . . . a warm, personal, colorful and truly practical room . . . planned with the best of go-togethers by decorators of three famous names in home furnishings . . . the wallpaper, Imperial, of course . . . the furniture, Cushman Colonial Creations . . . inlaid linoleum, a new design by Gold Seal floors

*Cushman's New Bennington Group* blends the charm of Colonial with today's fresher, freer concepts of cabinetcraft. Brushed pewter hardware, interesting louvers, off-the-floor styling, and beautifully toned highlight finish, all contribute to a sense of appropriateness here . . . as they would to special graciousness in a more traditional setting. For free literature, write H. T. Cushman Mfg. Co., Box 563, North Bennington, Vt.

*The clever decorating tricks Imperial Wallpapers* can perform are unlimited—here's just one. Look at the airy lightness—the illusion of added depth and space that Imperial's "Shadow Screen" pattern brings to this bedroom! And it's so easy-to-clean, too, because Imperial's "plastic bonded" process "locks in" colors. Your Imperial dealer has a host of new patterns—see them today. All backed by a unique 3 year guarantee!

*Gold Seal "Starway" Inlaid Linoleum* is the floor you've always dreamed of! It's gay, casual—airy and colorful as all outdoors. And so easy to care for! Its satin-smooth surface seals out dirt, resists stains. The wipe of a damp cloth whisks away grime, grease and spills. Colors are inlaid—so Starway\* really wears! See it in six patterns at your Gold Seal Dealer.

\*Trademark ■ 1966 Congoleum-Nairn, Inc., Kearny, N. J.

**Cushman**  
COLONIAL  
CREATIONS

**IMPERIAL**  
Washable  
WALLPAPERS







## so new! so beautiful! inlaid china by WEDGWOOD

The word is out and it's wonderful news! We're talking about Wedgwood's stunning new *inlaid rims*. What are *inlaid rims*? By a process that is entirely new and exclusive with Wedgwood, table-gracing colors are actually inlaid into the body of this fine English bone china beneath a glaze that insures absolute color protection . . . never to be marred or scratched . . . never varying from one exquisite piece to the next. But words alone cannot describe this most handsome of all dinnerware . . . this wonderful combination of beauty and practicality that will provide years of delightful dining . . . you have to see it to believe it!

A LIVING TRADITION SINCE 1759

Five Piece Place Settings shown left to right above:

GREENWOOD, a chinese green inlay with platinum bands and yellow rose center . . . . .	\$24.50
MILFORD, an ash gray inlay with gold bands and lilac center . . . . .	\$24.50
SOUTHOLD, a peach inlay with gold bands and crocus center . . . . .	\$24.50
HALFORD, a chinese green inlay with platinum bands and feathery gray center design . . . . .	\$28.00

To see illustrations of these and other beautiful designs send 10c for folder to Josiah Wedgwood & Sons, Inc., 24 East 54th St. New York 22, N. Y.







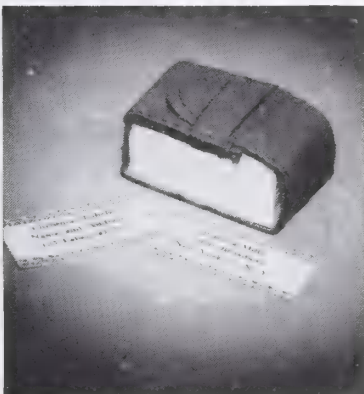
# WINDOW SHOPPING

CONTINUED FROM PAGE 128

**WEET AND LIGHT.** A wrought-iron candelabra planter romantically designed to combine candlelight and flowers and cast a pretty spell on your dinner guests. 10" x 8", in white or black, complete with bowl, it's a charming centerpiece for your table at \$2.95 ppd. (Candles not included). Garand Home Products, 317 Willis Ave., Mineola N.Y.



**CHRISTMAS LABELS.** Half-inch size, are imprinted with your name and address on white gummed stock with a jolly holly border. Use them for sealing your Christmas card envelopes and for identifying your gift packages. You get a pad of 125 for \$1.75, complete with genuine leather case. Ppd. Midget Card Co., 3920 Broadway, New York.



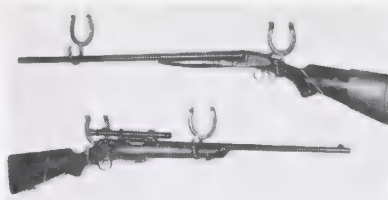
**ALADDIN MAGIC COOKER** gives a gourmet flavor to your food, provides more nourishment and saves on fuel. Condenser top allows enough steam to escape. It retains extra heat and moisture to dry-fry, brown, stew orauté both sides of food at once. With cookbook, 1½-qt. size, \$7.95; 3-qt. size, \$9.95. Add 50¢ V. of Miss. William Novak, 35 S. Park Avenue, Rockville Center, New York.



**CATCH-ALL OTTOMAN** has a hinged cushion seat that opens to give you a storage space for sewing or games, love letters or bills. It comes in walnut or cherry, upholstered in a woven Colonial fabric in the Morning Star design. Colors are indigo blue, delft blue, green, rose, or red with white. 15" x 20", \$15; 9" x 12", \$8. Exp. chgs. coll. Laura B. Copenhagen, "Rosemont," Marion, Va.



**TWO-IN-ONE BALLOONS** are such fun that even big boys and girls love them. A colorful 6" x 13" clown balloon is inserted in a clear 10" balloon, both made of heavy, quality latex. Great party favors for small-fry birthdays or big-fry fun. Five are \$1 ppd. Blown up easily with bicycle pump or vacuum cleaner. B. C. Moses, Box 8025, Houston 4, Texas.



## PONYSHOE GUN RACK

—of real ponieshoes, hand-forged and hand-turned into the best gun rack we have ever seen. Adjustable to the proper hanging of any size gun from a .22 to a double-barrelled shotgun or a prized antique. Lower shoe is lined with sewn leather so that no metal touches gun barrel or stock.

Bright metal clear lacquer finish. About 6½" high. Real ponyshoe nails furnished for hanging. Ideal gifts. Shipped same day. \$2.50 per pair ppd.

Send for Folder of Other Original Horseshoe Gifts.

## Horseshoe Forge

5 MUZZEY STREET, LEXINGTON 73, MASS.

## from Haiti

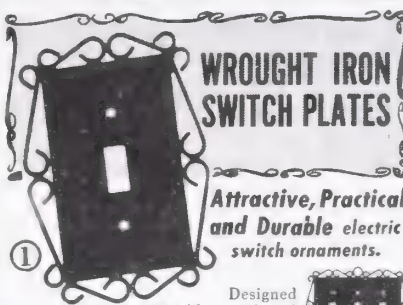
## mahogany NUT DISH



ONLY  
**\$1.35**  
each postpaid

Hand-sculptured in Haiti of smooth solid mahogany for serving nuts, pretzettes, cocktail snacks, mints, etc. Designed by Umanoff, it's a piece you'll prize as a notable achievement in modern wood sculpture. Scatter several around... for convenience and for their pure decorative beauty. (And we couldn't think of a nicer "more-taste-than-money" hostess gift!) 10" long in satin-finish natural mahogany.

**Hobi** Quick delivery  
Satisfaction guaranteed  
Send check or money order  
Dept. B-106, Flushing 52, New York



## WROUGHT IRON SWITCH PLATES

Attractive, Practical  
and Durable electric  
switch ornaments.

Designed to add warmth and beauty to the walls of any styled home... from Provincial to Modern. These handsome black wrought iron scrolled-framed plates fit over any wall switch or outlet. Give added protection to walls from finger marks. Ideal for any room... Living Room, Kitchen, Bed Room, Den, Foyer, etc.

- #1 Single Switch — \$1.35 ea.
- #2 Triple Switch — \$1.95 ea.
- #3 Duplex Outlet — \$1.35 ea.
- #4 Double Switch — \$1.65 ea.
- #5 Combination Switch and Outlet — \$1.95 ea.

Other types available including Despard Plates.

No C.O.D.'s please. We pay postage. Money refunded if not delighted. **Order NOW!**

• Write for FREE Gift Catalog •

**Lawrie & Co.** Dept. 19-H, 507 5th Ave., New York 17, N. Y.

## FREE CATALOG

America's foremost  
Artists offer you  
Signed Original  
**ETCHINGS**  
for only \$5 each

Genuine  
Collector's  
Items by

Joe Jones  
Doris Lee  
Adolf Dehn  
Fletcher Martin  
Thomas Benton  
Archipenko  
Luigi Luciani  
Sigmund Menkes  
Raphael Soyer  
Joseph Hirsch  
and many others

Beauty is food for the soul—beautiful pictures give added warmth to your home. These eminent artists believe every American home deserves fine art. For this purpose, they contributed their outstanding talents and services to the amazing Associated American Artists program to bring quality pictures within reach of everyone. The works of these master artists command high prices and many hang in ranking museums. For only \$5 you can start your collection of superb

etchings, each personally signed by the artist creating it. Because the editions are limited, these exquisite etchings increase in value as time goes by and they become treasured Collector's Items.

Give your children as well as yourself a rich cultural heritage—the serenity and security of living with fine art,

a truly rewarding experience. A home with bare walls is barren of warmth and beauty. Picture-rich walls make an inviting home that reflects your own personality and good taste.

These original etchings would normally be priced from \$18.00 to \$50.00 each. Through this justly famous program, they can be yours for only \$5 ea.

Send for your 40-page Catalog TODAY  
and make your selections from the  
illustrated masterpieces of today.



Associated American Artists  
Studio HB-1, 712 Fifth Ave., New York 19, N. Y.  
Please send FREE 40-page Catalog of Signed  
Originals. I enclose 10c to help defray handling  
and postage costs.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Freshen up wardrobes and linens with LAVENDER MIST



AT A TOUCH OF YOUR FINGER, this aerosol sprays a fine, clear fragrance of lavender that freshens linen closets, lingerie drawers, pillow cases, sheets, hankies, shirts, etc. Doesn't stain, dampen or discolor.

JUST RIGHT FOR THAT UNUSUAL, DELIGHTFUL GIFT for Mother, Sister, Daughter or Friend! If you want us to send Lavender Mist direct, send us your list—we'll enclose a card with your name.

Large (6 oz. size) only \$1.50 POSTPAID  
(tax and handling chgs. included)

GIFT CATALOG ON REQUEST

Send Check or Money Order (no C.O.D.) to

**THE LAVENDER HOUSE**  
P.O. Box 83, Old Chelsea Station, New York 11, N. Y.

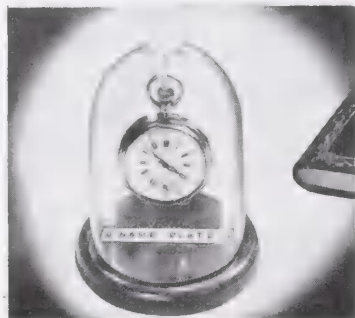




**TREE FULL OF TOYS . . . \$1**  
A child's delight—more than 20 miniature toys in an attractive transparent plastic tree. Each different—fan that turns, game that plays for boys, purse or doll for girls . . . Much play, trading, and displaying from these tiny moving or unique toy miniatures. Specify boy or girl. 6 for \$5 or \$1 each ppd. Dept. O-410.

**MAKE GRANDFATHER'S WATCH USEFUL!**

**ORIGINAL TREASURE DOME®** of crystal clear DuPont lucite with polished hardwood base (choice of mahogany, ebony, blonde.) Makes easy-to-wind timepiece and displays your treasured heirloom watch . . . Fit for a King! Treasure Dome \$3.95 ppd. • Dept. O-110. Name plate (3 words) add \$1.



**Carol Beatty**

*Free!* Write for BIG NEW GIFT catalog.  
200 Beatty Building  
HOLLYWOOD 46, CALIFORNIA

**STACKING STOOLS from SWEDEN**



Made by Swedish craftsmen and finished to that fine furniture look worthy of the best spot in your living room. Beautiful, individual serving tables, or TV seats so well constructed each will support the heaviest of persons. 18" height, 14" diameter tops . . . alcohol and hot beverage proof. All genuine cabinet woods—your choice of walnut, light mahogany, blonde birch, golden teakwood. These handsome Swedish imports available only from Scandicrafts. Satisfaction guaranteed. Shipped Express Charges Collect. No C.O.D.'s please. Send check or money order. Catalog Available . . . Hundreds of Scandinavian Imports . . . 25c

**Scandicrafts**  
Dept. B-24, Ardsley N. Y.



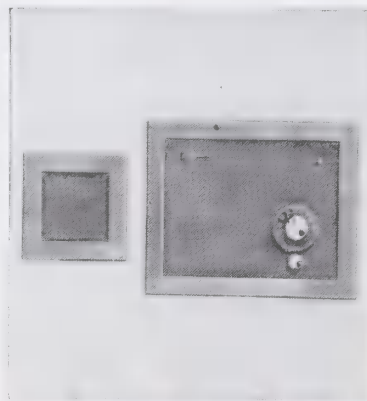
**HOUSE MARKER only \$9.95**  
Including All Lettering PPD.

The finest quality house marker you can buy and the complete price including lettering is only \$9.95 ppd. Light reflecting letters (up to 9 letters or numbers, 1 line on both sides) made of Scotchlite assures excellent reflection day or night! American Eagle cast in full relief on both sides captures full details of original wood carving. Attach to tree, post, house. Name plate is 14" wide, 4" high. Sign 16" high. Markers made of cast metal comes in wrought iron black. A lasting gift for your home or the home of a friend. Guaranteed.

Send for Free Catalog Showing Complete Line  
**KRAIG METAL PRODUCTS CO.**  
1506 W. Fulton St., Dept. B-10, Chicago 7, Ill.



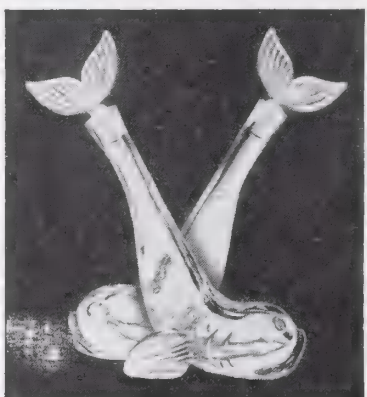
**WINDOW**



**YOU CAN HAVE MUSIC** over the house for the price of table-model radio! This built-in music system gives you a Master Control with radio and speaker a microphone-phonograph jack plus 5 additional extension speakers for your bedroom, patio, bathroom, game room, etc. A small husband or electrician can install it. \$49.95 f.o.b. Equipment and Research, Inc., New Castle, Ind.



**THIS ABOVE ALL** will give your house the sparkle you want it to have. The brilliant crystal prisms are cut and polished by Czechoslovakian artisans who fled to Germany when the Communists took over. Think of this for your entrance foyer; a jewel box of a dining room or (don't laugh) a superb bathroom. 8" wide, 15" high. \$29.50. Exp. Chgs. collect. Paulen Crystal, 296 Broadway, New York, N.Y.



**DOUBLE TAKE CRUET** is a crystal sparkler that will hold the oil and vinegar for your celebrated salad dressing, and it's handsome enough to come right to the table. The twin dolphins whose tails are ground glass stoppers, are 8" tall. Filled with brandy and green mint, we think they'd also be fun on the after-dinner coffee tray. \$3.95 ppd. World Treasures, 657 Main St., Passaic, New Jersey.

**Hollywood WINGS**



**BEAUTY** secret to GLAMOUR. Smooth offending lines with this wonderful discovery—Hollywood Wings. Pretty, dainty, flesh-colored adhesive. "I line less for new youth." Try them and see. Satisfaction or refund. Theatrical size \$1.00 plus .10 del. chg.

**TAYLOR chin band**



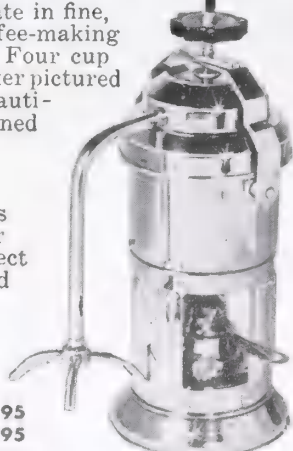
. . . is made of fine latex elastic with adjustable head pieces for proper tension. May be used when sleeping, reading or watching T.V. You must be pleased with the results . . . or money refunded. \$1.00 plus .10 del. chg.

W. Scott Taylor Co. Trenton 8, N.J.

**the correct after dinner coffee is demi-tasse and the correct demi-tasse maker is . . .**

**stella espresso**

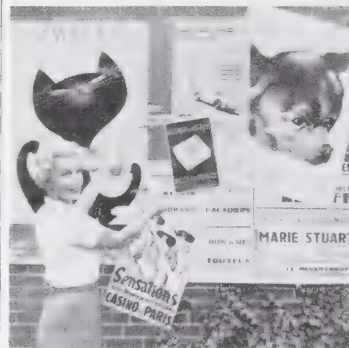
the ultimate in fine, Italian coffee-making machines. Four cup coffee-maker pictured here is beautifully designed brass and chrome machine which uses alcohol for fuel. Perfect during and after any meal.



4 cup \$19.95  
2 cup \$13.95  
plus 40¢ postage

**country club sales**  
225 w. 57 st., n. y. c. 19

**IMPORTED POSTERS**



Our specially imported posters can add that decorator's touch to your home. Set A—14 posters from 9 different foreign countries (size 1' x 1' to 2' x 3 1/2' approx.) . . . \$10.50 7 for \$5.50 PPD Sports Car Set—6 foreign sports car posters all different (size 1 1/2' x 2' to 3' x 4' approx.) . . . \$8.50 3 for \$4.50 PPD For the children's room—gay Swedish posters \$2.00 each . . . 6 for \$10.00 PPD Parisian collection—straight from the streets of Paris 5 for \$7.50 PPD

**WRITE FOR FREE CATALOG**  
Send check or money order—no C.O.D.'s  
**ARJAYART LTD.**  
P.O. Box 311, Oak Park, Illinois

**SHOP AT HOME . . .**

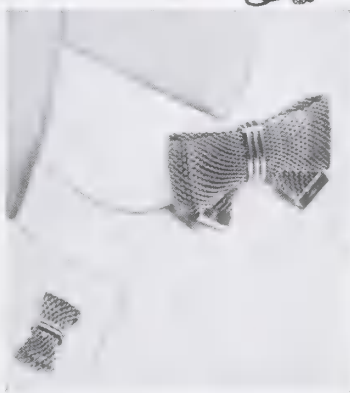
. . . for those gadgets, decorative accessories, novelties—the distinctive gifts you've been looking for, the unusual extras you've wanted for your own personal enjoyment. Get the habit of using the Window Shopping pages every month in your HOUSE BEAUTIFUL. It's the modern way of saving time, effort, patience . . . and being sure of complete satisfaction.



# SHOPPING



**ARTORIAL SAUCE** for a  
sty evening blouse, a dreamy  
black velvet suit or tapered fancy  
nts, is a golden mesh bow tie  
p and matching cuff links.  
devastating duet for big-date  
oments, gold-plated clip is just  
\$.98; matching cuff links, \$1.50  
e pair, tax and post incl.  
wy's Creations, 260-B 116th  
d, Rockaway Park, New York.



**ITCHERY AFOOT** in B.  
lson service. This amazing  
mpany can convert to open toe,  
\$.50; remove platforms, includ-  
g new soles, \$8.95; cut down  
mps, \$3.95; dye any color fab-  
k, \$2.95. Men's shoes rebuilt,  
\$.95; ladies shoes rebuilt, \$.65.  
nd complete instructions with  
oes and enclose check or money  
der. Add 75¢ for shipping. B.  
lson Co., 10 E. 39th St., Dept.  
New York 16, New York.



**HIGH ON OUR LIST** of ef-  
ient chairs is the Captain's  
ool. At a kitchen counter, bar  
rafting table, it leads a busy  
e, 24" for counter, 30" for bar  
pecify), these are birch or  
ple, assembled, sanded smooth,  
ady to paint, stain or lacquer.  
Modern or Colonial style, 2  
e \$14.95, exp. chgs. coll. No  
d.'s. Meadowbrook Industries,  
68 Bellmore Ave., Bellmore,  
ew York.



**FIRST TIME EVER OFFERED!**  
**THICK, BLUFFY CUT-PILE**

**WASHABLE BEAR RUG**

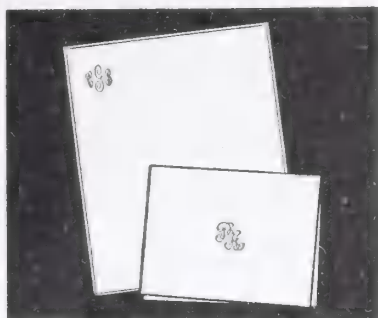
value 19.95  
**\$4.95**

**BIG SIZE! 30" x 40"**

Youngsters just love to sprawl on BIG, shaggy  
"Fuzzy Bear"! He's soft, thick cut-pile chenille  
that feels just like fur. He'll flop down any-  
where you put him... for games, TV, nap time  
or bedroom decoration. His plump, jolly head  
is a pillow, a chin rest, a stuffed toy. "Fuzzy  
Bear" is mom's pet too, because he can be  
tossed right into the washer (pillow is remov-  
able)... and he has a safe, non-skid backing.  
Have him in Cinnamon Brown or Polar Bear  
White. Send Remittance or order C.O.D.

**MARY LESTER**, Dept. BR-203,  
224 W. Washington • Milwaukee 4, Wis.

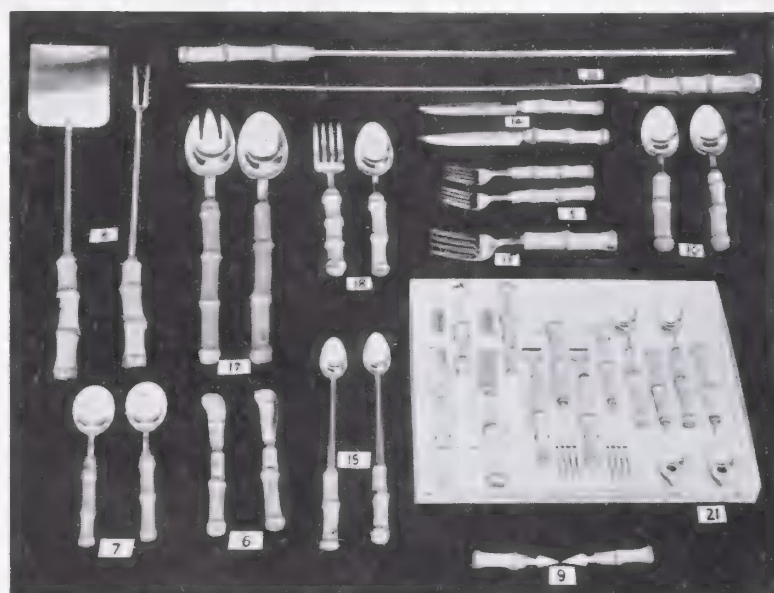
## HAND ENGRAVED STATIONERY



**SPECIAL \$1 GET-ACQUAINTED OFFER**  
NOW, hand engraved, monogrammed  
stationery can be yours at a fraction of the  
usual cost. The monograms are done by an Old  
World Craftsman who formerly engraved for  
the Tsar! In this special, Get-Acquainted  
Package are informals as well as smart note  
paper in attractive colors-bordered blue, grey  
white and pink. Just send \$1.00 and your  
initials, underline initial of your last name.  
Allow 10 days for delivery.

*Pamela Engraves*

507 FIFTH AVENUE NEW YORK 17, N. Y.



## BAMBOO STAINLESS STEEL FLATWARE

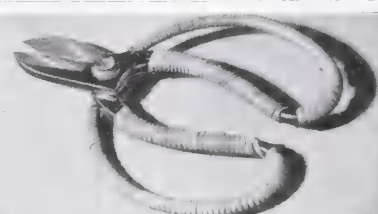
At last we have it! A full line of Bamboo flatware, complete with serving and accessory  
pieces! Of stainless steel, with Wangee root handles which will not splinter or crack.  
Perfect with your pottery, for buffet suppers, for everyday family use. Inexpensive,  
too! Never needs polishing... you can wash it in your dishwasher.

- |  |  |
|--|--|
| (8) Barbecue Fork and Turner... \$ 5.25                        | (10) 4 Tablespoons ..... \$ 4.95           |
| (7) 4 Soup Spoons ..... \$ 3.50                                | (11) Cold Meat Fork ..... \$ 1.95          |
| (6) 4 Butter Knives ..... \$ 4.95                              | (5) 4 Salad Forks ..... \$ 3.95            |
| (15) 4 Iced-Tea Spoons ..... \$ 4.95                           | (14) 4 Steak Knives ..... \$ 5.95          |
| (9) 8 Corn Picks ..... \$ 3.95                                 | (12) Shish-kebab Skewers, set of 4 \$ 4.95 |
| (21) 12-pc. set (4 knives, 4 forks,<br>4 spoons) ..... \$11.50 | (18) Serving Fork and Spoon... \$ 2.95     |
|  | (17) 2-pc. Salad Servers ..... \$ 4.95     |



**Susan Smith**

10 East Main St., Carpentersville 10, Ill.



## ORIENTAL FLOWER SHEARS

with Bamboo-Wrapped Handles!

Only **\$2.50** ppd.

Designed by the Japanese, who have a  
way with flowers, this fine shears is per-  
fectly balanced to do a perfect clean cut-  
ting job. Its short, sharp, heavy blades  
snap right through even the toughest stems  
quickly. Its smart bamboo-wrapped han-  
dles are pleasant to the touch, 5 1/2" long.  
Very nice to own... and a fine gift for  
anyone who likes to grow or arrange  
flowers.

Mail Orders Filled Promptly

**Max Schling Seedsmen, Inc.**

538 Madison Ave., Dept. 660,  
New York 22, N. Y.

## Cooking Can Be Fun!



## With Our SPICE RACK SPACE SAVER

Add storage space to your cabinets and save  
steps with this utility spice rack. Takes up very  
little space but holds all your herbs, condiments,  
and spices. Handsome enough to be used outside  
a cabinet as well as in. It's plated in gleaming  
nickel and the rubber-tipped legs prevents  
scratching. 10" wide, 7 1/2" high, and 8" deep.  
Satisfaction guaranteed.

(Only \$3.25 ppd.)

Send For Free Gift Catalog



**Northmore's**

P.O. Box 37, Dept. B-10, Park Ridge, Ill.

## HIS MOST PRACTICAL GIFT OF ALL!



Initialed hangers—full 20" width, deluxe clear, lacquered Swedish modern finish. Selected imported  
wood. Nickel-plated hook. Extra length trouser rod. Monogrammed with one, two or three initials.  
18" hanger for sizes to 42, 20" for size 44 up. No C.O.D.'s stamps please. \$ for \$5 postpaid  
National Hanger Co., Inc., Dept. HB., 15 W. 18th St., N.Y. 11, N.Y.



A FASCINATING GROUP OF WALL HANGINGS



**THE EIGHT IMMORTALS OF THE TAOIST RELIGION**  
Authentic reproductions of the 8 Immortals rendered in black on white. Framed top & bottom with natural wood bars. An esthetic conversation piece and genuine collectors item. Order early. A supply is limited—can be hung lengthwise, vertically, or in pairs. Positively guaranteed to delight or your money immediately refunded.

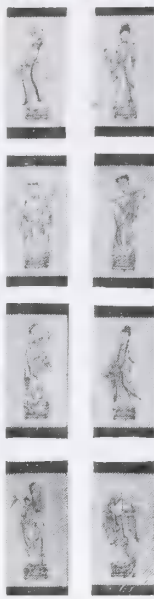
**ELEANOR BORROR**

5880 Hollywood Blvd.

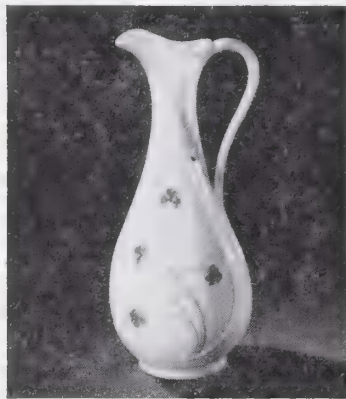
Los Angeles 28, California

Only \$1.00 Ea

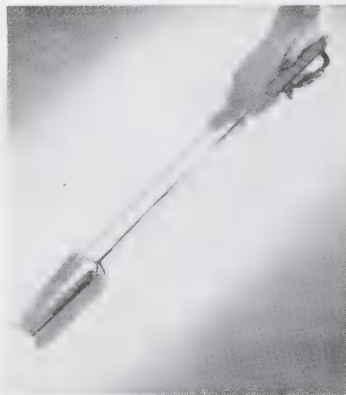
\$3.95 set of 4  
\$6.95 set of 8 ppd.



WINDOW



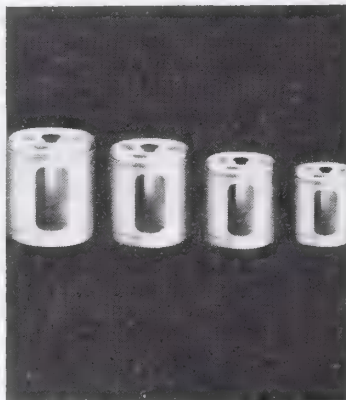
**BELLECK CHINA**, the pride of anyone who claims spiritual kin with the land of peat bog and jaunting carts, is sought after by collectors, cherished by lovers of beautiful workmanship. Here you are: an Irish Belleek shamrock-bud vase, its mother-of-pearl glaze and egg-shell thinness making it a proud possession. 7" high, \$7 ppd. J. Herbert Hall Co., 420 E. Colorado St., Pasadena, California.



**ROLL YOUR FRANKS**, throw them at once, next time you cook out, and serve your guests frankfurters *en brochette*: Rot Roaster is a long-handled, 3-pronged cooker that holds 3 franks, shish kebabs or lots of marshmallows. Press level and it revolves like spit over flames. \$2.40 ppd. Gourmet Mart, 424 Arthur Godfrey Rd., Miami Beach 40, Fla.



**MUSICAL ROCKER**. A little girl, rosy from her bath and cozy in her quilted dressing gown, will pull this New England pine saw bucket rocker up to the heart while she listens for her Daddy's key in the lock. Made of pine in a golden amber color, the padded seat is covered with a calico print. 14" high, \$11.95; 19" high, \$19.95 ppd. Toby House, Box 3044, Philadelphia 50, Pa.



**CLEARLY A BUY** for the kitchen are highly polished aluminum canisters with see-through windows. With four of these on hand, you can take the guesswork out of your staple supplies. Use them for sugar, tea, coffee and flour. Nice, too, for pretzels, potato chips and candy. Set of 4 from 7" high to 5" high, \$4.95 ppd. Mead's of Greenwich, 256 Greenwich Ave., Greenwich, Conn.



**A SWIVELING STOOL** will have a small televueer going around in circles. He can give Captain Kangaroo his undivided attention, turn his back on a boring commercial. It's a fine cocktail seat, too. Black wrought iron, plastic seat in pink, white, red, green, turquoise or chartreuse. 16" x 16", is \$6.95; without swivel, \$4.95. Exp. chgs. coll. Home Industries, Dept. HB, 4012 Eighth Ave., Brooklyn 32, N.Y.

69¢ POSTPAID



**KIDS LOVE KATY KANGAROO!**

She's an adorable mother kangaroo with three tiny babies who jump out of her pouch every time you press her feet against floor or table. Kiddies will spend hours hopping Katy around and watching the little babies spring out, wobble as they land, and then flip upright. Katy is 4½" tall, of bright plastic; babies are unbreakable plastic. All orders shipped within 24 hours. Money back if you're not satisfied. Price, complete, is 69 cents postpaid.

Walter Drake and Sons, 110 Drake Bldg., Colorado Springs 9, Colorado

from Europe . . . WORK OF ART IN SCULPTURED CANDLES

Wax figure indentations of the Christ Child are skillfully handcarved in candles as well as the heart-shaped tie-ons.

Heart-Shaped Tie-On

2¼" high \$1.65 post paid  
Set of 4 \$6.00 post paid

Candle with Metal Stand  
choice of red or white  
5¾" high \$1.65 post paid  
Set of 6 \$9.00 post paid

Candle with Metal Stand  
choice of red or white  
3¼" high \$1.35 ppd.  
Set of 6 \$7.50 ppd.

**KRONENBERG'S**  
GIFTS . . . for Remembrance  
HAMBURG, N. Y.

Beautifully  
gift  
boxed

**ITALIAN SERENADE**

Something different in music boxes! Imported from Italy, intricately detailed replicas of a Guitar and Mandolin. Each is hand made of tortoise shell, inlaid with mother of pearl, and measures 8½" long. A twist of the key and the fine Swiss mechanism starts tinkling a romantic tune! A wonderful gift for collectors, musicians, or as a delightful conversation piece to "tune up" any room! Choice of a classical song, Italian folk tune or a Viennese waltz.

only \$8.95 each, ppd.

Money back guarantee. Sorry, no C.O.D.'s.

**ISLAND IMPORT CO. Dept. H-10**  
30 Gates Avenue, Plainview, L. I.

**100 PERSONALIZED POSTALS \$1**



Finest quality snow white vellum correspondence cards with name and address beautifully printed in blue. They're so neat and efficient you'll use them to save time on your regular correspondence as well as for quickie notes. You couldn't find a nicer gift to give or receive. Students, business friends, homebodies, anyone who uses the mails will appreciate personalized correspondence cards. Lowest prices ever! 100 for \$1.00, 200 for \$1.75. Satisfaction guaranteed. Add 25¢ per order for postage and packing. Handy Gifts, 1012 Jasperson Bldg., Culver City 24, Calif.



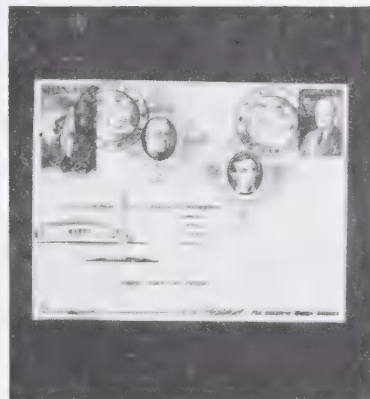
# SHOPPING



**SEND SUSAN TO HIS OFFICE**, and she'll organize his desk in no time, spinning around at the flick of his finger to offer him Clips, Stamps, Rubber Bands, What-Not. Each of the 4 hinged covers is stamped in gold to designate what belongs inside. Center well holds pencils and his specs. Saddle brown or green leatherette, 6 $\frac{3}{4}$ " wide, \$4.95 ppd. House of Schiller, 180 N. Wacker Drive, Dept. 410, Chicago, Ill.



**PRESIDENTS ON PARADE** from far-off Monaco. Illustrated envelope is postmarked "First Day of Issue" and contains scarce stamps honoring Washington, Lincoln, Roosevelt and Eisenhower. You also get a collection of 53 U. S. and foreign stamps portraying America's former Chief Executives. A fascinating find and an amazing bargain at 50¢ ppd. H. E. Harris & Co., 2516 Transit, Boston, Mass.



**CURB CUT-UPS** on a rainy day by giving them something to really cut-up about. Party Paper is the answer! Junior and his pals will while away happy hours creating party favors and decorations out of 1250 pieces of gummed paper in all colors and shapes. If you are planning a wing-ding of your own, keep a package of Party Paper handy. \$1 ppd. Handy Gifts, Box 509-HB, Culver City, Calif.



## "CHEF JUNIOR"

### APRON and BAR-B-Q HAT

Let your "smallfrier" in on the fun of family cook-outs! He, or she, will get a big thrill out of wearing this clever outfit... a good-sized Chef Junior Apron of white sanforized twill with red lettering and trim, plus a genuine, professional style chef's hat to match. Packed in a polyethylene bag, this attractive Bar-B-Q set makes a wonderful gift for boys and girls on any occasion. Shipped postage paid for only \$1.50 per set. No C.O.D.'s please. Money Back Guarantee.

Bar-B-Q Apron and Hat Set.....\$1.50  
In California Add 4% Sales Tax

**NELSON'S, Dept. HB-106**  
Sierra Madre, California

## HAND HOOK YOUR OWN RUGS THE TRUE, OLD WAY WITH WOOL RAGS

### "THE DANBURY"

Design Size: 28" x 48", stamped in black outline on burlap, with all wool cloth in shaded colors for center flowers and leaves, hook and instruction, for shading.

only  
**\$6.95**  
postpaid



For Fast Cutting Hook Rug Material

**\$14.25** postpaid

EXTRA CUTTERS **\$3.98** postpaid

Made with stainless steel work table, and equipped with adjustable work guide. Specify width of cutter  $\frac{1}{8}$ ",  $\frac{3}{32}$ ",  $\frac{3}{16}$ ",  $\frac{7}{32}$ " or  $\frac{1}{4}$ ". Send 25¢ for illustrated leaflets, with price list of supplies and basic instructions on hooking.

**DEPT. D106 WALNUT RIDGE, ARKANSAS**



## NUTTY PUTTY...\$1

A liquid solid! Amazing and fun! Roll it into a ball—it **bounces!** Hit with hammer—it **shatters!** Pull it slowly—it **stretches!** Press it on comic book, it **steals perfect impression in color.** Left alone it sinks into tired little puddle. In leakproof plastic egg. \$1.00 ppd. **Dept. O-F10.**

## HAWAIIAN TI LOG

No green thumb needed. Enhance the beauty of your home with tropical charm of the exotic Ti Log. **Direct from Hawaii**, this is miniature of stately green plants which grow to 12' high in Hawaii. Its fabulous legend brings good luck. Easy to grow—**fun to watch grow!** 59¢ each or 2 Ti Logs \$1 ppd. **Dept. O-V10.**

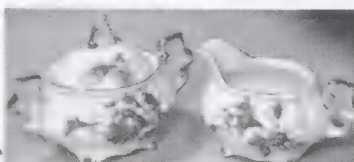


200 Beatty Building  
HOLLYWOOD 46, CALIFORNIA

**Carol Beatty**

**Free! Write for**  
BIG NEW GIFT catalog.

## Real Old-Fashioned MOSS ROSE SUGAR and CREAMER SET



A TRULY EXCITING Amazing Value—  
GET ACQUAINTED "SPECIAL" Only

The best way for us to make new friends is to offer you an irresistible bargain. Here's one: a dainty, authentic Moss Rose design Bridge Set, only \$1.00 POSTPAID. Serve your tea or coffee delightfully with this adorable sugar and creamer set. Each member of the set stands 3" high. Made of delicate white china banded with brushes of gold and then hand decorated with a lovely pink Moss Rose. An always welcome gift. Order one or several sets. \$1.00 each and we pay shipping.

**\$1** Per Set  
POSTPAID

**FREE**  
CHRISTMAS  
GIFT  
CATALOG  
In Color  
Write for it!

Satisfaction Guaranteed or  
Money Refunded

**Helen Gallagher**

413B-10 Fulton Street  
Peoria, Illinois

## BATHROOM LIBRARY

"Family Hospitality"



- Holds Magazines, Ash Tray, Cigarettes, Toilet Tissue, etc., etc.
- Easy to install—recessed between studs in standard walls
- Bonderized (rust-proofed) heavy steel construction
- Triple plated Chrome frame
- Baked Hammertone Enamel interior
- Frame (overall) 15" x 20 $\frac{1}{2}$ "; recess 12" x 17 $\frac{1}{4}$ " x 4 $\frac{3}{8}$ " deep
- Satisfaction guaranteed

Model M-2 **\$19.95 plus delivery**  
Manufactured by (Calif. orders add sales tax)

**House of Hospitality**  
Dept. R-10 3341 Cahuenga Blvd.  
Hollywood 28, Calif.

THE  
APPROVED  
ORIGINAL  
**\$13.95**  
PPD.



## BURNS TRASH SAFELY OUTDOORS!

End fire hazards—neighborhood nuisance of blowing burning bits of paper—sooty ash. Scientific draft design minimizes smoke, smell—burns damp, green, dry, garbage or refuse to fine ash. Needs no watching. Burns in any weather. Quickly pays for itself. Made of rust-resistant aluminum bonded to steel for longest service. Over 150,000 satisfied users. Approved by fire depts. 2 bushel model A (21 $\frac{1}{2}$ " x 27")—\$13.95 postpaid. 3 bushel model B (24" x 32")—\$17.95 postpaid. Money back guarantee. Stainless steel models available.

**ALSTO CO., Dept. HB-10, 4007 Detroit Ave., Cleveland 13, Ohio.**

## CORAL FROM CAPRI

Luxurious genuine coral from the Mediterranean—famous for its rich, fine coral. Skilled craftsmen carefully cut, round, match and polish these lovely pieces of superior quality into smart year-round jewelry. 15 $\frac{1}{2}$ " double strand necklace **\$4.40**; 18" double strand necklace **\$4.95**; drop or button earrings (screw backs or pierced) **\$2.50**; coil bracelet **\$3.30** ppd. Fed. Tax incl. Add 35¢ for Air Delivery.

Money Back Guarantee If Not Truly Delighted.

**ALPINE IMPORTS**

Dept. HB-4, 505 Fifth Ave., New York 17, N.Y.



FIRST PUBLIC OFFERING . . .  
PARISIAN STREET SCENES BY WORLD FAMOUS MAURICE V. UTRILLO



Just released . . . a real collector's item. Guaranteed to please or your money refunded.

Full set of 4 prints. Framed top & bottom. \$9.75 ppd. Set of two \$4.95 ppd. For airmail add 50c.

Wall panels by Maurice Utrillo (601, 602, 603, 604) just released. A group of 4 Parisian street scenes by Utrillo. A real collector's item. These are the only vertical wall panels in existence by this world famous artist. Each print is in full color and 2 feet long, by 10 inches wide. Framed top and bottom with natural cylindrical wood bars. \$4.95 a set of 2, \$9.75 a set of 4 unusual prints. Muriel Wintermuth, 10514 Orion Ave., San Fernando, H1 Calif.

Perfect to give...  
perfect to give yourself

DE LUXE MODEL  
\$24.95  
Postpaid • Tax Incl.  
TWIN SIZE



SOFT • COZY  
**ELECTROPUFF®**  
with automatic  
temperature adjustment

The Electropuff with its Night-Watch Thermostat Control adjusts automatically to room temperatures. Soft, feather-light, the Electropuff is luxuriously comfortable . . . and practical! Why? It's reversible! On one side, a soft decorator shade of Pink, Blue, Green or Gold . . . on the other, a charming matched floral pattern. It's washable! Covered in non-slip acetate, filled with dacron, the Electropuff washes in a wink by hand or machine . . . dries light and fluffy. It's allergy-free! It's mothproof! And it makes a buoyant summer cover . . . it's useful the whole year 'round!

Available in De Luxe and Standard Models.

De Luxe Models are distinguished by extra high-quality fabric and extra fine details of workmanship for beauty and long life.

**FREE CATALOG!** Write for free illustrated catalog of our complete line of fine comforters, pillows, sleeping bags, station wagon mattresses, etc.

**Consolidated**  
SLEEPING PRODUCTS MFG. CORP.

Consolidated Sleeping Products Mfg. Corp.  
1340 Main St. Dept. C • Springfield, Mass.  
Please send me postpaid, tax incl.

	Quantity	Color	
De Luxe Electropuff, Twin Size			\$24.95
De Luxe Electropuff, Full Size			\$29.95
Standard Electropuff, Twin Size			\$19.95
Standard Electropuff, Full Size			\$24.95

I enclose \$ ☐ Check ☐ Money Order ☐  
I understand that I must be satisfied or my money will be fully refunded if I return the merchandise within 10 days.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



### CIRCUS WAGON SHELF

Just like the circus, little ones cage their cherished stuffed animals in shadow box made to resemble a circus wagon. Red with yellow, silver, gold and black trim and lettering. 24"x34"x6". Give child's name. \$17.95 Wt. 25 lbs. Shipped express collect.

### ART EASEL

If you know a child whose artistic talents are more than play, give this junior size, professional art easel that stands 48" high, 24" wide of blond finish pine. Paint trough holds large size finger paints. Includes clips for paper. Child's name added for \$1.00. Single easel \$14.95. Double easel (for use by 2 children) \$17.95. Shipped express collect. Wt. 15 lbs.



### Peddler's Cart

Dept. HB-106  
278 Scott Ave.  
Hubbard Woods Sta., Ill.



### MUSIC BOX BRACELET \$6.95

Entirely different and delightful masterpiece of de luxe costume jewelry, sold in swank New York shops for \$16.50, now a mere \$6.95. Tiniest Swiss music box movement in the world, precision built like a fine watch, handsome gold-toned case adorned with colorful musical note. Perfect starter for charm bracelet. The gift for sweetheart, anniversary, all occasions. Choose from 4 tunes: Stardust, Anniversary Waltz, Let Me Call You Sweetheart, I Love You Truly. Send no money! Pay postman only \$6.95, postage and C.O.D. fee. Money back guarantee. Willard Co., Dept. 455, 3459 W. 6th Street, Los Angeles 5, Calif.



## WINDOW



**MA & PA EGG CUPS** are a spicy pair to set before the king and queen at the breakfast table. Remove their hand-painted heads, and you've got a pair of salt and pepper shakers! Ma is the salty character: Pa is the peppy one. You'll want this couple around a long time! 6½" tall. \$1.95 the pair. Ppd. Greenhall, 1133 Broadway, New York 10, New York.

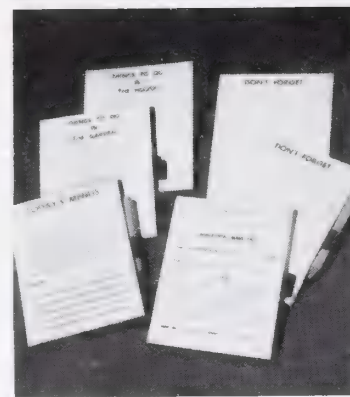


### SHRIMP BOWL A-COMING

and it's really a beauty! White china bowl. 10½" in diameter, is a gleaming background on which to lay the bright pink shrimp which guests relish at cocktail parties in your home. With 5" sauce bowl, brass base and toothpick holders, we think this server is the catch of the season. \$7.95 ppd. Elf Hollow, Dept. HB-10, P. O. Box 65, Watertown, Conn.



**SNUG BERTH** for baby assures his comfort wherever smart parents take him. He's an ideal companion on jaunts to Grandma in a wooden Easy Baby Crib Chair equipped with safety strap and hand holes. Pediatrician-approved and contour-designed, it comes in pastel shades of pink, blue or yellow with plastic mattress. \$9.95 ppd. Harvest House, Box 408, Orchard Park, N.Y.



**COMPLETELY JOTTY** for all your note-jotting friends is this set of Ready-Reminders. Six pads, each with attached pencil, are memory joggers on "What to Do in the House," "What to Do in the Garden," "Luncheon & Dinner Menu List," "While You Were Out So & So Called." And 2 pads are printed with "Don't Forget." Just \$1 ppd. Giftrcraft, 1234 E. 47th St., Chicago 15, Ill.



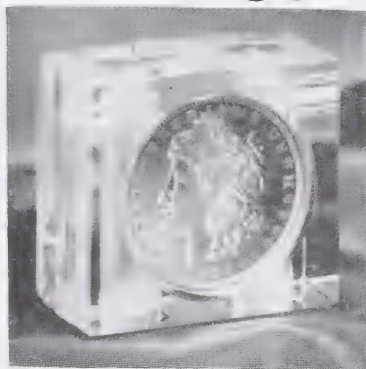
**SPORTS-CAR COAT**, just-below-hip length, is toasty warm for speeding through the countryside in a low-slung Jag, hiking through autumn leaves or taxiing the children back and forth to school. The plaid is bold and handsome, comes in amber, blue, green or red. Wool flannel, sizes 10-18. \$8.99 plus 20¢ post. Paris Shop, 509 Main St., New Rochelle, New York.



# SHOPPING



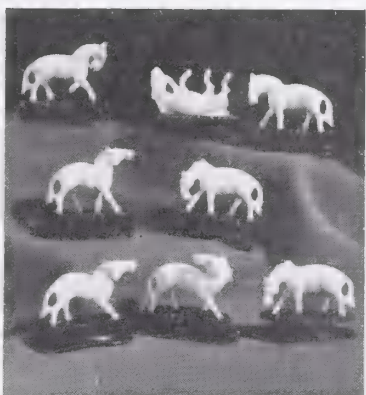
**A SHINY SILVER DOLLAR** is embedded like a beautiful jewel in front of this sparkling lucite salt and pepper dispenser. The separate compartments for salt and pepper are absolutely moistureproof and clog-free. The 1921 mint-perfect dollar is fast becoming a collector's item. \$4.95 each; \$9.50 for 2. Ppd. The Peddler's Cart, Dept. B3, Hubbard Woods Sta., Winnetka, Ill.



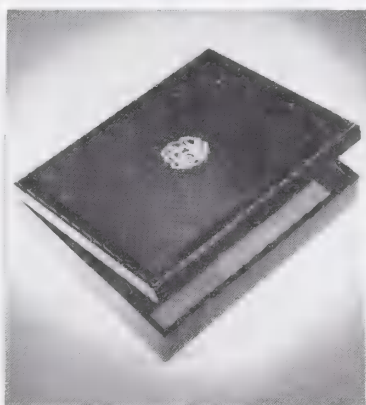
**YOUR TEA, MADAME.** is served in a triplex set that looks as though you'd inherited it from your great-grandmother. The creamer and sugar bowl stack on top of the 4-cup teapot for space-saving elegance on a fire-side table or breakfast tray. Black, pink, blue or green bisque, classic figures in white relief, set is \$6.75 ppd. Seth & Jed, Dept. HB10, New Marlborough, Mass.



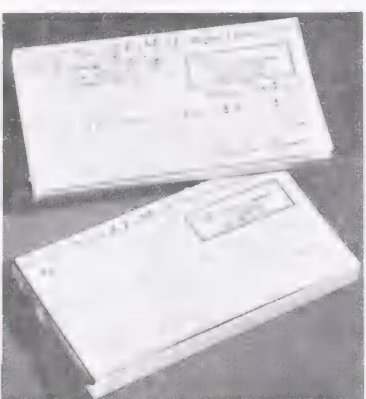
**IVORY HORSES.** hand-carved in Hong Kong, for a collector's shelf, come in eight different poses. Each one is executed with unsummate craftsmanship and mounted on an ebonized wood base. The horses measure about 2 1/4" long, and the set of eight is just \$15. Individually, they are \$2.50 (with shop's choice of pose). Ppd. The Malabar Gift Shop, Dinsmore, Fla.



**PHOTO BOX.** Very handsome indeed for photographs or mementos, this beautiful genuine hide box is 11" x 14" x 4", and comes in many lovely colors: black, brown, green, wine or red; lined with contrasting moire. Available, on order, the same box in pink, chamois, gray, light blue, purple, white and gooseberry green. Monogram is brass script. \$50 ppd. Mark Cross, 5th Ave. at 55th St., New York.



**SPEEDY-MAIL ORDER FORM.** If you're a confirmed Window Shopping buyer, this is a pad of printed forms to make it simple for both you and the shops you deal with when you order by mail. Printed with your name and address, form has space for all necessary information. Carbon is included, so you keep a copy. 2 pads, 100 forms each. \$2 ppd. Elizabeth Edge Studios, Box 21-H, Pittsford, N.Y.



## PROTECT YOUR CHILD FROM WET BEDS WITH

### STAY DRY\* PANTIES



Keep your child safe from the psychological disturbances caused by wet beds. Give your child the security of waking up in a dry bed. This patented all-in-one panty is day and night protection—safeguards against wet clothes and bedding.

STAY DRY Panties are comfortable and form fitting — without pins or buttons to cause discomfort — may be worn invisibly under clothes. They contain highly absorbent material with tested waterproof outer covering of fine, non-toxic, soft plastic. Washable—may even be boiled and bleached.

ECONOMICAL STAY DRY saves you time and money. Frees you of mess and fuss — of the useless expense of rubber sheets, extra sheets and enormous laundry bills.

DOCTOR APPROVED! STAY DRY is recommended by many leading doctors as the perfect solution to this distressing problem.

PERFECT FOR INVALIDS—wonderful for adults with this distressing problem.

\*Reg. U. S. Pat.

<b>INFANTS:</b>	
Med., Large	\$1.69
Extra Large	\$1.98

<b>WAIST SIZES:</b>	
18, 20, 22	\$2.98
24, 26, 28	\$3.98
30, 32, 34	\$4.98
36, 38, 40	\$5.98

Larger sizes made to order.

Give exact waist measurement in inches. Slightly higher in Canada: TREBLIS CO.

21 King St., East  
Toronto, Ontario

**JOLAN SALES CO.,**  
Newburgh, N.Y.

Money Back Guarantee in 10 Days

Free Booklet on Bedwetting

**\$1.69**  
and up



Jolan Sales Co., Dept. HB-3  
Fostertown Road, Newburgh, N. Y.

Tel: 1288

Please send me \_\_\_\_\_ STAY DRY Panties

Waist Size \_\_\_\_\_ Price \_\_\_\_\_

☐ C.O.D. ☐ CHECK ☐ M.O.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**SENSATIONAL FURNITURE POLISH**  
Don't clutter your pantry with unnecessary bottles. Triple action all out of one bottle.



**THE SPOT REMOVER**  
**REVIVA**  
FURNITURE POLISH

REMOVES stubborn surface spots  
CLEANS dirt and grime  
POLISHES to high, dry lustre. Covers minor scratches. For all varnished, shellacked or lacquered surfaces. ENTERTAIN WITHOUT FEAR! Just apply REVIVA and surface spots will vanish like magic. Once you have used REVIVA, you will never be without it. Consumer tested and accepted for over 15 years.

Quart \$3.00 Pint \$2.00 Half-Pint \$1.50  
Plus postage, No c.o.d.

MRS. MARK JACKSON'S STUDIO-B  
123 West 57th Street, New York 19, N.Y.

**100 Toy Soldiers \$1.00**



YES, 100 TOY SOLDIERS FOR \$1.

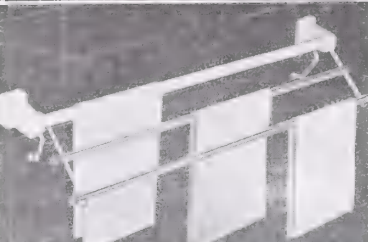
To introduce our line of molded plastic toys, we'll ship you 100 Toy Soldiers for only \$1. This big colorful assortment includes 4, Rifle-men, 8 Machinegunners, 8 Sharpshooters, 4 Infantrymen, 8 Officers, 8 Cannon, 4 Bazookamen, 4 Marksmen, 4 Tanks, 4 Trucks, 4 Jeeps, 4 Battleships, 4 Cruisers, 4 Sailors, 8 WAVES, 8 WACs, 4 Bombers, and 11 Jet Planes. Each toy is completely assembled, designed to scale, and measures up to 4 1/2". Order several sets NOW; your kiddies will love them. Send \$1.00 plus 25c for postage and handling for each set of 100 toys to:

**A TO Z GIFT MART**

P.O. Box 36586, Los Angeles 36, Calif.

Dept. HB-106

## GUEST E-X-T-E-N-S-I-O-N TOWEL RACK



**TRIPLE YOUR TOWEL SPACE!**  
Every bathroom needs the extra towel space provided by this wonderfully efficient towel rack. Just hang it on your own rack—round or square—no screws or bolts. Brilliant Chromium plate over nickel on solid brass—no polishing. Adjustable 15" to 25" long. Will last a lifetime. Money-back guarantee. Single bar extension. \$2.75 Ppd.

Fine for drying Nylons and Undies  
You can take it with you

**\$4.50** POST-PAID

**ALLEN METAL PRODUCTS CO.**  
24 Lefferts Rd. Yonkers 5, N. Y.

A most appreciated Gift



# Try it FREE! Good Housekeeping's FIRST COMPLETELY NEW COOK BOOK IN 15 YEARS!



## WINDOW SHOPPING



**PORTRAITS IN IVORY** are miniature representatives of the ways of life in Japan. Each hand-carved figure portrays a different occupation, and every one is a small triumph of the craftsman's skill. Carved of elephant ivory, the color of old parchment, each 2" figure comes on a 3/4" wood base. There's an assortment of about 20, \$3.25 each ppd. Edward H. Ziff, Box 3072, Merchandise Mart Plaza, Chicago 54.



**THIS TAKES THE CAKE** and the coffee cup, too! It transforms dessert and coffee in the living room, or a TV supper, into a one-handed affair! White china plate, decorated with a striking Golden Wheat design, has recess to hold the matching coffee cup. Set of four (4 cups and 4 saucers), \$4.95 plus 25¢ postage. Huss Brothers, 100 West Chicago Ave., Chicago 10, Ill.



**ENROLL A CHILD** in the World-Wide Doll Club and she'll receive an Italian doll and gift certificate. Each month a costumed doll will arrive from a different foreign country. 3-month membership (3 dolls plus free Italian doll), \$8.75. 6-month (6 dolls plus Italian doll), \$14.50. 12-month (13 dolls plus Italian doll, plus bonus doll), \$26.50. World-Wide Doll Club, Dept. 10, Greenvale, New York.



**CLUB AND SHOE BAG** is a good-looking pick-up for the Sunday golfer or week-end country gentleman. Made of cowhide that has been hand-softened to a supple finish, top section holds clean clothes, shaving gear, etc. A zippered side pocket holds a pair of shoes. With 3 initials, 16" size, \$19.25; 18", \$20.35; 20", \$22.85, incl. tax. Ppd. Dale Fifth Avenue, 719 Fifth Ave., N.Y.C.



**A JOY FOREVER** are these miniature Sweetheart roses sprigged with lily-of-the-valley that spills gladness into your house and makes Winter seem like Spring. The flowers are hand-crafted of wax and look garden fresh. A dozen roses in red, white, pink or yellow, arranged with lily-of-the-valley in a white china cache-pot, 8" tall over all, \$8.50 ppd. Constance Spry, 320 Park Avenue, New York 22, N.Y.

(Please turn to page 145)

**3000**  
STEP-BY-STEP RECIPES  
AND COOKING INSTRUCTIONS  
Kitchen-Tested and  
Perfect by the  
**GOOD HOUSEKEEPING**  
INSTITUTE

HERE is the best of all that Good Housekeeping has learned in 70 years about food—marketing, preparation, cooking, gracious serving. Every fact you need for easy roasting, baking, braising, frying, etc.—preparing better meals more quickly for less money!

**NEW** Ways to Fix  
**QUICK MEALS**



Hundreds of delicious time-saving meals for busy homemakers and "After 5:00" cooks. Luscious salads, sauces, hot breads, meat and fish surprises, fancy desserts, etc.—you can make in minutes. New ways to get the most out of new ready mixes, frozen foods, etc. Shortcuts in shopping, cooking, cleaning-up.

**NEW** Ways to Enjoy  
**OUTDOOR GRILL**

A treasury of new outdoor cookery. Complete menus, grilled meat and fowl, vegetables, breads, desserts, etc.



**NEW** Taste Thrills  
with Your  
**PRESSURE**  
**COOKER**

How to get more out of your pressure cooker—better meals in less time. 6-minute casseroles, 20-minute stews, etc.

**NEW** Ways to Use  
**LEFTOVERS**



Over 400 ways to use leftover egg yolks and whites, meats, fish, vegetables, fowl, fruits, cakes, pies, bread, cheeses, milk. 325 thrifty dishes! Soups, Last-of-The-Meat Dishes, etc.

Exciting **NEW**  
**FOREIGN DISHES**

369 favorites from the kitchens of France, Italy, Britain, Scandinavia, Central Europe, China, etc.

**NEW**

"Susan" Recipes for  
**BEGINNERS**

OVER SIXTY of the most popular Susan step-by-step recipes, the favorites of brides and teen-agers for years. Susan's easy-to-make Angel-Food Cake, Cheesy Scramble, Fish Chowder, Turkeiti, Fudge, Nut Pie, etc.—many delicious treats that anyone can prepare.



**NEW** Section on  
**HOW TO REDUCE**

Good Housekeeping's own Five-Meal-a-Day reducing plan, meal-by-meal. How to lose weight and enjoy many delicious dishes.

Special reducing diet for teen-agers. Suggestions for gaining weight, too. Carbohydrate Count of 45 different vegetables. Handy Calorie Count Table of all Beverages, Desserts, Meats, Salads, Soups, etc.



Let Us Send You This 768-Page Book for  
**FREE 10-DAY TRIAL**  
in Your Kitchen

THERE is so much more to "rave about" in this great new cook book that it would take many pages of this publication just to describe it! The "old" Good Housekeeping Cook Book sold two million copies—and this one is twice as wonderful! You get ideas on Meals "For One" and "For Two," as well as how to buy and cook for a crowd. Company meals. Treats for children. All about the various cuts of meat and how to select the best for your money. Home freezing and canning. Casserole and chafing-dish cookery. Box Lunches. Nibblers. Correct Serving. Kitchen planning and layout. And much, much more. Over 11,000 listings in handy Index. Durable, washable lie-flat binding.

You simply must SEE this book, browse through it, try some of its marvelous ideas, before you can truly appreciate it. That is why we have decided to let you TRY it in your own kitchen first. AT OUR EXPENSE.

**SEND NO MONEY**

You need send no money with coupon. We will send you this ALL-NEW Good Housekeeping Cook Book for ten days' FREE TRIAL. If you are not delighted with it, simply return it and owe nothing. Otherwise, send us \$1 then, \$2 a month later, and the balance of 95¢ (plus 35¢ shipping costs) a month after that. The demand for this book will be tremendous. So, to avoid delay or disappointment, please mail the Free Trial Coupon AT ONCE Good Housekeeping Book Division, Dept. HB10-2, 250 W 55 St., New York 19, N. Y.

Also Yours for  
**10 DAYS' FREE TRIAL**  
**Good Housekeeping**  
**Needlecraft Encyclopedia**

Everything you want to know about 28 popular needlecrafts. Stitch-by-stitch instructions to make thousands of beautiful things. Over 1,000 "How-To" pictures. 480 pages PLUS valuable 64-page booklet, "1001 Money-Saving Needlework Hints"—FREE with Encyclopedia. Check proper box in coupon for FREE examination.



GOOD HOUSEKEEPING Book Division, Dept. HB10-2  
250 West 55th St., New York 19, N. Y.

Please send for 10 DAYS' FREE TRIAL the book(s) checked below:

☐ The All-New Good Housekeeping Cook Book. If I decide to keep it, I will send you \$1 within 10 days; \$2 a month later; and the balance of 95¢ (plus 35¢ shipping charges) a month after that. Otherwise, I will return the book in 10 days and pay nothing.

☐ The Good Housekeeping Needlecraft Encyclopedia, plus the FREE 64-page booklet of "1001 Money-Saving Needlework Hints." If I decide to keep the Encyclopedia, I will send you \$2 within 10 days and \$2 (plus 35¢ shipping charges) a month later. Otherwise, I will return book and pay nothing, keep the booklet free.

Name.....  
(PLEASE PRINT PLAINLY)

Address.....

City..... Zone..... State.....

☐ Check here if you ENCLOSE payment of \$3.95 for Cook Book (\$4 for Needlecraft Encyclopedia)—then WE pay postage. Same 10-day return privilege, refund guaranteed.





Colors shown above are: Capri Blue and White Tweed with Feature Strip. Brown Kencove Wall Base. Capri Blue KenFlor on Countertops.

## The loveliest floor is easiest to clean

Unsurpassed in fine floor elegance, beautiful KenRoyal vinyl comes in "crown-jewel" colors ideal for your proudest rooms. It's glowing, greaseproof, wearproof vinyl from the satin-smooth top clear through to the back of each rugged tile! You'll love its extra-resilient, step-comforting beauty; its exclusive glare-free luxury finish; its easy-to-care-for loveli-

ness that stays fresh, new looking for years. Remember, grease, dirt, grime wipe right off this non-porous vinyl. See KenRoyal now at your Kentile Dealer's. He's listed under FLOORS in your Classified Phone Book.

*It costs less than you'd dream to self-install KenRoyal ...an average 8' x 10' floor in economical Standard Gauge KenRoyal costs approximately \$46.25.*

**KENROYAL**  
TRADE MARK

VINYL TILE

by the makers of  
**KENTILE  
FLOORS**





LOOK FOR THIS TAG

MOUCHETÉ AVAILABLE  
AT THE FOLLOWING STORES:

**ALABAMA**

Birmingham: L. Pizitz Co.  
Mobile: C. J. Gayfer Co., Inc.

**ARIZONA**

Phoenix: Bea's  
Phoenix: Smith Lamp Shop

**CALIFORNIA**

San Francisco: Macy's

**CONNECTICUT**

Hartford: G. Fox & Co., Inc.  
Middletown: Caulkins & Post, Inc.

**DELAWARE**

Wilmington: Brand Furniture Co.

**FLORIDA**

Miami: Jordan Marsh Co.  
Pensacola: Gayfer's Pensacola  
Tampa: Stohn's

**GEORGIA**

Atlanta: Rich's, Inc.

**IOWA**

Waterloo: Jas. Black Dry Goods Co.

**KENTUCKY**

Louisville: The Gem Gift Shop

**LOUISIANA**

Lake Charles: Muller Co.

**MASSACHUSETTS**

Boston: Jordan Marsh Co.  
Boston: R. H. Stearns Co.  
Lawrence: Michael J. Sullivan Co.  
Northampton: McCallum's  
Springfield: Forbes & Wallace, Inc.  
Wakefield: Murray Co.

**NEW JERSEY**

Newark: L. Bamberger Co.  
New Brunswick: P. J. Young Co.

**NEW YORK**

Albany: W. M. Whitney Co.  
Brockport: Fowler Home Furnishings  
Flushing, L. I.: B. Gertz Co.  
Ithaca: Rothschild Co.  
Jamaica: B. Gertz Co.  
New Rochelle: Patchen Bros.  
New York: R. H. Macy Co.  
New York: Stern Bros.  
Niagara Falls: Beir Bros.  
Syracuse: The Addis Co.  
Syracuse: Dey Bros. & Co.  
Tonawanda: Twin Ton Dep't. Store  
Troy: Union Fern Co.

**NORTH CAROLINA**

Asheville: Bon Marche  
Charlotte: Belk Bros.

**OHIO**

Akron: Polsky's  
Akron: Yeager's  
Cincinnati: Rollman & Sons  
Cleveland: Sterling, Lindner & Davis  
Toledo: LaSalle & Koch  
Youngstown: G. M. McKelvey Co.

**OKLAHOMA**

Oklahoma City: John A. Brown Co.

**PENNSYLVANIA**

Allentown: Hess Bros.  
Butler: A. E. Troutman Co.  
Easton: Laubach's  
Harrisburg: Pomeroy's  
Latrobe: Weiss Furniture Co.

**RHODE ISLAND**

Providence: Shepard Co.

**SOUTH CAROLINA**

Columbia: Belk Bros.  
Rock Hill: A. Friedheim & Bro.

**TENNESSEE**

Chattanooga: Miller Bros. Co.  
Knoxville: Miller's Inc.  
Knoxville: Rich's Inc.  
Memphis: John Gerber Co.  
Memphis: Lowenstein's

**TEXAS**

Corpus Christie: Lichtenstein's  
Waco: Monnig Dry Goods

**VIRGINIA**

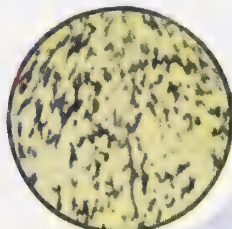
Norfolk: Lamp & Gift Mart  
Richmond: Miller & Rhoads

# Moucheté... from France

THE FRENCH TOUCH FOR YOUR HOME



"Chateau"—28" high



Moucheté close-up



"Du Barry"—23" high



"Maisonette"—18½" high



"Étude"—28" high



"Connoisseur"—28" high

Discreetly different... the Moucheté lamp base is "French artistry personified" in handcrafted glass with a delicately flecked translucency. Available in a style and color for every setting... Ortner lamps complement your home with an air of tasteful luxury in a budget price range. Available in White, Pink, Green or Amber with hand tailored shades of Rayon Shantung and Rayon Crepe in coordinated colors. The mountings are filigreed or sculptured in Rogers goldplate or heavy brassplate... some models with imported marble underbases. Table models fitted with 3-way lighting for versatile utility. Priced from \$9.50 to \$17.00 complete. (Prices slightly higher west of the Mississippi.)

**S. ORTNER COMPANY**

36 WEST TWENTY-FOURTH STREET • NEW YORK 10, N. Y.

• Moucheté lamp bases made in France by The French Glass Co., Inc. of Paris and New York




You'll love the fashion rightness... the long  
wear, too, of upholstery of **Du Pont Nylon**

Here's how to have your luxury and casual living, too... choose beautiful, practical upholstery of Du Pont nylon. The luxury: nylon's rich, lustrous look. The practical part: the way nylon upholstery behaves... keeps its beauty year after year with the slightest of care. Remember, you get luxurious styling and long wear... plus radiant colors, new weaves and textures... in upholstery of Du Pont nylon.



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

DU PONT MAKES FIBERS. DOES NOT MAKE  
THE FABRICS OR FURNITURE SHOWN HERE.



THIS HANDSOME CHAIR, TAILOR-MADE BY TOMLINSON, IS UPHOLSTERED IN DU PONT NYLON. SEE IT AT THESE AND OTHER FINE STORES: HATHAWAY'S, INC., NEW YORK; THE DAYTON CO., MINNEAPOLIS; BULLOCK'S, PASADENA AND FOLEY BROS. CO., HOUSTON.

DU PONT FIBERS OPEN YOUR HOME TO MODERN LIVING



GRAND RAPIDS NEW YORK CHICAGO INDIANAPOLIS ST. LOUIS MINNEAPOLIS CLEVELAND LOS ANGELES

Elegance is combined with simplicity  
in a rarely satisfactory way in this  
grouping of John Widdicomb furniture.



John Widdicomb for almost a century one of America's great furniture makers  
grand rapids, mich. one park ave. new york

FOUNDER MEMBER, GRAND RAPIDS FURNITURE MAKERS GUILD.

Please send 50c Dept. HB for informative new 64 page illustrated booklet.





# WINDOW SHOPPING

CONTINUED FROM PAGE 140

**IMPERIAL BUTTERFLY PAINTINGS** from Japan are brilliant and the rendering on silk is exquisite and delicate. Each painting comes with one white and 4 colortone sheets, easily inserted behind the silk to blend with your changing décor. Free brochure. Framed in natural or black-lined oak, or bamboo, Madame of Kyoto is \$6.98; unframed, \$2.98. Ppd. Lindsley Import & Export Co., 3810 N.W. 17th Ave., Miami, Florida.



**SWEATERS FOR GLASSES.** Killinger Hi-Jacs continue to be the sensational coasters for long, frosty drinks. Made of terri-knit with full lastex construction, there's not a drip in a bar-load. In 8 vivid colors, 8 decorator pastels, or 8 brilliant colors with a white center band, a gift box of 8 is \$1 ppd. Killinger Gifts, Box 488, Marion, Va.



**THE GLORY THAT WAS AUTUMN** is caught forever in these burnished copper leaves. Wear them with tweeds and jumpers and black cocktail dresses, and you'll feel once again the hush and the brilliance, the tawny solitude and the winy snap of the countryside in fall. Antique-finish, 2 1/2" pin is \$1.50; matching earrings, \$1.50. Tax and post incl. Roslyn Hoffman, 656 Broadway, New York 12.



**The LURE of SIAM**

#194 BRACELET	\$4.25
#192 BRACELET	\$2.60
#28 EARRINGS	\$4.50
#19 EARRINGS	\$2.60
#061 PINS	\$3.00
#37 EARRINGS	\$3.00

Prices PPD Tax Included

Captured in many unique designs on hand made Sterling Silver. DIRECT Importer-to-you prices. Perfect Xmas or gift for any occasion. Send for Catalog of full range designs, also other gift numbers such as dolls of all nations.

**The JEWEL BOX**  
LaGuardia Airport  
P.O. 576, New York Airport Station  
Flushing 71, New York

**Jet Black Velvet Bolero**

Imagine! Real velvet, crush-resistant and truly lovely! Versatile bolero that goes over so many dresses on so many occasions. Outlined in "figure 8" rayon braid. 3/4 length sleeves.

Sizes 10 to 18	\$5.98	Sizes 38 to 48	\$6.98
----------------	--------	----------------	--------

**Gilchrist's**  
BOX 912  
BOSTON 3, MASS.

Outside Massachusetts add 25c postage

**AMAZING BARGAIN!**

**FREE!**  
**25 ORNAMENTS & CANDLES 25**

Easily worth \$1, but you pay nothing extra for these beautiful ornaments given with each tree.

**WHIRLING Christmas TREE**

\$2.00 VALUE **59c** \$2.00 VALUE  
2 FOR \$1

**Sparkles as it goes round & round**

Now yours — the famous Whirling Christmas Tree in frosted Venetian-glass effect — a \$2.00 value — for half-price! This amazing offer is made to win 100,000 new customers.

**Revolves 'Round & 'Round...**

No winding... No gears to wear out! As it turns it sparkles with 1000 rays of colorful rainbow light! 12 1/2 inches high. **FREE:** You receive 25 tree ornaments, Christmas Tree Balls of genuine blown glass, petite candles, Star of Bethlehem, etc., etc. These ornaments alone are easily worth \$1.00, but are yours at no extra cost!

**Special: 2 for \$1.**

Spread Christmas cheer! Order several now! Place — tables, TV sets, over fireplace, etc. Remit only 59c for your Venetian Tree or pin \$1 bill to this ad for 2 trees complete with ornaments. **FREE** with order for 2 or more — Booklet of world's most famous Christmas Hymns & Carols — complete with words and music. Given: Christmas Gift Catalog — over 100 unusual gifts! Amazingly low prices! 49 cents and up. **NOTE:** This offer is for a short time only. Clip ad and RUSH NOW!

**MRS. LAVALLE, DEPT. 19-L-56**  
585 Water Street, New York 2, N. Y.

**... chic french cameo!**

Like most women, you'd prefer this Foam Rubber French Cameo chair carefully covered-to-your-order for your living or bedroom. Then, order on approval as guaranteed—only \$54.50 if you send your 32 1/2 yards of 36" or 21 1/2" of 48" to 34" width fabric. It's \$59.50 in our "Excellent" fabrics or \$64.50 in velvet or equal; express (\$30 lbs.) collect. Authentic caberle legs in provincial Fruitwood or Bone White with gold trim color. Ht. 36", W. 21"; Depth 25 1/2"; seat ht. 18". Send check with order. Write for our free Brochure 5A of Style-Budget combination pieces... to the "Custom House."

**Bayfort Society**  
BOX 1808 CHARLOTTE, N. C.

**The Cleverest Low Cost Christmas Gift of All!**

**Miniature Silver MINT BOWLS**

for gracious serving

You'll want several sets... and you can have them at this special low friend-making price. These are delightful Miniature Mint cups in gleaming silver plate. Just 1 1/2" high, fashioned in modern style, they're the cleverest table accessory we've seen in a long time. Use them at each place setting for mints, nuts, salt-dip, unique ash trays. Their elegance will make you the most "talked about" hostess in town... yet the cost is so tiny you won't even touch your budget. Order as many pairs as you like at just \$1.00 per pair, postpaid.

**ONLY \$1.00 Per pair Postpaid**

**FREE! Christmas Gift Catalog**  
In color—write for it!

Satisfaction Guaranteed or Money Refunded

**Foster House**  
430-B-10 S. Jefferson St., Peoria, Illinois

**EARLY AMERICAN TISSUE-N-TOWEL KLEENEX DISPENSER**

New and unique "Tissue-N-Towel" holds your "500" box Kleenex and dainty hand towels for smooth dispensing. Its handsome hand rubbed antique maple finish is set off with brass nails for that interesting, authentic look. Your guests will love its convenience and quaint beauty. Over 11" x 10 1/2", it comes with mounting brackets already attached. Order two of these extraordinary dispensers—for your bath and kitchen. Makes a perfect gift.

Order — money back if you are not delighted  
**\$4.95**  
POSTPAID

**Olde Colony House**  
6001 Old Richmond Road — Bellaire, Texas

**From Ephraim Marsh...**

You will delight in owning this Pinecroft Knotty Pine sawbuck Table! American as Apple Pie, it is authentic in every detail: pegged, spined, painstakingly hand finished. 29" High, five feet long, 33" wide. A true antique reproduction, only \$69.50, express (60 lbs.) collect. Also matching benches from our Colonial Collection, 18" high, 59 1/2" long, 13" wide, just \$21.50 each, express (28 lbs.) collect.

**Tray and Trough \$5.95 Ppd.**

A treasurable Pine piece, the same Ephraim Marsh fine quality, perfect for hors d'oeuvres, or as a gift! Tray 11 1/2" by 15 1/2", Trough 10 1/2" by 3 3/4", is removable. Postpaid to you \$5.95.

**SEND CHECK OR M.O. NO C.O.D.** Write also for free Knotty Pine Colonial Collection Catalog, Box 266

**Concord (2), N. C.**

**Ephraim Marsh**



to complement beauty with strength.  
Morris Furniture relies on

## MASONITE PRESDWOOD

There is always beauty in simplicity, as this modern 8-drawer dresser will testify. Such concepts have made Morris Furniture Mfg. Co. one of the West Coast's best-known quality manufacturers.

But there's another important feature—one that becomes ever more apparent over the years. Morris builds in lifetime beauty, strength and service with Masonite Presdwood®, the smooth, grainless panel that doesn't split, splinter or crack.

More than 300 of today's leading furniture manufacturers include these durable panels in their offerings. Ask your furniture dealer. Masonite® Corporation, Dept. HBT-10, Box 777, Chicago 90, Ill. In Canada: Masonite Corporation, Gatineau, Quebec.

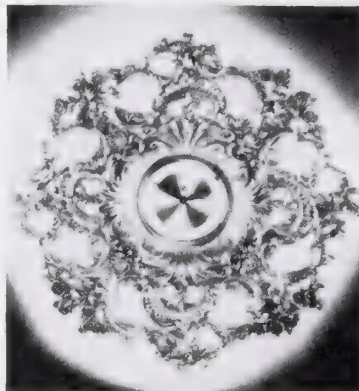


### Presdwood...best for

Base for plastics	Core materials	Case backs
Base for graining	Dust stops	Drawer bottoms
Cross banding	Mirror backs	Sliding doors



## WINDOW SHOPPING



**LOUIS XV** tells you the right time over a mantel, between library windows or over a low chest in an entrance hall. And the drama is dynamic! An elegant house-warming or wedding gift, this Syroco Wood clock for a traditional or contemporary décor is key-wound and richly finished in metalgold or white with gold. 19" dia., \$34.95; 25" dia., \$64.95; tax incl. exp. coll. Mercer Mfg. Co., Box 224, Albany, N.Y.



**PIN A BLUE RIBBON** on this dazzling entry in the Piggy-Bank sweepstakes. Sparkling with jewels, velvety flowers and baby-pink ribbon, Piggy is a lovely way to save a dollar, an inspiration for a bridal shower or birthday, and will surely encourage thrift in an extravagant wife. Hand-decorated white ceramic, 5" x 5½", \$3.95 ppd. No c.o.d.'s. Larkdale Handmades, 8513 Larkdale Rd., San Gabriel, Calif.



**YOU'LL GO NATIVE** in striking success with these Nubian beauties. The heads are cast-metal replicas of African tribal headgear, ebony-finished with brass trim. Plant the larger head or make brilliant use of it as a TV lamp. Spot the smaller version on a table for cigarettes or candy. 11" high, \$13.95; 15" and wired, \$14.95; 6", \$4.95. Ppd. Kraig Metal Products Co., 1506 W. Fulton St., Chicago 7.



**RUNNER-UP** to steal the Holiday table show is a fine white linen scarf edged in gold braid and hand-printed with gold design. Pretty on a foyer table to point up a beautiful floral arrangement. It's dazzling on a small tea table. 18" x 36". Istar is styled by Dewan, washes beautifully and is priced nicely at \$2.95 ppd. Cherubim, P. O. Box 196, Forest Hills 75, New York.



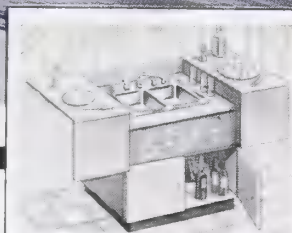
**HOW HIGH IS STYLE?** Very high, when Lenox lends its proud name to a stunning Pepper Mill and Salt Shaker Set. A choice appointment for a glamorous table, these are *originals* you'll be proud to send, proud to own. 5" high, in many Lenox designs: Pine, West Wind, Glendale, Rose, Caribbee. Pair shown in Wheat pattern with gold trim are \$16.95. Postage extra. Marshall Field, Chicago, Ill.



# It's got to be a...

## CARLTON STAINLESS STEEL SINK

All over America, people planning to build or remodel, are insisting on Carlton for their kitchen sink. Once you see a Carlton Stainless Steel Sink the reasons are obvious. For, in addition to its everlasting beauty (a Carlton Stainless Steel Sink has never worn out) there is built-in efficiency which makes sink chores almost fun!



### For the Home Bar

New Carlton size and design. Single or double compartment to occupy smaller counter space. Ideal for home bars, also professional offices and laboratories.

**once a kitchen luxury...now CARLTON is priced for all homes...**

Modern mass production now makes this "Cadillac" among sinks available at prices that compare with ordinary enamelled sinks... And there are many exclusive extras at no extra cost... such as Carlton's sparkle finish which gleams like fine silver... actually improves with use! Stainless Steel, too, blends with every color scheme. No need to worry *ever* about chipping, rusting, stains or

discoloration. A Carlton Sink is as easy to keep spotlessly clean as washing a glass!... Carlton Sinks are made in standard sizes, single or double bowls... to fit easily into any kitchen plan. Ask your master plumber, builder or architect about the advantages of a Carlton Stainless Steel Sink, or send for our Illustrated Folder No. 116... Carrollton Mfg. Co. (Sink Division), Carrollton, Ohio.



*The bright spot in your kitchen*

**CARLTON**  
STAINLESS STEEL  
**SINKS**





Photo by Hedrich-Blessing. Furniture by M. Singer & Sons.

## This pegged oak floor is smart...decorative...inexpensive

There's warm informality about Bruce Ranch Plank that gives any room unusual charm. The random oak strips with walnut pegs are rich in tradition...yet their style flatters the most modern interior.

Bruce Ranch Plank is not expensive, although it has the appeal of a costly random-width floor. There's no messy, expensive sanding and finishing after the floor is laid because the walnut

pegs and the beautiful Decorator Finish are factory-applied. This superb finish makes floor care the easiest you've ever known.

When you build, remodel or buy a home, be sure to tell your architect, lumber dealer or builder that you want Bruce Hardwood Floors. You can choose from the four distinctive types illustrated below. Write for free booklet with room photos in color.

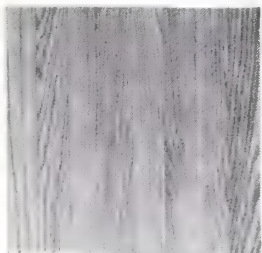
*E. L. Bruce Co., 1511 Thomas St., Memphis 1, Tenn.*

*World's largest maker of hardwood floors*

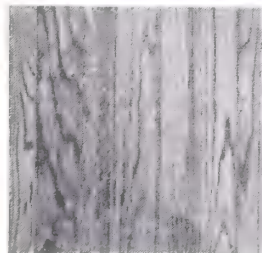


# Bruce

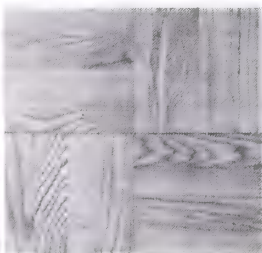
## HARDWOOD FLOORS



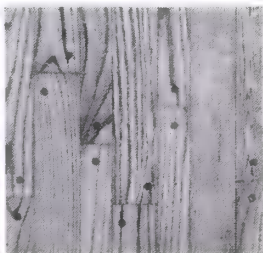
• Strip



• Fireside Plank



• Block

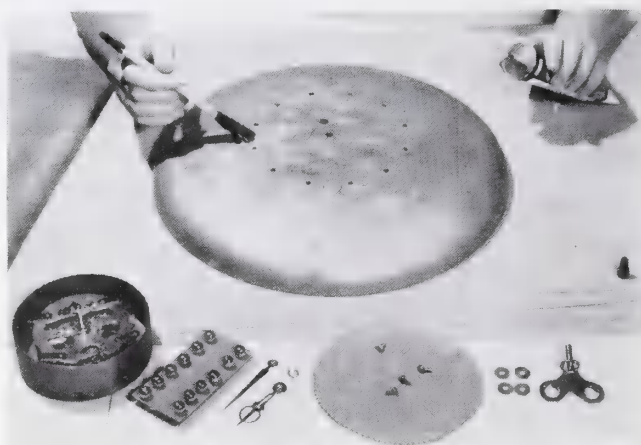


• Ranch Plank

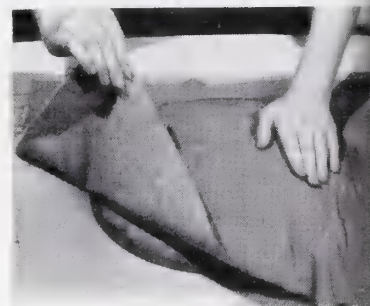
## A clock to match your decorating scheme



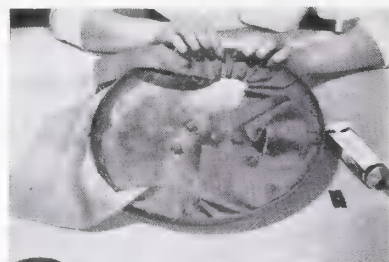
*Now you can custom-make your own clock, using packaged, ready-to-assemble parts and covering the case to suit your fancy*



The clock you assemble yourself comes as a complete set of essentials, even including adhesive and brush for covering the clock with fabric or paper. Base is metal, with necessary holes stamped out. It's called Herschede Tailored Time Kit.



First, cover the half-round metal base with fabric or paper, using the adhesive supplied. Covering of clock face should preferably be solid or not-too-busy pattern, which won't confuse the eye.



Fabric, stretched taut and neat across the clock face, is turned over and glued to the under-rim of the clock. Trick to keep it smooth around the edges is to pinch the material into tiny pleats.

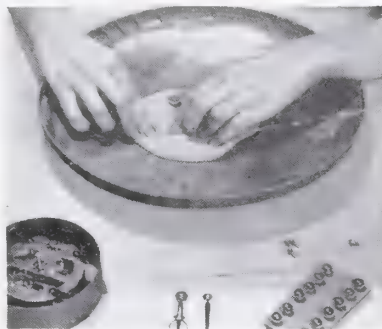
With a razor blade, slice off excess fabric or paper. Clock measures 14 inches in diameter and arcs out two inches from the wall when hung. It has a manual-winding or electric mechanism.



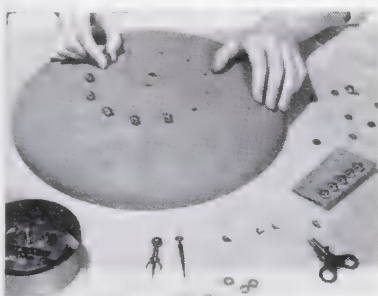




With a stylus or sharp point of a scissors, puncture the cloth or paper covering at the points where the hands, winding aperture and twelve numeral indicators occur on the clock face. Note how smoothly the cloth is drawn.



A disc of shock-absorbing foam rubber, supplied in the kit, is next fitted over and around the four little brackets which are part of the metal clock case. These brackets will eventually hold the works on the back of the clock.



Turning the clock over to its convex side, or face, you screw twelve little round brass bullets into the holes which represent the usual numerals. You see why pattern of the covering must not be so busy that the bullets get "lost."



Each one of the tiny brass indicator knobs is now secured on the back of the clock by a little bolt insuring the firm placement of each bullet. All clock hardware is included in this kit, along with the works and its round casing.



The all-important workings of the clock come compactly assembled in one unit and carefully wrapped. These are attached by screws to the four tongue brackets on the back of the clock. The rubber padding here eases vibration.

Over the works goes a protective round metal casing which is attached to the frame by screws locking the case to the same metal brackets that support the works. Electric clock kit costs about \$20; the key-wound about \$23.



(Please turn the page)

send but

## interior decorator's portfolio

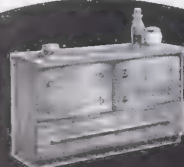
Just off the presses—your personal collection of everything new and fashionable from America's most esteemed furniture makers. Looking for new ideas? Contemporary? Provincial? Traditional? You'll find them all in our magnificent decorator's portfolio. Send but 25¢ to cover postage and handling charges.

Secretary-Manager  
American Walnut  
Manufacturers' Assoc.

*C. H. White*



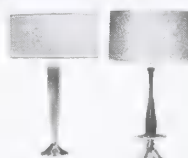
Romweber Industries  
Batesville, Indiana



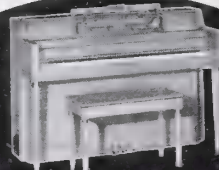
Diele Furniture Co.  
Lexington, N. Carolina



Lucas National  
Asheboro, N. Carolina



Bradley Manufacturing Co.  
Chicago, Illinois



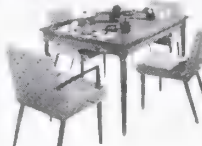
Everett Piano Co.  
South Haven, Michigan



Hooker Furniture Corp.  
Martinsville, Virginia



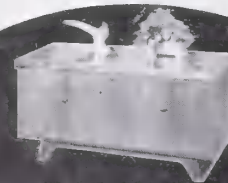
Davis Cabinet Co.  
Nashville, Tennessee



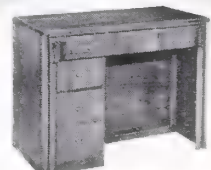
Widdicomb Furniture Co.  
Grand Rapids, Michigan



Baker Furniture, Inc.  
Holland, Michigan

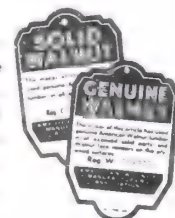


Cavalier Corporation  
Chattanooga, Tennessee



Saginaw Furniture Shops  
Chicago, Illinois

Look for these tags because **walnut** is the one prestige wood used in only the world's finest furniture.



**American Walnut**

manufacturers' association

662 Lake Shore Drive,  
Chicago 11



# Spode THE FINE ENGLISH DINNERWARE

ROMNEY  
(Earthenware)  
Place Setting  
\$11.50



DARLINGTON  
(Bone China)  
Place Setting  
\$28.10

Have you ever noticed the pride and affection with which your hostess handles her Spode? It tells a story of the satisfaction and enjoyment that you will know when you get your set of Spode. Write for Booklet 45 today.

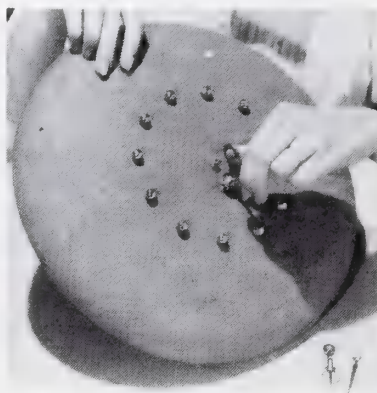
Wholesale Distributors

Copeland & Thompson, Inc., 206 Fifth Ave., New York 10, N. Y.

MADE TO USE AND ENJOY

## A CLOCK TO MATCH YOUR DECORATING SCHEME

CONTINUED FROM PRECEDING PAGE



A brass grommet is included in the kit to give a neat trim to the opening for key-winding. After you've observed the movement of the clock, you can regulate its speed by moving the fast-slow device which is part of its works.



The final essential is the addition of the pretty, lacy brass hands. These are simply applied and anchored in place by a perfectly fitting little screw. The clock kit we're describing may be seen at the Clock Center, Cincinnati, Ohio.

*Sofa and chair by Folke Ohlsson*

*The elegant simplicity of Dux furniture contributes imaginatively to relaxed living. Design anticipates function and radiates comfort. Imported Swedish upholstery fabrics are impeccably tailored. Hardwoods are hand-rubbed to a satin finish. Moderate prices win the plaudits of homemakers.*

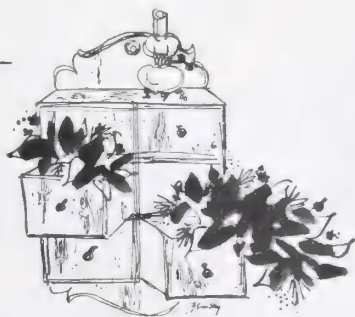
**DUX** SCANDINAVIAN CLASSICS

*May we send you a brochure and the name of a dealer in your community*

DEPT. H-10 390 NINTH STREET SAN FRANCISCO 3



# DECORATOR'S DIARY



*Checkmarks and comments on what's new and especially noteworthy in the decorating market as revealed in the pages of a decorator's "field book"*

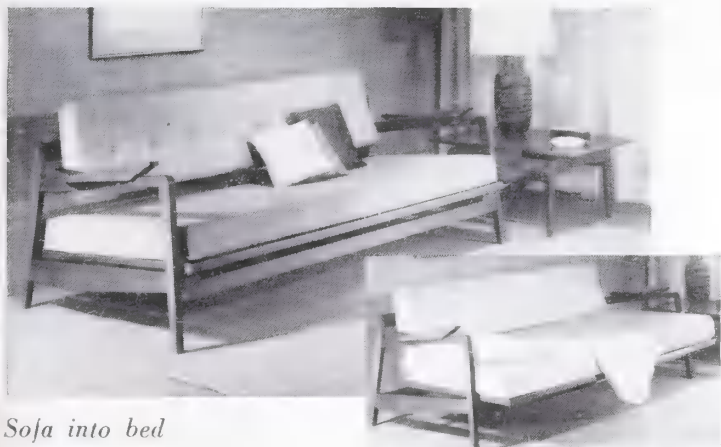
The Coultons' guest-study problem put me off on a fascinating prowling through the market for a *frame* sofa that can turn into a bed without ever letting you suspect its hidden talent. There are plenty of highly attractive convertible sofas in the market, but they usually operate by such marvelously contrived mechanisms that their workings have to be concealed by a full covering of upholstery, and any exposed wood you see on them is likely to be just added decoration. But Mrs. Coulton stipulated the light, airy, "settee" look of a wood frame with open arms and legs raised high from the floor. She was right, too, for she has a good eye for scale and balance and realized that the small room could well be overpowered if we added an all-over upholstered sofa to the two upholstered lounge chairs. Besides these, the other furnishings all tend to have a quality of lightness—a lamp desk, a small-scale desk chair with open fretwork back and arms, and a little bachelor chest to do double duty as a storage place for a guest's belongings and as a lamp table between the lounge

chairs. Walls are celadon green, and a group of six slender Japanese print scrolls—again, rather delicate in scale—are destined to hang above the sofa.

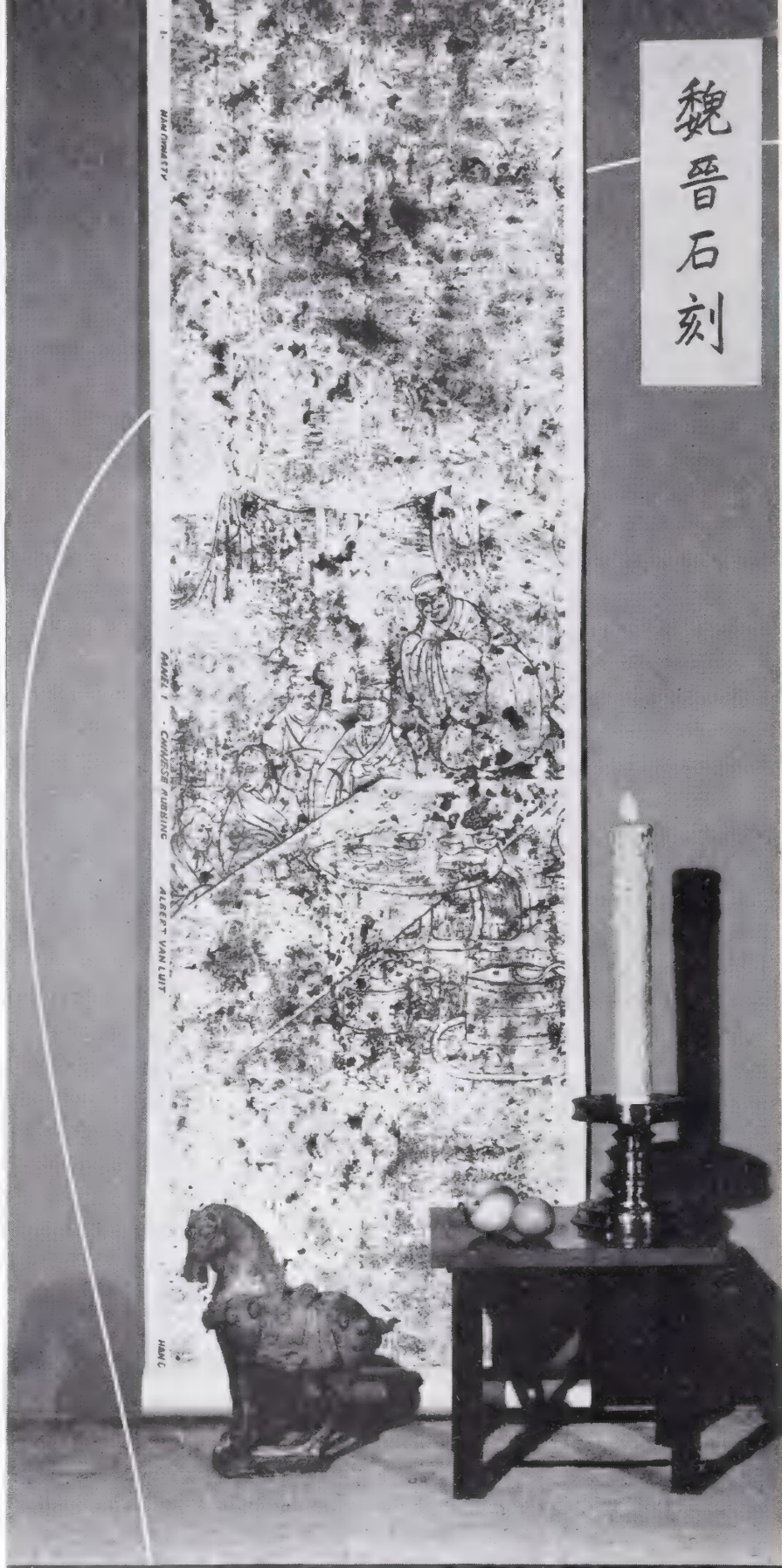
Well, it was almost too good to be true, but I walked right into a just-right frame sofa-bed at the Jens Risom showroom. Its frame, light and airy as you please, with sculptured open arms and splatted back, is walnut with a rich, dull sheen which is created by Risom's famous rubbed linseed oil finish.

Its upholstery is a fixed button-dotted backrest of foam rubber and a reversible foam rubber mattress which rests on Danish flat springs. Normally, when in use as a sofa its seat is a comfortable 23 inches deep with a gentle backward slope. But all you have to do to turn the seat into a 36"-wide flat bed is to grasp the wooden seat base and pull. The seat slides forward as smoothly and easily as a lipstick pulls out of its case. Over-all dimensions of the sofa, which we might also have had with a birch frame, are 80" long, 36" deep and 30" high.

*(Please turn the page)*



*Sofa into bed*



## SCENIC WALLPAPER...18 centuries old!

The subtle design of this exquisite sectional scenic was taken directly from the original rubbings of an ancient tablet, carved during the Han or Wey Dynasty, on the walls of a cave in the Shantung Province of China. Enough of the fascinating details of a lavish banquet scene had survived the ravages of time to make a wall decoration of great historic interest as well as rare decorative beauty.

Send .50 for miniature "CR"

*Albert*  
**Van Luit & Co.**

4000 CHEVY CHASE DR.  
LOS ANGELES 39

2908 EUCLID AVE., CLEVELAND 15  
515 MADISON AVE., NEW YORK 17



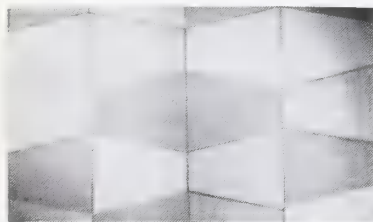
## DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

Title of this episode is "How we blitzed the view from a brownstone rear window." But its moral might apply to any window that needs more than a curtain to obliterate an unappealing vista without blocking the light. Our scene was the Gateleys' "parlor-floor" apartment in Greenwich Village. Problem was the bedroom windows—high, mighty, and fortuitously equipped with old-fashioned shutters that fold back against the wall. The windows face south and easterly, just easterly enough so that Old Sol used to start blazing down on the sleeping Gateleys hours before they wanted to rise and shine themselves. The windows also face the sooty back of a building.

"What shall we do?" cried Mrs. Gateley. With these gargantuan windows we can't possibly avoid seeing that eyesore, but we can't keep the shutters closed day and night, and the usual plain roller shades would look so *blank*."

Jack Lenor Larsen's showroom came up with the answer—a 50-inch wide white shade-cloth fabric screen-printed in a smart white geometric print. Call it interlocking diamonds or abbreviated tri-



Printed nylon window shade

angles or prisms, but in any case, when the light filters translucently through the nylon cloth, the print is faintly outlined in a shadowy silhouette. We quickly seized upon this and whisked it off to the roller shade man who claims it couldn't be simpler to work with. The fabric has its own natural stiffness because it's such a tight weave of nylon yarns. Warp yarns—the up-and-down—are technically known as "bright" nylon, the kind that resists sun rot. And Mrs. Gateley was glad to learn that the fabric is easily kept dust free by vacuuming and can be dip-washed.

With the shades drawn during the day, the room is pleasantly lighted with nary a view of the milk bottles. And we're all delighted because the windows look completely and decoratively dressed

without needing overdraperies or curtains which would have been just too much in conjunction with the tall shutter blinds. It would also be a nice, simple, easy-to-maintain solution on smaller windows, too, or where there isn't space enough on either side of a window for an effective curtain treatment.

Discovered that the cloth also comes screen-printed in several combinations of colors, using from four to seven compatible colors in each pattern, so the prisms seem almost jewel-like. Have my eye on a yellowish-greenish-bluish mixture which looks rather like stained glass when the light sifts through.

Dropped over to look at the new Moroccan hand-loomed wool upholstery cloths at Mauretania Fabrics and killed three birds with one stone. Found a wonderful off-white basket-weave wool for the Dennisons' living-room sofa; picked out an extraordinary antique Moroccan rug, curiously patterned in black on shades of henna and gold, which sings out handsomely against their travertine fireplace and the blond leather chairs that flank it.

And then, just as I was leaving, my eye lit upon the very thing we needed to complete the mantelpiece treatment in this blond-tone room. On the travertine shelf the Dennisons have been judiciously placing a choice collection of black objects of art or handcraft which they've brought back from their travels, creating a dramatic black pattern of diversified shapes against the straw-colored chimney wall. There's a panel of black wrought-iron grill-work from Spain, a carved strip of bog oak from Ireland, an Etruscan bucchero-ware urn, a spherical black pottery bowl from Oaxaca and a black goblet of Dead Sea clay.

My discovery was, of all things, an iron bison, 10" high and 15"



Bison from Morocco

(Please turn to page 158)

# WHERE TO BUY Famous decorator rugs



	<b>ALABAMA</b>	Elmira	S. F. Iszard Company
Birmingham	Pizitz	Ithaca	Rothschild's
	<b>ARIZONA</b>	Jamestown	Bigelow's
Casa Grande	Jones Furniture Company	Niagara Falls	Jenss Brothers
	<b>COLORADO</b>	Rochester	Sibley, Lindsey & Curr Co.
Denver	Daniel & Fisher	Schenectady	Wallace
Lakewood	Howell's	Syracuse	C. E. Chappell & Sons, Inc.
	<b>CONNECTICUT</b>	Troy	Fear's
Hartford	Radeen's		<b>OHIO</b>
New Haven	Edward Malley Co.	Cincinnati	John Schillite
	<b>FLORIDA</b>	Cleveland	The Halle Brothers Co.
Jacksonville	Cohen Bros.	Cleveland	Fries & Schuele Co.
	<b>GEORGIA</b>	Cleveland	Taylor's
Atlanta	Davison-Paxon	Dennison	Hick's Furniture Co.
Savannah	Leopold-Adler	Lima	Gregg's, Inc.
	<b>ILLINOIS</b>	Newark	John J. Carroll Store
Bloomington	Ensenberger's Furniture	Painesville-Warren	Carlisle Allen Company
Chicago	The Fair Store		Elberfelds
Chicago Heights	The Rau Store	Pomery-Logan	R. S. McCulloch Co.
Elgin	Ackermann's	Salem	The Edward Wrenn Store
Freeport	F. A. Read Company	Springfield	BeViers
Mattoon	Young's Dept. Store		G. M. McKelvey
Moline	The New York Store		<b>OKLAHOMA</b>
Ottawa	Famous Dept. Store	Youngstown	John A. Brown
Peoria	Block & Kuhl Company	Oklahoma City	Brown-Dunkin Co.
	<b>INDIANA</b>	Tulsa	
Elkhart	Ziesel Brothers Company, Inc.		<b>OREGON</b>
Richmond	Lawler's, Inc.	Portland	Lipman-Wolfe & Company
South Bend	Robertson Bros.		<b>PENNSYLVANIA</b>
	<b>IOWA</b>	Allentown	Zollinger-Harned Company
Clinton	John D. Van Allen & Son	Erie	Reliable Home Furnishings Co.
Council Bluffs	John Beno Company	Hanover	Leinhardt Brothers
Davenport	Peterson-Harned-VonMaur Co.	Lancaster	Watts & Shand
Dubuque	J. F. Stampfer Company	New Kensington	Hart's Dept. Store
Elkader	McTaggart & Sons	Oil City	Armstrong-Collier, Inc.
	<b>KANSAS</b>	Philadelphia	Snellenberg's
Topeka	Crosby Brothers Company	Pittsburgh	Boggs & Buhl
	<b>MAINE</b>	Scranton	Cleland-Simpson Co.
Portland	Porteous, Mitchell and Braun	Scranton	The Globe Store
	<b>MARYLAND</b>	Scranton	Scranton Dry Goods Co.
Baltimore	Epstein's Dept. Store	Williamsport	L. L. Sterns & Sons
	<b>MASSACHUSETTS</b>		<b>TEXAS</b>
Fitchburg	Kidder and Davis	Austin	E. M. Scarbrough & Sons
Fitchburg	J. C. Delisle Co.	Beaumont	White House Dry Goods Co.
Lawrence	A. B. Sutherland	Corpus Christi	Fedway's
Worcester	Denholm-McKay	Dallas	Sanger's Dept. Store
	<b>MICHIGAN</b>	Ft. Worth	Monnig Dry Goods Co.
Detroit	J. L. Hudson Basement Store	Houston	Foley's
Grand Haven	Meirs' Floor Coverings	San Antonio	Bruner's, Inc.
Livonia	Reed's Dept. Store	San Antonio	Wolf & Marx Co., Inc.
St. John	E. F. Boron Company	Waco	Goldstein-Migel
	<b>MINNESOTA</b>		<b>VIRGINIA</b>
St. Paul	The Emporium	Roanoke	S. H. Heironimus Co., Inc.
	<b>NEW HAMPSHIRE</b>		<b>WASHINGTON</b>
Manchester	Leavitt's Dept. Store	Tacoma	Rhodes, Inc.
Nashua	C. H. Avery Co.		<b>WASHINGTON, D. C.</b>
	<b>NEW JERSEY</b>		S. Kann Sons Company
Newark	Kresge's Newark Company		<b>WEST VIRGINIA</b>
	<b>NEW YORK</b>		Clark Stores of West Virginia
Albany	John G. Myers Co., Inc.	Charleston-Wheeling	Stone & Thomas
Albany	W. M. Whitney	Huntington	Bradshaw & Diehl
Binghamton	Fowler, Dick & Walker	Parkersburg	Dils Brothers Co.
Buffalo	Hens & Kelly		<b>WISCONSIN</b>
Corning	The Rockwell Company	Appleton, Sheboygan, Green Bay	H. C. Prange



# Lovely decorator rugs

that add beauty and color at little cost

You will find a thrilling new world of color and carefree living in the Patcraft Collection of Decorator rugs... fashion-styled for modern or traditional settings.

Use these fine quality rugs for color accent in living room, den and dining area—for comfort and beauty in bedrooms, bathrooms, and at entrances, hallways and other areas where traffic is heaviest.

In cotton, combinations of Avisco rayon, Dupont nylon and cotton, these lovely Patcraft Decorator rugs are made of famous BIBB YARNS of such fine quality they are guaranteed by *Good Housekeeping*. Long wearing, mothproof, washable—heavy latexed backing.

See the Patcraft Collection at stores listed on opposite page and at other fine stores (where you may also see Patcraft room size rugs and fine carpeting).

**MIRABELLA**... lovely new oval design with fringe. Avisco rayon-nylon overlay on cotton background.

**DIAMOND JUBILEE**... a smart new design in Avisco rayon. High-low loop.

**SCULPTRESS**... a high-low loop cotton rug that may be used in any setting.

**TRENTONE**... one of the loveliest new designs in the Patcraft Collection. A cotton loop background with rayon-nylon overlay.

See prices, sizes and colors listed below.



## PRICES • SIZES • COLORS

### Mirabella & Sculptress

24x36"	\$3.45	3x5'	\$ 8.95
27x48"	\$5.45	4x6'	\$13.95

Prices slightly higher West Coast and other distant points

### Trentone & Diamond Jubilee

21x33"	\$3.45	27x48"	\$ 6.95
24x36"	\$4.45	34x56"	\$10.95
		45x68"	\$15.95

A wide range of decorator colors including White, Aqua, Pink, Gray, Sea green, Mint green, Blue, Red, Sand beige.



atcraft

RUGS AND CARPETS

New York • Chicago • Dallas • Los Angeles • • • Mills at Dalton, Ga.





## "Early Century"

Makes Dreams Come True!

Picture this lovely SOLID hard maple group by Kling in your own bedroom. The distinctive "Ogee" feet, massive "cannon ball" bed posts, and solid brass pulls are authentic 18th century styling.

A new finish—Cork Tan—gives the effect of aged wood rubbed with oil. It's different—it's colorful—it's beautiful.

Only in solid wood will you find details like the cut-in design in the center drawer fronts of the Triple Dresser and Chest or Chest of the EARLY CENTURY Group. "Solid" on Kling furniture is like "sterling" on silver. Each is a mark of quality. See EARLY CENTURY soon at your favorite store.

Send 25¢ in coin (no stamps, please) for 24 page booklet "Ideas for a Lovelier Bedroom". Contains color suggestions, bedroom decoration, arrangement and care of furniture. Kling Factories, Dept. HB10, Mayville, N. Y.



KLING MEANS MAHOGANY • MAPLE • CHERRY





# the most beautiful sheets in history!

Fair Helen would have left Troy for them...but Dan River made them especially for *you*. Sheets and pillowcases of silken-smooth combed percale...with exquisite borders that are woven in for lasting beauty. At fine stores.

Copyright 1956, Dan River Mills, Incorporated, Danville, Va.

**DAN  
RIVER**

*fashion border Sheets & Pillowcases*









# Theme Embroideries

PATTERN YOUR BEDROOM FOR FALL



Elegance . . . that's the new decorating trend Cabin Crafts interprets in exquisitely embroidered bedspreads—each design a theme to charm you. Exclusive hand-guided punchwork gives that fine crafted look, and the new fabric is Tableau Cloth, a smooth, soft blend with a gentle warmth. Hand-washable, of course; resistant to wrinkles, too. Celadon Green, Charcoal, Pink and Light Beige in addition to colors shown—all with matching draperies and cafe curtains.

*Prices slightly higher west of the Rockies.*

TOP: AUTUMN THEME, embroidered leaves in contrasting colors. Shown in Topaz. About \$14.95 single, \$15.95 double. 84" or 90" draperies, about \$9.95 a pair. 36" cafes, shown in Walnut, about \$4.95 a pair.

LOWER LEFT: GOLDEN THEME, Lurex golden thread in embroidered chevron. Shown in Walnut. About \$15.95 single, \$16.95 double.

LOWER RIGHT: FLORAL THEME, embroidered with delicate bouquets. Shown in Turquoise. About \$15.95 single, \$16.95 double.

## CABIN CRAFTS BEDSPREADS

### At these and other fine stores:

Albuquerque, N.M.	American Furniture Co.
Allentown, Pa.	Hess Bros.
Atlanta, Georgia	Rich's, Inc.
Baltimore, Md.	Hochschild, Kohn & Co.
Boston, Mass.	John H. Pray & Sons Co.
Bridgeport, Conn.	Howland's
Bridgeport, Conn.	D. M. Read, Inc.
Buffalo, N. Y.	J. N. Adam & Co.
Charlotte, N. C.	J. B. Ivey & Co.
Cleveland, Ohio	The Halle Bros. Co.
Cleveland, Ohio	The Hubbe Co.
Corpus Christi, Texas	Lichtenstein's, Inc.
Dallas, Texas	A. Harris & Co.
Denver, Colo.	Davis & Shaw Furniture Co.
Detroit, Mich.	Crowley Milner's
El Paso, Texas	American Furniture Co.
Fort Worth, Texas	The Fair, also The Fair Ridgelea
Galveston, Texas	Plantowsky Furniture Co., also Texas City
Garden City, L. I., N. Y.	Frankel's
Harrisburg, Pa.	Bowman's Department Store
Harrisburg, Pa.	M. Lee Goldsmith
Hazleton, Pa.	P. Deisroth's Sons
Houston, Texas	Joske's, also Gulf Gate
Indianapolis, Ind.	The Wm. H. Block Company
Knoxville, Tenn.	Miller's Inc.
Long Beach, Calif.	Buffum's, also Santa Ana
Louisville, Ky.	Stewart's, also Lexington
McKeesport, Pa.	The Golden Rule
Miami, Fla.	Burdines, Inc.
Milwaukee, Wis.	Schuster's
Morristown, N. J.	M. Epstein, Inc.
Mount Vernon, N. Y.	Krey's
Nashville, Tenn.	Castner—Knott Green Hills
Newark, N. J.	Haline & Co.
New Haven, Conn.	The Edw. Malley Co.
New Orleans, La.	Maison Blanche
New York, N. Y.	Bloomingdale's
	also Fresh Meadows, New Rochelle and Stamford
New York, N. Y.	Macy's, also Branches
New York, N. Y.	McCutcheon's, also Branches
Norfolk, Va.	W. G. Swartz Co.
Omaha, Nebr.	Orchard & Wilhelm Co.
Orlando, Fla.	Ivey's of Orlando
Pasadena, Calif.	Bullock's Pasadena
Phoenix, Ariz.	Dorris—Heyman
Plainfield, N. J.	Tepper's
Providence, R. I.	Gladwin's
Providence, R. I.	The Shepard Company
Rochester, N. Y.	McCurry & Co.
Rochester, N. Y.	Sibley, Lindsay & Curr
St. Louis, Mo.	Lammert Furniture Company
St. Petersburg, Fla.	Maas Brothers
San Antonio, Texas	Karotkin Furniture Co.
San Antonio, Texas	G. M. Stowers Furniture Co., also Victoria
San Francisco, Calif.	W. & J. Sloane
South Bend, Ind.	Robertson's
Springfield, Mass.	Forbes & Wallace
Springfield, Mass.	Steiger's
Toledo, Ohio	The Lamson Brothers Co., Inc.
Trenton, N. J.	Nevius—Voorhees
Trenton, N. J.	Yards
Tucson, Ariz.	Jacome's Dept. Store
Washington, D. C.	Julius Garfinckel
Washington, D. C.	Woodward & Lothrop, also Chevy Chase, Md.
West Los Angeles, Calif.	Bullock's Westwood
Wichita, Kansas	Innes
Wilkes Barre, Pa.	Isaac Lane Store
Wilmington, N. C.	Belk Beery Co.



**FORWARD**

A NEW CONCEPT IN FURNITURE

**TREND**

Designed by  
BERT ENGLAND of  
Cannell & Chaffin

**HANDSOME HIGHBALL CHAIR**  
in luxurious white leather and soft walnut... superbly styled for comfort as well as beauty. From an important collection of 50 correlated pieces... specifically designed for better decorating. Presented in the west by Cannell & Chaffin in an exciting series of completely accessorized room settings.  
Chair 475.00

**Cannell & Chaffin**

3000 WILSHIRE BLVD. • LOS ANGELES 5  
PASADENA • LA JOLLA • WESTWOOD VILLAGE

**DECORATOR'S DIARY**

CONTINUED FROM PAGE 152

long from the tip of his horns to the tip of his tail, and a perfect shape to add variety to the collection. He was hand-hammered, hand-formed and hand-riveted in a remote village in the Atlas Mountains of Morocco. And the native craftsman who made him has given him the naïve, honest design of a cave drawing, which might well have been the artist's inspiration, for there are no real live bison in Morocco for him to copy, according to Mrs. Pinter, who imports all these intriguing things.

On one of her field trips tracking down weavers of fabrics and makers of rugs, she found this unself-conscious artist happily beating bison and an occasional horse out of the local black iron, presumably for the sheer joy of creating them. He makes them now for her—horses, too—in limited quantities, because it takes a week or so to make one. Since these iron sculptures are primitive works of art, no two are completely identical. And perhaps the most impressive aspect of them is the strangely timeless grace that makes them seem to belong with many objects and designs of all eras.

Mrs. Ian Powell-Kent has always seemed so like her late, unlamented mother-in-law in so many ways that I was astounded when she banished the heirloom Chippendale furniture and oriental rugs from her new house in Oyster Bay. "All my married life," she confided, "I've been making obeisances to Mother Powell-Kent's precious carved mahogany and masterpiece rugs. And now that they're mine, I'm turning the whole lot over to the museum and starting from scratch." Music to my ears, naturally, for I'd been expecting a fine fancy tussle trying to fit fifteen rooms full of Persian rugs into a five-room modern house.

There is nothing impulsive, however, about this lady. She haunts the showrooms with me, scrutinizing finishes and hardware and fabric construction like a resident buyer, and could teach me a thing or two about standards of quality. In fact, she is the rare client who really knows what she wants. "Fruitwood—I've always loved it—for the living room. Let's look for a long modern cabinet—with some curves to it, mind you—where we can install all the high-fidelity and  
(Please turn to page 160)

Consummate artistry,  
jewel-like brilliance... unmistakably Orrefors

Send for name of dealer nearest you and free illustrated Orrefors booklet

U.S.A. Representatives

East: FISHER, BRUCE & CO., 221 Market St., Phila. 6, Pa.

West: ZACHO, 3157 Wilshire, Los Angeles, 5, Calif.



ERIC

Hand-blown crystal by

**ORREFORS**



Window ideas you can use—from

# CURTIS



ADD A WHOLE EXTRA ROOM by enclosing a porch with Curtis Silentite Convertible wood windows. These versatile windows—used here as awning style sash—give you any desired degree of summer ventilation—yet have special weather-stripping to keep out the cold weather. In upright position, Convertibles can also be used as casements. New-style Zytel nylon hardware is furnished.



BUILD A CASEMENT WINDOW WALL with these modern, single-pane Curtis Silentite casements. Silentite casements give you all of the beauty and comfort but none of the grief often encountered with ordinary casements. They won't swing or rattle ...lock in any position...and they are superbly weather-tight. You can get them with screens and insulating glass—and all hardware.



GET A "ROUND-THE-CORNER" VIEW by using Silentite double-hung windows with a Silentite picture sash. No other double-hung window has all the weather-tight features of these Curtis units. They open and close at a touch—and their streamlined appearance gives them special charm and beauty. Easily installed in any kind of wall. Several styles available for your choice.



INCREASE THE SIZE OF SMALL ROOMS by creating a bay with Curtis Silentite double-hung windows. Here's an arrangement that adds more space—and more charm—to any home. These windows come as ready-to-install units, and go into the house with a minimum of time and effort. Like all Curtis Silentite windows, they are guaranteed as to materials and workmanship.

# CURTIS



WOODWORK

*heart of the home*

See your lumber dealer and  
send for new window idea book



Curtis Companies Service Bureau  
200 Curtis Building  
Clinton, Iowa HB-10-56  
Please send me the new Curtis window idea book.  
I plan to ☐ build ☐ remodel

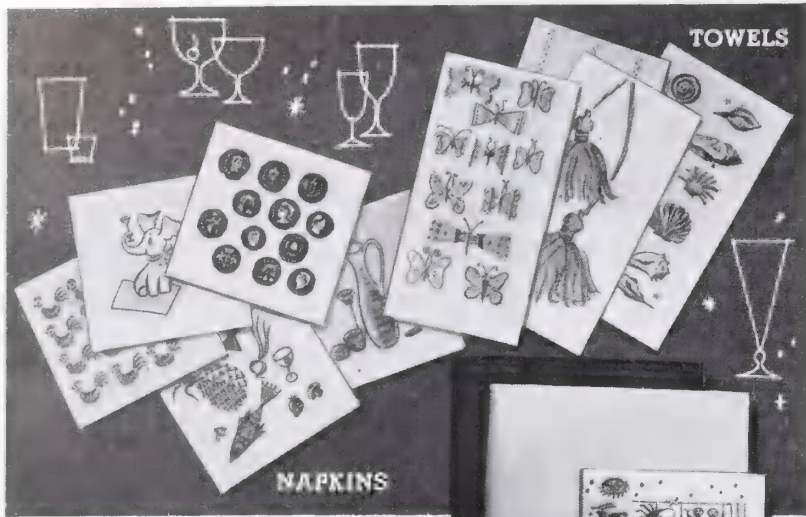
Name .....

Address .....

City ..... State .....



# Less "GUEST WORK"



## MASSLINN® non-woven CLOTH

Luxurious as linen!  
Disposable, too—  
or useful as dust cloths, later.

See the new Masslinn  
Initial Line—now napkins and  
towels decorated with your  
own golden initial.

At Better Stores Everywhere



## DECORATOR'S DIARY

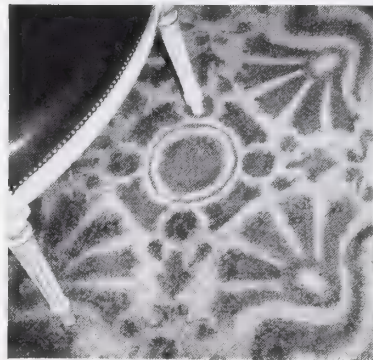
CONTINUED FROM PAGE 158

television paraphernalia along one wall. I see the wall in a bitter brassy green and I'm hanging on to the two Venetian glass sconces because they'll be perfect at each side of that painting that looks like a Velásquez.

"We'll do the upholstery in a range of pale gold to green-gold in a variety of silks, and we'll get pattern and a little glitter into the room with that handsome rug we saw at Edward Fields—the one they call 'Brocado.'"

So we've ordered up "Brocado," a deep-pile, all-wool beauty, one of Fields' new patterns reminiscent of South American design. Eight-

eenth-century Spanish-Colonial embroideries suggested its stylized medallions and restrained scrolls. It's an all-over pattern, but if you look closely you realize that the motifs are grouped in squared-off blocks. It's colored in shades of gold on gold, with a flicker of metallic gold running through it. Like all Fields' rugs, it's a custom-order job, made to whatever measure and color and pile depth a client has in mind. As an ultimate point of perfection, the scale of the pattern can be made larger or smaller, in proportion to the size of the rug, whether it's room-size or for a small area.



"Brocado" rug

A room in one basic color—a monochromatic scheme—is a great way to create the illusion of space, and it's wonderfully restful to the eye and spirit, once it's done. But the search for the variety of textures and patterns it needs is murder. So when Mrs. Merton sweetly said she'd like her living room in brown, I repaired immediately to the chiropodist, for I was sure I'd be marching in and out of show-  
(Please turn to page 162)



AT YOUR DECORATOR . . .

## Schumacher's MYSTIC SEAPORT fabrics and wallpapers

The restoration of this historic 18th century coastal seaport in Connecticut, is the inspiration for the many magnificent design motifs found in this new hallmark collection.

There are charming patterns and colors to grace every room in your home...ask to see them at your decorator and decorating departments of fine stores.

"Quality is a Schumacher Tradition"

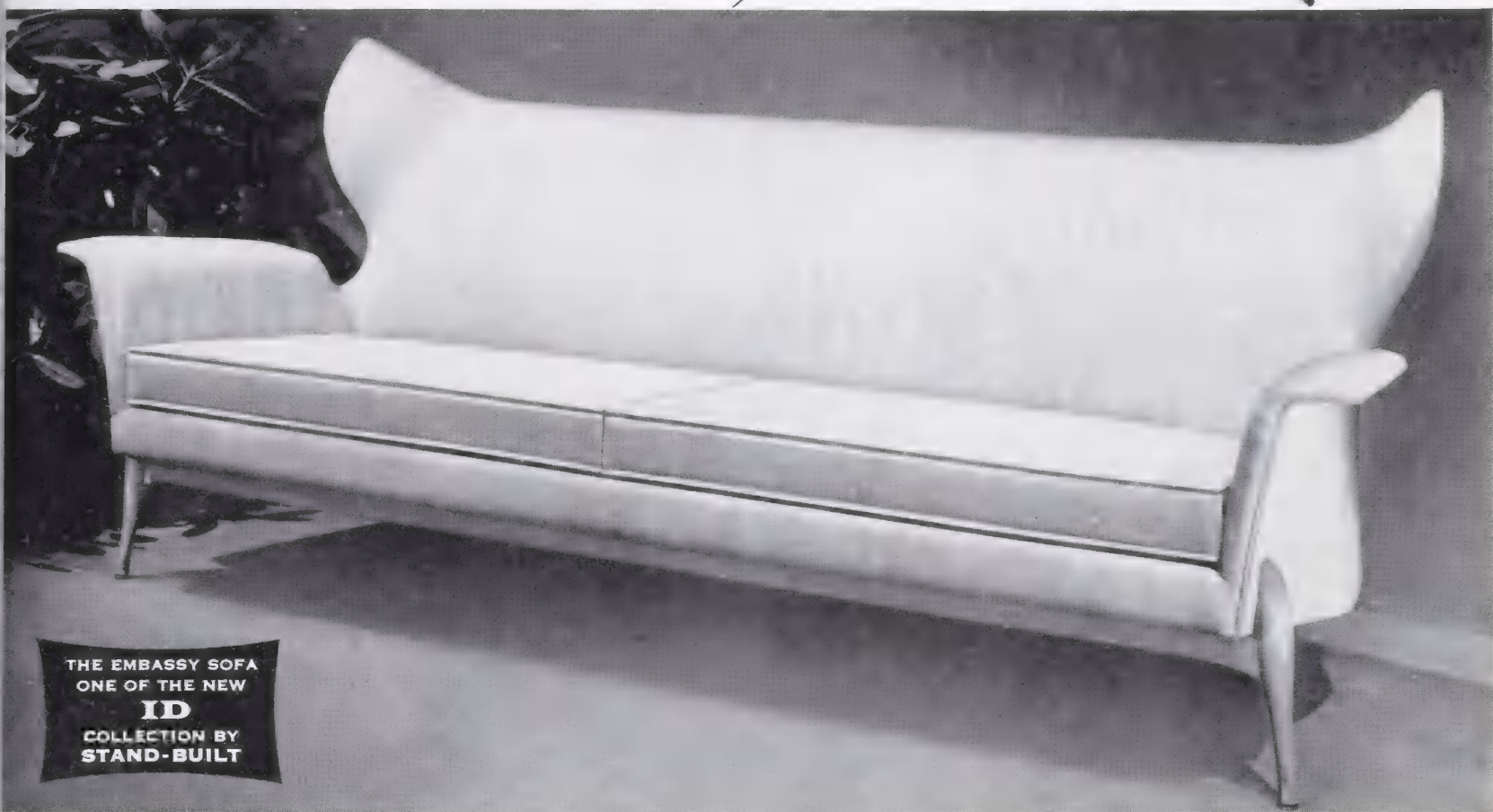


F. SCHUMACHER & CO. 60 W. 40th St., New York 18, N. Y. Fabrics • Carpets • Wallpapers • Waverly Fabrics





# Lean Elegance



THE EMBASSY SOFA  
ONE OF THE NEW  
**ID**  
COLLECTION BY  
STAND-BUILT

THE LUXURIOUS COMFORT OF DAYTON'S NEW

## "Thin-Line"

CUSHIONING SERIES

The contour beauty of a Slim Silhouette highlights the exciting new ID group of seating coordinates by STAND-BUILT UPHOLSTERY, pace-setters in modern design. Marks one of the Century's greatest advances in upholstered furniture construction, the first to be made with modern steel framing.

Ever-alert to progress and the new cushioning requirements of advanced construction techniques, DAYTON RUBBER designed and engineered the completely new "THIN-LINE" series of KOOLFOAM.

This new wonder cushioning completely solves the comfort challenges of modern construction and makes it possible to retain the visual grace of contemporary design. It is KOOLFOAM "THIN-LINE" that brings buoyancy and superlative seating comfort to STAND-BUILT's ID Creations as it does for other outstanding lines of fine upholstered furniture.

**Dayton**

# Koolfoam

ID collection now on display at fine stores everywhere. For name of nearest store, write: Stand-built Upholstery Corp., 220 E. 23rd St., N. Y. C. 10

*Air-Conditioned* CUSHIONING





SETH WAKEMAN

Professor of Education and  
Child Study, Smith College

"Children's toys people their  
particular, personal world.  
Good toys can be basic build-  
ing blocks in creating good  
character."

### F. A. O. SCHWARZ catalog

of the World's Most Wonderful Toys filled with fun  
for Boys and Girls . . . IT'S FREE

Beautiful big book shows hundreds of quality  
toys from everywhere on earth . . . chosen for  
your children of all ages from the finest toys  
created by master toy craftsmen in American  
factories, little Swiss villages, England, Asia,  
Germany, and glamorous, far-off places. Right  
in your own home, shop the world's most ex-  
citing and varied selection of toys from the  
happy pages of this FREE catalog. Matchless  
values. Competitive prices.

Fill out and mail this catalog coupon today.

F. A. O. SCHWARZ Dept. H 745 Fifth Avenue, New York 22, N. Y.			
Name			
Address			
City	Zone	State	

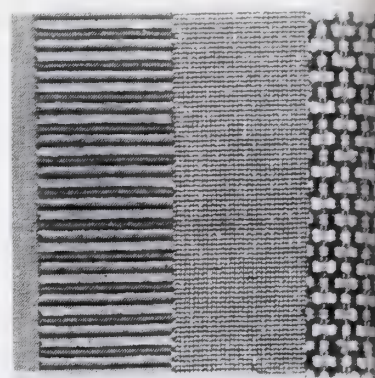
rooms for a couple of months.

Brown! It sounds so simple, but when you consider how many different and frequently incompatible browns there are—cinnamon brown, sable brown, cocoa brown, chocolate brown, and forever after—you're really faced with a project.

Decided to put off a decision on the wall color and the rug until we found the four harmonious yet subtly varied fabrics we needed for sofa, chairs and draperies. And, believe it or not, one day later, we had picked the wall color and were shopping the rug market.

On the very first go-round of the fabric search, I found precisely what I needed at the L. Anton Maix showroom. I not only found the four crucial fabrics but found them already assembled for me in a new collection of correlated fabrics that Larry Maix has developed to save the footwork and compromise which usually go with color matching.

The correlations are based on eleven different color families and worked up in four different but congenial fabric weaves which are identical color matches in each color group. The base color we



"Quartet"—4 correlated fabrics

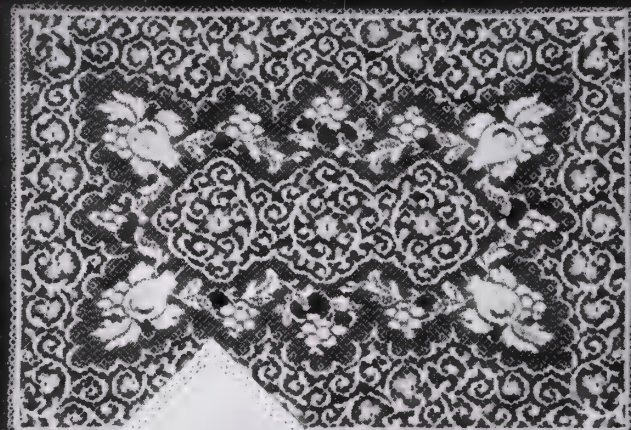
chose is a rather grayed brown. Our drapery choice is the fairly wide basket-weave of brown bouclé and silky gray yarns, interspersed with a faint flicker of gold Lurex. The weave produces a fairly strong, rather chequered pattern, just what is needed for variety in a one-color scheme.

The sofa upholstery is a horizontally striped chenille in tones of brown and gray; the armchairs will be covered in the trim, tailored-looking checked rep, again in brown and gray, pinpointed with a fine black warp thread. And for the occasional chairs we'll use the

(Please turn to page 277)



8728



8733

## FORMALITY . . . with a Casual Twist!

Want to enjoy the modern convenience of casual living, yet maintain the gracious formality of a beautifully appointed table?

It's easy to do both. Treat your table to the luxury of lace; beautify it with a Quaker Lace

placemat and napkin set. Five colors.

Socially perfect . . . beautifully patterned . . . modestly priced.

Four placemats and four napkins per set, from \$6.95 to \$10.95.

8728 . . . \$6.95

8733 . . . \$10.95

# THE QUAKER LACE COMPANY

PHILADELPHIA 33, PA.





# OPENING NIGHT AT THE METROPOLITAN

CONTINUED FROM PAGE 34

her own lover. The emotions of each participant are expressed in the tremendous trio.

In the third act Norma, crazed by hurt pride and jealousy, plots the killing of her lover and her children. She advances with her uplifted dagger toward the sleeping children. But the sight of the two little children overcomes her. She cannot commit the deed. Instead, she summons Adalgisa, urges her to flee with Pollione and seek her happiness, and begs her to take care of her children when she. Norma, will have found the death of atonement that she seeks. Adalgisa entreats Norma not to sacrifice herself, and the two women unite their voices in a wonderful and heart-rending duet, one of the great duets of all opera. "Mira a Norma!"


IN THE final act, Norma convenes the people. She now proclaims war and pronounces destruction on the Romans. Her cry is taken up by the soldiers. "Guerra, guerra!" (War, war!) they shout in a great chorus. Pollione is seized; death or immediate departure but with-

out Adalgisa is his choice. Norma, still loving him, pleads for him. Pollione rejects her mercy, saying that he will not give up Adalgisa. Without hope of love and in the fullness of tragic despair, Norma confesses her guilt to the assembled people and asks for death on the funeral pyre. Pollione, overwhelmed by her devotion and penitent, now declares himself ready to die with her. Norma's head is covered with a black veil. She extends her hand to her lover, and hand in hand they walk toward the atoning flame.

Though this is hardly a masterpiece of a play, it serves as the framework around which are hung some of the richest melodies ever to be heard on the stage, melodies spun from pure velvet, heavy with age, lambent with smoothness. From the moment the curtain rises *Norma* is a feast. If that feast is prepared by good singers the opera is bound to score, as it has scored for over a century, a tremendous success.

## Recommended recording:

Callas, Stignani, Serafin (Angel).



*Bone China...*  
*China of Strength*

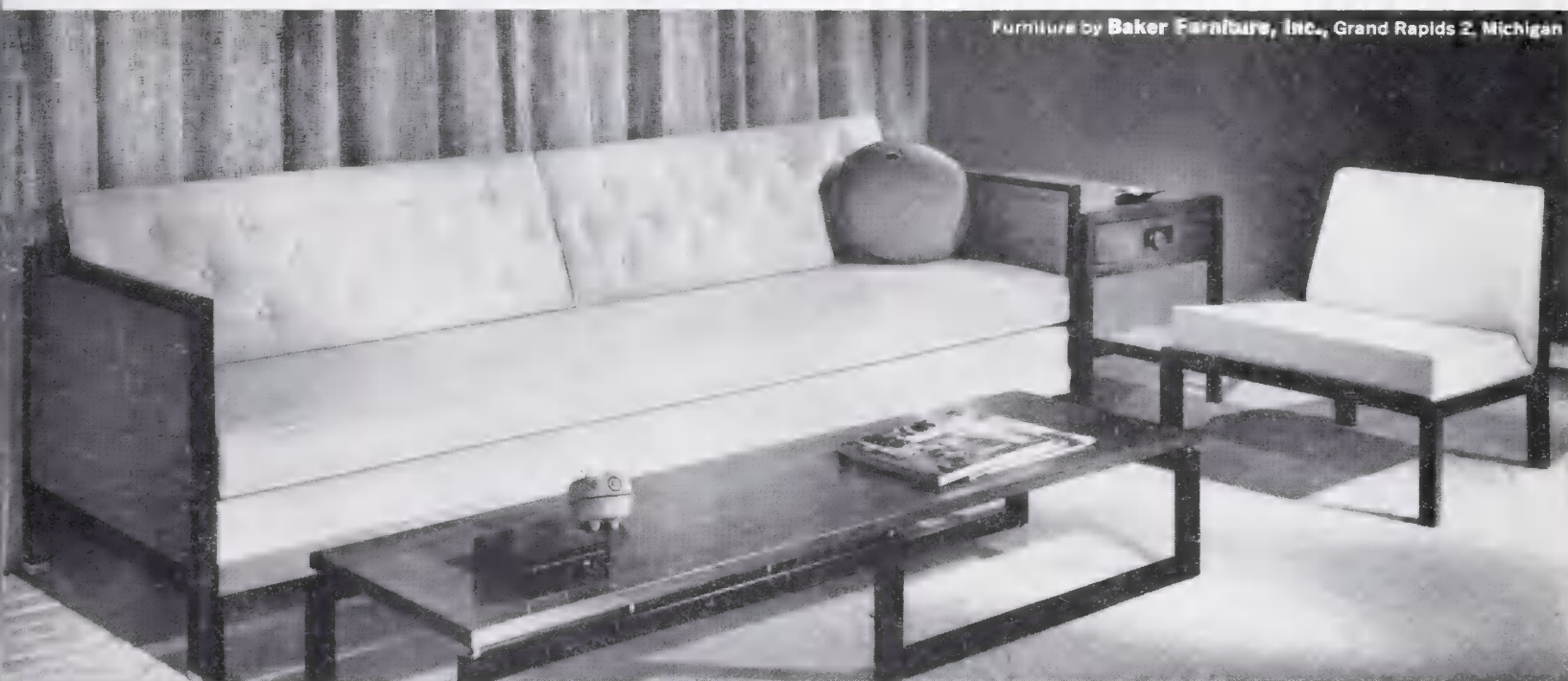
The amazing durability of bone china is due to its bone ash content. Made only in England, this magnificent, longer-lasting bone china is more brilliantly white ... possesses greater resistance to breakage than ordinary china. The lustrous whiteness of bone china highlights your silver...enriches the loveliness of your linens. For china that's wonderful to own...precious to give...select exquisite, durable

**ROYAL WORCESTER®**  
*The Finest of Fine China Since 1751*

At fine stores everywhere.  
Send for free full color folder of patterns.

ROYAL WORCESTER, 234 E. 46th St., New York 17

Golden Bracken  
— A lastingly  
lovely gold pattern.  
5-piece  
place setting \$22.00



Furniture by Baker Furniture, Inc., Grand Rapids 2, Michigan

## Luxurious comfort is made to last with U.S. Koylon Foam

Note the perfect tailoring, the smoothly defined lines in this sofa and chair by Baker Furniture. And because they're made with U.S. Koylon Foam, their beautiful lines are as long-lasting as their matchless comfort. For Koylon smooths itself out sitting after sitting, year after year... is self-ventilating, non-allergenic. Yes, for your assurance of quality, look for the U.S. Koylon label on fine furniture.



**U.S. Koylon**  
FOAM  
*Cushioning*



**United States Rubber**

Rockefeller Center, New York 20, N. Y.



# How to leave home and like it

By MARION GOUGH

Everybody knows that the Roman *portiere*, that incomparable *deus ex machina* of every hotel, is the man you naturally turn to when you want a baby sitter, or tickets to the opera at the Baths of Caracalla, or a bottle of Alka Seltzer, or even an audience with the Pope. But this season's returnees report that his latest service is the procurement of tickets to Italy's newest game—baseball. Played by American rules with Latin inflections, it's said to be a pretty unforgettable gala, but won't necessarily make you homesick for Ebbets Field. It's that different! The Coke bottles are authentic, however, although the hot dogs turn out to be salami or sausage between hunks of crusty bread. Games are played in the monumental Foro Italico, formerly known as the Mussolini Forum, a typical example of the outsize, man-dwarfing architecture Il Duce used to go in for, so you can chalk up the afternoon's outing to part of your sight-seeing and not feel guilty for squandering your time.

Another piece of news is that this year more people seem to have caught on to something that the Italians themselves have known for centuries—that there is another enchanted island in the Bay (*Please turn to page 303*)

From the dome of Saint Peter's—a view of vastness few visitors ever see.







Upholstered furniture  
by Baker Furniture, Inc.  
Holland, Mich.

IT'S AS GOOD AS IT LOOKS—it has *Airfoam Inside!*



#### WHAT'S INSIDE FULL-VALUE FURNITURE:

AIRFOAM (cream-color above) in seats and backs. This assures you years of smart new appearance and luxurious comfort — for AIRFOAM isn't just stuffed in. It's *molded all-one-piece and tailored* to the furniture's measure—nothing to sag, snag, break down or come apart.

You see, AIRFOAM works for you two ways:

It enhances the appearance, increases the comfort, of any style furniture you want.

AND because AIRFOAM is the world's *finest* cushioning, it's the choice of manufacturers who put quality first—outside and IN.

Such *inside* values mean furniture that takes the wear and tear of today's bigger families—yet keeps its good looks through the years!

Want that? Then don't buy till you ask "WHAT'S INSIDE?"—and "AIRFOAM!" is your answer! Goodyear, Foam Products Division, Akron 16, Ohio.

Don't take "foam rubber"  
for an answer—  
Insist on

*Airfoam* MADE ONLY BY **GOOD YEAR**  
THE WORLD'S FINEST, MOST MODERN CUSHIONING

AIRFOAM helps you ride better



walk better



relax better



sleep better



cushion better



Airfoam—T. M.  
The Goodyear Tire & Rubber  
Company, Akron, Ohio





## The Duchess of Elm Street recommends carpet

Carpet is a great help to a Duchess these days.

Carpet's softness and warmth keep her comfortable when she's doing homework or consulting with friends on the phone. Carpet's quietness muffles her footsteps when she's going to see if there's any cake left, and carpet's safe footing saves mother many anxious moments when the Duchess takes stairs two or three at a time.

In fact, carpet is as indispensable to her parents as it is to the Duchess. For carpet not only brings quiet, comfort and safety to

a house — it brings richness and beauty, too. Yet, for all its richness and beauty, for all it does to decorate a room or a home, carpet asks so little in time, care and money. Just once around with a vacuum keeps carpet looking lovely...and prices are far lower than you'd expect.

You can probably carpet two rooms for what you'd imagine one would cost. Stop in at your store this week — see the wonderland of new styles and variety of exciting colors waiting for you.

Don't just *look* at the carpet you want. Enjoy it—*while* you pay for it. Take advantage of the budget terms offered by retailers who represent these American manufacturers



ARTLOOM • BEATTIE • BIGELOW • CABIN CRAFTS-NEEDLETUFT • DOWNS • FIRTH • GULISTAN  
HARDWICK & MAGEE • HIGHTSTOWN • HOLMES • KARASTAN • LEES • MAGEE • MASLAND  
MOHAWK • NYE-WAIT • PHILADELPHIA CARPET • ROXBURY • SANFORD • ALEXANDER SMITH  
CARPET INSTITUTE, INC. • 350 FIFTH AVENUE, NEW YORK 1, N. Y.

Home means more with carpet on the floor—*more comfort • quiet • safety • beauty • easier care*



# IT'S A BIRTHDAY

A PRESENT FOR YOU

ON *Lifetime* WARE'S  
10TH BIRTHDAY

Big Savings on 16 piece set — October only  
Beautiful, Break-resistant Lifetime Ware —  
the FIRST Melamine Melmac® Dinnerware

A tenth birthday is sort of special — whether it be  
Susie's or Johnny's or . . . yes, even Lifetime Ware's.  
For Lifetime Ware, you see, is the first melamine  
dinnerware to reach that age. We'd like to share  
this special occasion with you. Be our guest, help yourself  
to tremendous savings on a 16 piece set of Lifetime Ware.  
Guaranteed in writing against breaking, chipping or  
cracking. Choose from 11 lustrous decorator colors. You'll  
want a set for yourself . . . and several for gifts.  
Get Lifetime Ware . . . at your favorite store  
. . . now . . . or if your dealer is out of stock, send  
handy coupon below for complete details.

Write for FREE illustrated folder

**THE WATERTOWN MFG. CO.**

500 Porter St., Watertown, Conn.

#### YOUR BIRTHDAY BONUS

Butter Dish Reg. \$2.50

Only \$1.00

Use coupon at right



#### THE WATERTOWN MFG. CO.

500 Porter St., Watertown, Conn.

Gentlemen:

- ☐ Please send me details on your big birthday special.  
☐ Enclosed is \$1.00 for butter dish in color checked below.

NAME \_\_\_\_\_

P.O. ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Yellow ☐ Green ☐ Grey ☐ Flamingo ☐ Chartreuse ☐  
White ☐ Turquoise ☐ Charcoal ☐ Coral ☐ Blue ☐ Sand ☐

This offer expires October 31, 1956





## Announcing Reed & Barton's sweetest, simplest sterling— **AUTUMN LEAVES**

Can a cooling pattern be as sweet as a love lyric, yet simple enough to be correct with anything? We say yes, triumphantly yes, with AUTUMN LEAVES—Reed & Barton's newest design. Here is a pattern that fits in as gracefully with your most delicate china as it does with your modern breakfast set. Here is a pattern you can *live* with, and enjoy. Not just

for company dinners, but every day of your life. And when you set your table with AUTUMN LEAVES, you'll be proud. Because you know this solid silver is made by America's foremost silversmiths—with a shining-eyed girl like *you* in mind. See AUTUMN LEAVES now at finer silverware stores, or write for literature to Reed & Barton, Dept. F63, Taunton, Mass.

Price per 6 pc. setting (place knife, place fork, teaspoon, butter spreader, salad fork, place spoon) \$34.75 Federal Tax included.



# Beauty is in vogue again

The purely decorative is coming into favor again.

Characteristics that seemed boring and obsolete fifteen or twenty years ago seem wonderfully new and fresh. The recent past, in home furnishing styling, seems doctrinaire and didactic. This fall you will see a rush of new riches: flowing curving lines, marquetry and inlay, trapunto effects, richly grained woods, iridescence in fabrics and glass, the glitter of gold, the glowing patina of leather. It's all going to be lovely!



ALAN FONTAINE







# Wood

## is counting again — as wood

The furnishing and decorating world is crossing a threshold to a new set of values. The austere standards that prevailed from about 1935 have been played out to a weary finish. The midsummer furniture markets (viewed by the trade only) made this still more clear. By the time you read this issue, stores and decorators will have the actual goods that will show you a new full-blown trend. These first 20 pages give you a synthesis of what you would find, if you shopped thoroughly.

Most notable of these new manifestations is the lush use of wood *as* wood and as an inspiration for more than just “functional” pieces. Many designers are using the inherent patterns of beautiful woods as “The Point” of the piece. And these woods are being finished to bring out the charm of the chance variations in the grain. (In the past, wood was finished to produce an unreal, mechanical uniformity—by bleaching, staining, filling.) The marquetry top of this dining table by Baker is a perfect example of the new trend. Its scrubbed, oatmeal brown color is the true color of freshly-sawed wood. The same natural colors repeat in the Boris Kroll silk and linen upholstery fabric.





Wood  
is counting  
again  
— as wood

*continued*

See how the natural variations in color between the heart wood and outer part of the trunk of French walnut are used to compose the pattern on the doors of this commode by Baker. Finishing was done so original





colors come through virtually unaltered. Tops of these coffee tables were given pattern by geometric arrangements of grains of the same wood running in different directions. Tables also by Baker. Rug by Edward Fields.



EZRA STOLLER







## Wood is counting again — as wood

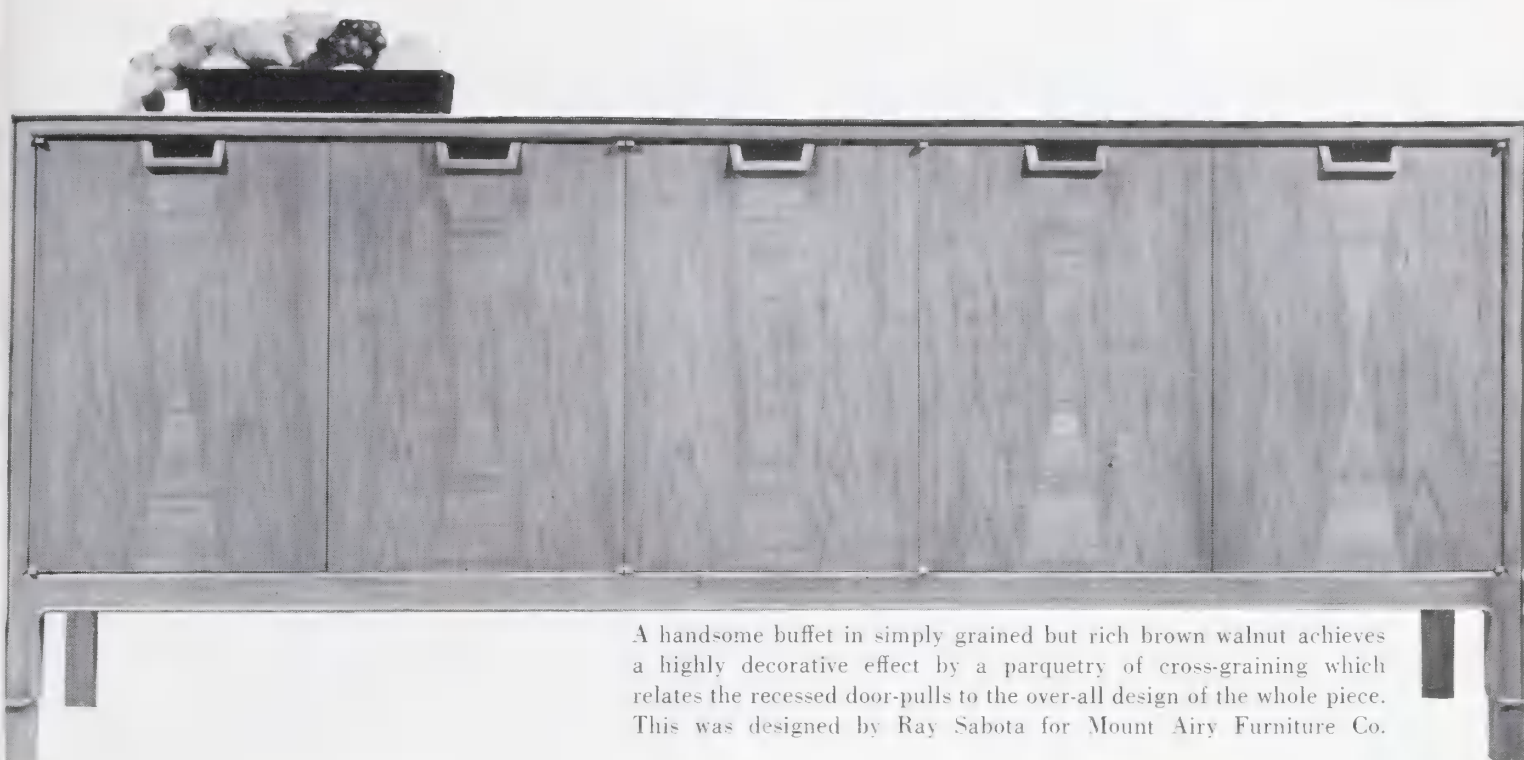
*continued*

This impressive buffet, designed by John Abbate for the Romweber Company, has a sophisticated version of the old board-and-batten type of construction: walnut frames richly figured panels of narra, a Philippine fruitwood like our American cherry. The hardware, legs and hinges are gleaming brass, treated to resist tarnish. Interior fittings accommodate silver hollow ware, flatware, table linens.



The interplay of graining in this elegant combination of natural-color teak and ebony in a harlequin design makes a sleek and decorative top for this dining table designed by Milo Baughman for the Arch Gordon Company. The top is mounted on a dark ebony base planned to afford maximum knee room. The buffet in the background makes a quiet and harmonious contrast with its caned doors and drawer fronts of teak and walnut.





A handsome buffet in simply grained but rich brown walnut achieves a highly decorative effect by a parquetry of cross-graining which relates the recessed door-pulls to the over-all design of the whole piece. This was designed by Ray Sabota for Mount Airy Furniture Co.

ALL PHOTOGRAPHS BY BILL JACKSON



This versatile cabinet from Harvey Probber, Inc., for either bedroom or dining room, has flamelike grained rosewood doors, framed and cased in mahogany, stained almost as dark as oriental teak. The legs of highly compressed layers of wood repeat the effect of the rosewood. Interior is fitted with sliding trays, adjustable shelves, deep drawers.



Wood contrasting with wood gives this cocktail table a romantic whiff of tradition, because of its inlaid star of strongly contrasted rosewood and holly in a background of cherry. It is mounted on cherry legs, designed by Dick Pfeferle for the S. J. Campbell Company.



# Iridescence, the new dimension in your decorating

What is iridescence?

It is, first of all, a beauty of nature's own devising.

It is the shimmer of butterfly wings, the metallic glow of a beetle's back, the pearly luster of a shell. It's the two-color bloom on the leaves of tender cabbage plants, now purple, now green (see our cover).

It's the phosphorescence of a fresh-caught mackerel, the two tones on the skin of apricots, the blue-gray throat of a dove, the nacre of mother-of-pearl.

It's the plumage of peacock and pheasant.

It's the imprisoned fire of a black opal.

It is fire itself.

We define it variously as luminescence, opalescence. Call it what you will. No one word expresses the life that lives in moving colors played against each other. It's nature's phenomenon which, through the ages, man has tried to capture in the work of his own hands.

Man has succeeded greatly. He has fixed this beautiful quality in glass with color as evanescent as a soap bubble, in glazes, in enamels, and, not least, he has put it into fabrics. Even into the new leathers this pearly glow has found its way, though the effect, ever so pleasing to the eye, is too elusive for the camera to capture.

Collectors' renewed interest in Louis Tiffany's Favrite glass (made around the early 1900's) shows how keen is the enjoyment of this kind of beauty. The ancient, as well as the modern, ceramist found the secret of firing iridescence into pottery. The collector treasures bits of Persian glass buried for centuries in ancient tombs, not only because of the rareness of such antiquities, but because the patina resulting from this entombment has left an unearthly iridescence.

Through the ages man has been fixing this iridescence in fabrics. But this year we see iridescence gaining a new impetus in materials all about us. It shows its alive and beautiful face everywhere.

We have long been familiar with the iridescence of changeable taffetas. These crisp, glimmering fabrics prompt in us a nostalgic remembrance of rustling ball gowns, of gay parties, of great houses (*Please turn to page 179*)





GEORGE SMALL

Close-ups of two Janus tables by Dunbar show inserts of Louis Tiffany tiles. Such tables could be the little jewels among your furniture. The fabrics, art pieces, even the bit of blue wallpaper, show the bright aliveness we call iridescence. The opal (left) is from Tiffany & Co.; unset Australian opal is from de Sedle's. Fabrics (below) reflect the radiance of the Favrile glass, the Chinese porcelain flower. Fragile goblet and decanter of Lobmeyr crystal, the Belleek cup and saucer, and the antique luster pitcher have similar sparkle. So also does the red and orange foil paper. For a complete listing of fabrics and objects, see page 246.



PINNEY-BEECHER





This is what we mean by using iridescence in your decorating. Shimmering fabric (Jack L. Larsen) makes the Dunbar sofa a perfect companion piece for slender, curving Janus coffee table, inlaid with two Tiffany tiles. Additional Tiffany pieces are wall plaques and flower container. All have the fire that flashes from black opals.

The mélange of fabrics, ceramics and glass (below) shows the many ways iridescence is captured. Opalescence is reflected in many of the fabrics, one of which is the sofa material (above) woven with bright Metlon yarn for extra brilliance. Bowl and vase show luster that Beatrice Wood has fired into her pottery. The nacre of Kappa-Shell makes gleaming table tops. L. Tiffany tile and bowl.

PINNEY & BEECHER





where they were the stuff of draperies that billowed from high Victorian windows. They were tufted on luxurious headboards, stretched on the padded seats of ballroom chairs.

Why is this particular type of fabric so wondrous? Why does it so stir the imagination? Why do we love the way silk taffetas shimmer their several colors against each other, now seeming to be one color, now another? Two colors in one fabric, evanescent, shifting, changing from one to the other as your eye travels or your hand crushes the material!

It is this movement of color, this aliveness, this changeableness, that is never static, that excites us.

Now this changeableness of color abounds around us, waiting to be used for extra enrichment in our decorating schemes. The immense postwar popularity of Thaibok silks from Thailand may have been, in no small measure, due to their iridescence. This may have sparked our desire to see similar fabrics produced in our own studios and mills. Certainly our weavers have produced a wealth of hand-weaves blended with variations of color, accelerated with colored Metlon and Lurex that have a jewel-like quality. Now American power looms are making two-toned fabrics with an under-color of black or blue or green or whatever, against which another color vibrates, giving off an iridescent quality. We find this not only in smooth silks, but in fine cottons, nylons, rayons and Celanese, and in blends of all. Sometimes the fabric has an ombré effect, sometimes the changeableness of tone is gained in a close striation of yarns of similar tone over a warp of a contrasting color. Fortunately there are types for upholstery as well as for draperies and bedspreads.

Think how stimulating the use of these two-toned fabrics with this changeable characteristic can be in a monochromatic scheme. A room might seem all golden until you viewed a certain chair in a certain light, and discovered that its golden hue was really a luscious shade of ruddy peach. If you choose to use these iridescent fabrics, you gain more drama by selecting those with quite a degree of difference in the two colors. This sort of variation of tonal quality is more arresting than when it appears in closely related colors of the same family.

This preoccupation with iridescence can now be indulged in many categories of merchandise. Look for it in woven blinds and in carpets, particularly of the handmade variety. There are beautiful leathers (American Leather Company, for one) for chair seats or for the top of a table or desk, ranging in colors from golden beiges through jade greens and blues. Even wallpapers have caught the contagion. You can buy foil paper with exciting iridescence to put on a ceiling, to line a breakfront, or to make colorful covers for the books on your shelves. We show two such papers on page 177, one from Laverne Originals and one from Murals, Inc.

This fall put some of this beauty-making quality into your rooms.

Even furniture has joined the parade. Now Dunbar Furniture Company has brought forth a new group of tables inlaid with dazzling iridescent glass tiles made by Louis Comfort Tiffany 40 years ago. You see close-ups of two of these tables on page 177. On the next two pages we show you larger pictures of these tables for closer study.

# Iridescence, the new dimension in your decorating

*continued*



# Iridescence, the new dimension in your decorating

*continued*

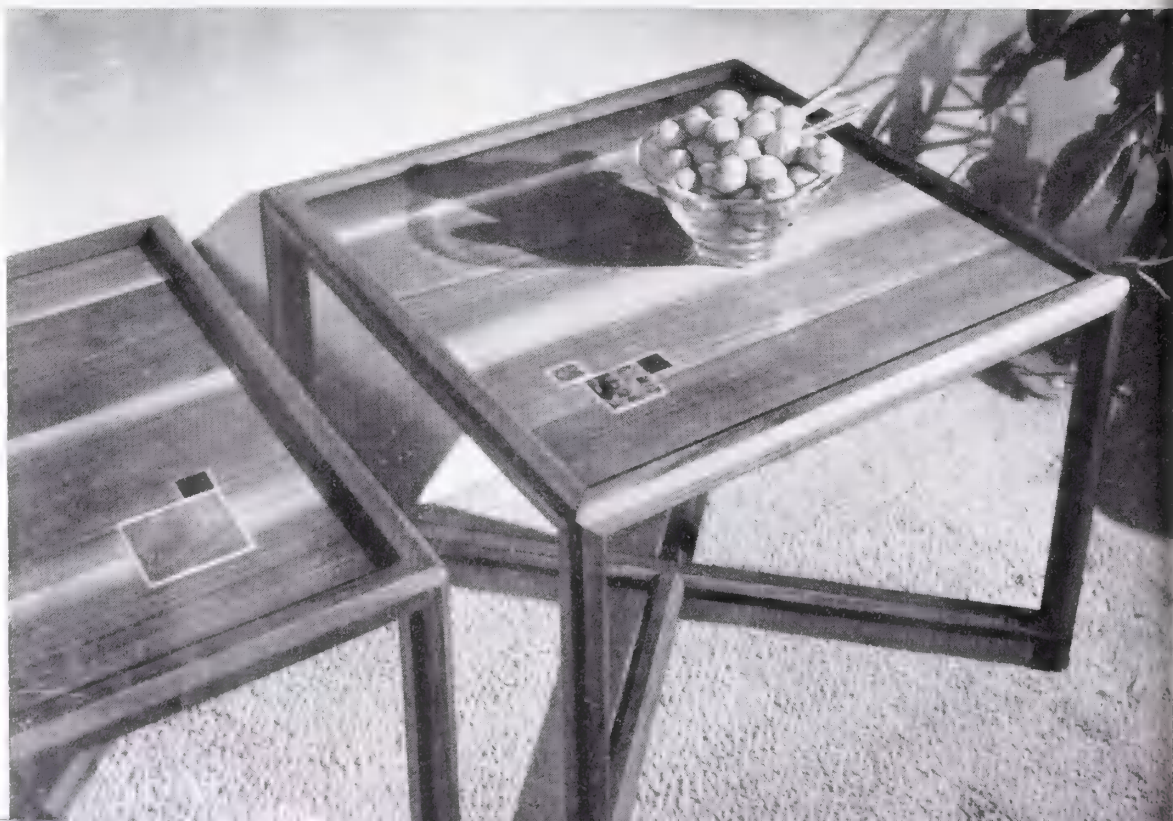
These are the Janus tables of Dunbar, each a little gem of perfection, whose handsomely grained walnut tops frame inserts of iridescent Louis Comfort Tiffany tiles. What nicer way could be found to preserve the beauty of these jewel-like tiles than to give them a setting in a useful table that can be enjoyed in daily living! There is a table for every need, available through decorators for as long as the limited supply of tiles lasts. The tables are of walnut, further embellished with a sap-streak finish, and were designed by Edward Wormley. Explore for yourself this excitement of iridescence by owning one of these sparkling tables which could easily become a treasured heirloom of tomorrow.

Or, if this seems too ambitious, treat yourself to some of the new iridescent glassware. Be dazzled by this shimmering ware, whether in gold luster or in sapphire blue, or in amber, red or amethyst. Serve tea from fragile Belleek cups, and thrill to the pale primrose luster that has been captured in white china.

Iridescence doesn't have to cost money. Watch for it in plants, in fruits, in shells from the seashore, and even in lowly rocks. Those that flash back this iridescence, use to build center pieces. Make myriads of gay pillows in changeable taffeta or cover a chair in changeable nylon.

We have collected groups of fabrics and art objects for these pictures, and for our cover, that reflect this new way with color. All the fabrics are available through decorators. Some of the glassware is old, some new. The Louis Tiffany pieces all belong to proud collectors. Most of the Beatrice Wood ceramics are from museum exhibitions, although several may be purchased. They were all chosen to illustrate what we mean by iridescence. If you look, you will see it all about you. Put some of it into your new fall color scheme and enjoy the esthetic lift it gives you.

This fascinating group of Janus tables includes six in all, two not shown here. There is a lamp table (above) with gracefully curved shelf. Tables (right) can be used in groups. Notice the charm of the softened edge, the use of the sap-streak as a part of the design. In tables (opposite) note restrained use of tiles and their sensitive modern placement. Embellishment gains by being understated.







ALEX LANGLEY





A pair of big folding doors needed big functional pulls to help break them open and manipulate them. A decade ago the architect would have struggled to make such pulls as inconspicuous as possible. Now he delights in designing bold, pierced escutcheons that attract the eye, and have the primary purpose of ornament. Home of Mrs. C. M. Cotton, Newport, Calif. Philmer Ellerbroek, architect; Cannel and Chaffin, decorators.



*More on the new trend to romanticism*

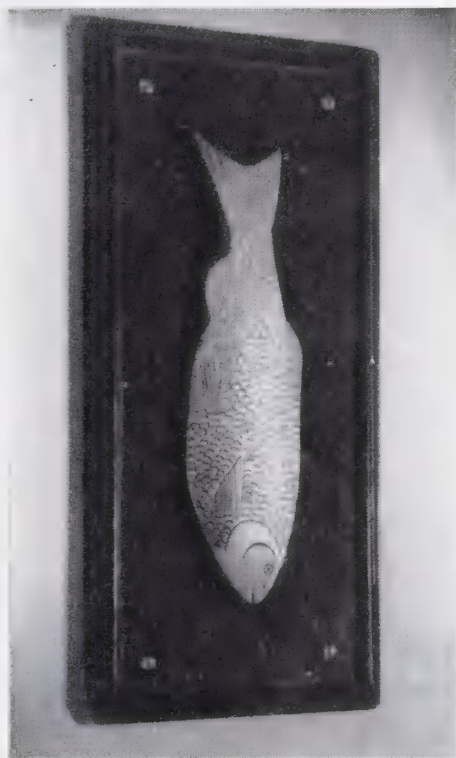
## The enrichment

A panel of old Japanese wood carving seemed a lovely thing to the John McGuires. So they unhesitatingly mounted it as an over-door ornament in their quite contemporary house. Their spontaneous wish "to have it around to look at" is typical of what is happening everywhere to the young and the modern, who, ten years ago, would most likely have considered this quite improper.





The John McGuires discovered a pair of Chinese pewter fish mounted on black lacquer panels. So they bought them and mounted them as push plates on opposite sides of the swinging door between their kitchen and dining room.



Unusually fine "hikite" from Japan are set into the closet doors in Marian Forbes's bedroom. Of bronze, ornamented with enameled flowers, they are a pleasure to touch and look at. They also contrast pleasantly with grasscloth into which they are set.

## of plain surfaces

There is something in the nature of man, as there is in Nature herself, that abhors a vacuum and hastens to fill it with more than void. In this respect the modernist movement with its blank white walls and unrelieved monotony, its stark contrast of one plain surface against another, has slowly been brewing a revolt spurred by a hunger for enrichment.

Filling the void, meeting the need for pattern and appropriate ornament, for the enhancing touch of beauty, designers and decorators are creating new hardware with a jewel-like quality, rediscovering and re-employing with taste and distinction older forms, such as carved and sculptured wood. Plaques and decorative brackets are being discovered again, often by the homeowner on his own, and put to triumphant use. We see in homes everywhere a new sense of individuality and of the unexpected that makes a home more than *(Please turn to page 274)*

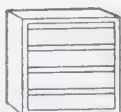
An amusing bit of wood carving of a hare peering out from behind boughs has been set into an open doorway as though it were a corbel. Carving makes an event of an otherwise pedestrian door frame. Albert Ives, architect.







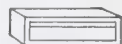
1-drawer chest  
36" wide



4-drawer chest  
24" wide



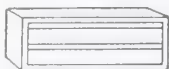
2-drawer chest  
24" wide



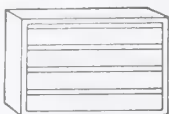
1-drawer chest  
24" wide



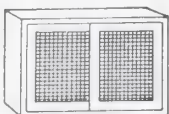
legs available in various heights



2-drawer chest  
36" wide



4-drawer chest  
36" wide



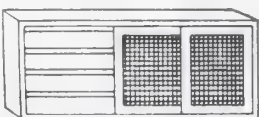
36" cane-door cabinet



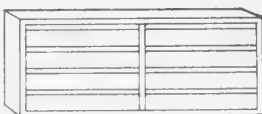
36" glass-door bookshelf or  
china deck



48" glass-door bookshelf  
or china deck



60" buffet cabinet,  
sliding cane doors



60" 8-drawer  
double chest



60" storage cabinet,  
sliding doors, 2-drawer



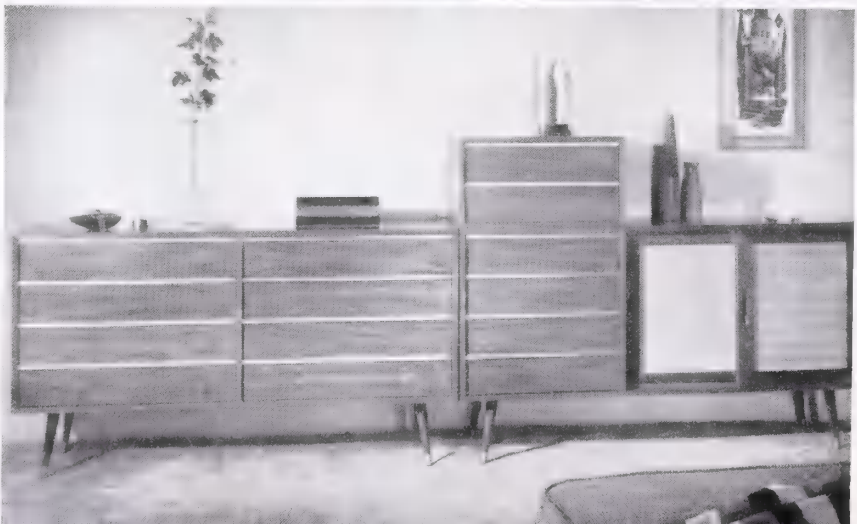
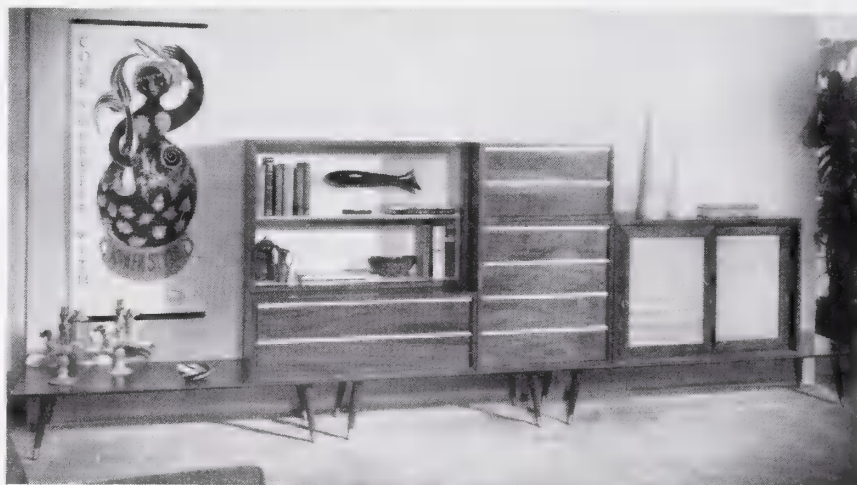
60" platform bench  
available 48", and 36" widths



Panel headboard  
available twin size, double  
bed size or king size

## Try these on your problem room

Here is a group of new furniture components designed to solve your own special problems. The collection includes 20 basic pieces, each complete in itself, but all can fit on or beside each other, so you can combine them to suit yourself. The units, in natural grained walnut, include chests with drawers and cupboards with sliding doors of cane or glass. Legs are available in various heights or the pieces can be mounted on benches to fit your special needs. We have shown three possibilities of the endless ways these units can be used to give you that "custom" look. This group was designed by F. B. Arthur for Brown-Saltman, Calif.





## Old art for a new look

Stone rubbings from wall carvings of the Han Dynasty of second-century China have been carefully reproduced to make a handsome new mural-like wallpaper. It is available on white, silver, or gold grounds with black print, and settles into an over-all effect that makes a contemporary background for either old or new furniture. The paper was created by Albert Van Luit. A set consisting of 4 panels on 11'6" strips, covering 9 linear feet, and a 3-roll bolt of the textured ground costs \$75.



FOUR PHOTOS BY MAYNARD PARKER

G. BARROWS



## You want dim lights?



Ladies whose best effects are by candlelight and their husbands who find television intolerable in normal room light will welcome this brand new lamp dimmer which enables them to fix the intensity of light in any room to suit their own demands. It's portable, you plug it in and attach your lamps to it, then just adjust the switch to the quality of light you want at the moment. Because it is light, you can move it around, obviating usual installation charges for more elaborate controls. This device was designed by E. Crouse of Edward Wormley Associates for the Superior Electric Company.



# Furniture that revives the age-old art of parquetry

By SARA LITTLE

We are seeing the rebirth of parquetry—an old, highly skilled technique of the master woodworker, by which strips of contrasting woods are cunningly inset into solid wood to create ornamental pattern. Thanks to this craft, new furniture, like the Sophisticate Collection by Tomlinson of High Point, has the preciousness of an object created by the human hand



A parquetry of butternut veneers, in blocks of opposing grains, panels the drawers of this triple dresser. Dresser itself is solid pecan, the basic wood of all this furniture. Doors of center cabinets, which can hold hats and handbags, are vertical "planking."

Squares of myrtle burl, in a satiny, swirling, light-catching grain, are set like panes of glass in the cabinet (right) and used again in door panels of sideboard. Drawer pulls, like elongated diamonds, are antiqued metal. Drawer fronts are butternut.







PHOTOGRAPHS BY VINCENT LISANTI, ALDERMAN STUDIOS



A subtle suggestion of the diamond shape runs throughout this furniture. See it in the pointed legs, in parquetry, in hardware, in the Baronio quilted cotton on the boomerang-shape sectional sofas. Frame and back stretchers are exposed pecan. Coffee table top is a block mosaic of myrtle-burl squares. Armchair fabric, Cheney-Greeff.

*Please turn the page*

Certain recurring elements of design—all of them dependent upon fine cabinet work—show up in every one of these pieces: precisely mitered framing which creates a pattern around all of the drawers, softly rounded turnings at the leg joinings. Yet each piece is individual, different. Desk top is inset with a herringbone pattern of zebrawood. Rug is a Cabin Crafts.





Further proof that wood is coming into its own is the new prevalence of exposed framing on upholstered pieces. Sofa here seems to be embraced by the curving frame of pecan. See, too, how wood is manipulated to follow the rounded contour of the cane-back chairs. A sunburst of butternut veneer patterns the cocktail table. Lamps are from Lightolier.

To the eye, this furniture has such delicacy that its high degree of function is not immediately apparent. Extension table, surfaced in an exquisite crossbar of butternut set into pecan, extends to 42" x 94" with two fillers. Diamond-footed cabinet, parquetry with zebrawood, serves living, dining or bedroom.





# Furniture that revives the age-old art of parquetry *continued*

This warm parquetry of woods creates such a variety of ornamental pattern that single pieces of furniture become unique in themselves. So for the first time in many years, furniture has personality. You may even feel as if you could fall in love with it, treasuring it for its grace and craftsmanship, just as you might cherish a precious, handcrafted heirloom



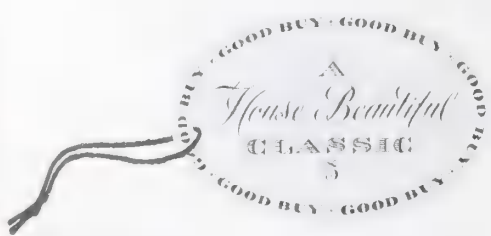
Furniture like this sideboard, parquetry in slim, elegant panels of myrtle burl, given dimension and pattern by the perfect mitering of its door frames, has the precious, cherishable quality of an antique.



This divider table, topped in richly mottled Portuguese marble and patterned in a herringbone parquet of zebrawood, has extraordinary usefulness that belies its looks. Equipped with cabinet, three drawers, and shelves, it could also be console, sofa table or sideboard.

*More photographs on page 189*





# HOUSE BEAUTIFUL

## CLASSIC No. 10



Timelessly pure design, many-faceted usefulness, and adaptability to all sorts of surrounding furnishings give this adjustable Sligh "High-Lo" table by Grand Rapids Chair Company the right to be called a classic—furniture for which we foresee a long and serviceable life. It is two pieces of furniture in one: With its graceful scissors legs raised to full height, it is a square card or snack table; with its legs scissored down, it is a coffee table. Beautifully built of all mahogany, this is a Good Buy, fairly priced at \$79.50.

By a simple, easy-to-make adjustment, the "High-Lo" rises from coffee-table height to a smooth, gleaming-surfaced dining, card or reading table, 27" high and 36" square with its two dropleaves raised.

PHOTOGRAPH BY BILL JACKSON







3 PHOTOGRAPHS BY GEORGE SMALL

As a coffee table, the "High-Lo" stands 17½" off the floor and 21" wide with side leaves down. When leaves are raised, as for the informal buffet below, they lock sturdily in place.



*For a nationwide list of shops where you may see the "High-Lo" table, please turn to page 289.*



# Some pleasures and problems of modern painting

By ROY McMULLEN

HOUSE BEAUTIFUL's Contributing Editor

"Modern artists, such as Picasso, are always present in their distortions to a degree in which Raphael is never present in one of his perfect Madonnas."

COLLECTION OF MUSEUM OF MODERN ART, NEW YORK



Modern painting, its enemies have been saying for the last 80 years, is painting in which the subjects, the thing represented, is distorted or destroyed. Ultra-modern pictures are simply those in which nothing can be recognized.

That's not a bad definition. Of course the "subject" of any work of art in any period may be just a pretext, and artists have always been rather high-handed. In a thousand years, said Michelangelo, no one would care what the Medici looked like. Still, nothing since the early Middle Ages quite equals the way modern painters *execute* their subjects. And anyone who likes the results, as I do, can be needled by a good question: What have we gained by this refusal to imitate nature?

That we have lost something is certain. No modern painter (my definition excludes our traditionalists) attempts the psychological profundity of a Rembrandt portrait, for example, or the terror of a Tintoretto crucifixion, or the pathos of the wrinkles that David noted in Napoleon's stockings. The qualities which sprang from a moral emphasis on subject matter are today diluted or missing.

Not all of these qualities were great. We can get along without some of the platitudes which comforted our ancestors. Yet we can't help feeling that painting has become less central. In-





COLLECTION OF MUSEUM OF MODERN ART, NEW YORK

"The shapes in  
a Braque still life  
do not even murmur,  
as do the dishes  
and glasses  
of an old Dutch  
master that someone  
has just  
left the table."



tent on esthetic problems, it no longer makes direct statements about the big, fascinating banalities of life.

It has also become less easy to enjoy. It has cut its literary moorings and sailed off toward the abstract arts, toward the realm of music, pottery and architecture, toward the country of connoisseurs. Some of today's pictures are as subtle, as hard to see, as the spatial relations in a fine building which has no history, and hence no guide to tell us stories while we look. We have lost the accessibility of the old masters.

What do we have left? I think we have some pleasures which our grandparents, with their attention fettered by anecdotes, messages and resemblances, often overlooked. We are like people who, having misplaced the words to a song, suddenly notice how expressive melody alone can be. In short, we have the pleasures of painting itself, liberated and intensified.

High on my list is a new awareness of pictorial personality. The individuality of today's painting styles makes the styles of the Sixteenth Century, for instance, look like assembly-line jobs, which, to an extent not usually admitted, they were. One might even risk the word "fun" here, for, although modern artists are serious people, dedicated to purposes ranging from the lyric to the cosmic, in

their choice of means, they are not afraid of wit, not above spoofing the staidness of our visual habits.

Looking at certain Picassos is like watching a cross between a hilarious bullfight and the slaying of Lewis Carroll's Jabberwock:

*One, two! One, two!*

*And through and through*

*The vorpal blade went snicker-snack!*

Naturally, the coffee pot, the girl's head, or whatever the ostensible subject may be, does not survive in its original state. If the bull wins, isn't the show a flop? Bull-fighting, Picasso would say, isn't really about bulls, and painting isn't really about coffee pots and girls' heads.

The matador analogy is far from adequate. Obviously, it doesn't apply to those abstract painters who scorn even a preliminary reference to subject matter, who won't even let the bull into the ring. All we see in a picture by Jackson Pollock is the flashing vorpal blade, or rather the darting drip of the paint bucket. Nor does it suit the gentle genius of a Paul Klee, whose works are like little machines, innocent machines. And it won't do for the many painters, both figurative and abstract, who produce a sort of handwriting whose appeal is like that of Japanese calligraphy.

But all these styles are royally unhampered by consideration for the rights

of the subject. And we feel about a good Picasso what Coleridge felt about certain lines of Wordsworth: if we were to meet it in a forsaken wilderness we would instantly shout "*Picasso!*" Modern artists are always present in their distortions to a degree in which Raphael is never present in one of his perfect Madonnas.

Next on my list is the pleasure in the forms which emerge when a subject is thoroughly executed. This kind of creation is, to be sure, a kind of destruction. Just as Don Giovanni's words are pulled out of their normal shapes in Mozart's music, so if the girl's head is symmetric and the picture calls for asymmetry, something has to give. And we all know what does give.

No truly modern painter has ever been accused of falling in love with his subject like Pygmalion. "Above all," Matisse once said, "I do not create women, I paint pictures." His countryman Jacques Villon is as explicit as a dentist: "I have to extract rhythms and volumes from the subjects, just as one has to extract a diamond from a vein of rock." Snicker-snack.

But this ruthlessness has paid off. We haven't had, in Western art at least, such a flowering of new shapes, patterns and rhythms, such a burst of pure invention, since the great (*Please turn to page 256*)





*All over the country wine tasters  
are finding it difficult to make a choice between fine  
French wines and California's "premium" wines*

By POPPY CANNON

## TIME TO TAKE A NEW LOOK AT







## THE MODERN EPICURE

If you think you have already made up your mind about California wine, if you've heard and believed that "they may be all right as *vin ordinaire* but nothing special," maybe you have another think coming.

Twenty-five years have now passed since Repeal. Techniques have improved enormously. Vineyards replanted with the great wine grapes of the Continent have had an opportunity to come into full bearing. Most important of all, more and more of our vintners are becoming quality- rather than merely quantity-minded.

As a result, we now have fairly well distributed in many parts of the United States a group of premium or great-name wines—the top wines of California. They comprise only 4 per cent of the total production, but they represent an extraordinary advance. No longer are they pale and wan imitations called Burgundy, Bordeaux and Sauternes. They now carry the proud names of their own locales. Sound and worthy, they can hold their own anywhere.

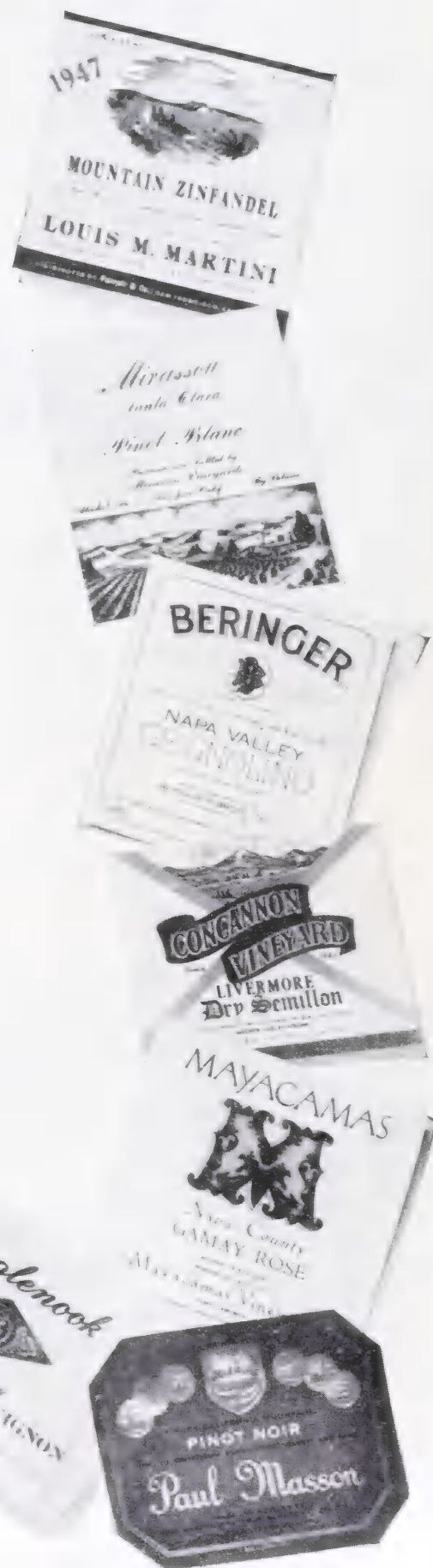
If you find all this hard to believe, taste for yourself. The next time you give a party, when you plan to serve at least two bottles of wine, serve your favorite French wine and along with it a California wine of approximately the same character. (You will find a list of suggested pairs on page 267.) Present both wines in wrapped bottles or in decanters marked for identification, and provide two glasses for each guest, also marked.

Ask yourself, ask your guests: "Which is the import? Which do you prefer?" You will find it's not an easy test. Your answers may amaze you.

Even those with the most highly educated palates, who can easily discern the origin of almost any wine, have been heard to say, with delight and surprise: "It's not that California wines are so similar to French, but in their own right *so good*."

You will find that comparative tests of French and American wine pairs make excellent conversation at any party, but they do far more. They help to educate the palate and (Please turn to page 266)

Sixteen labels of  
some of the finest premium  
California wines



# CALIFORNIA WINES



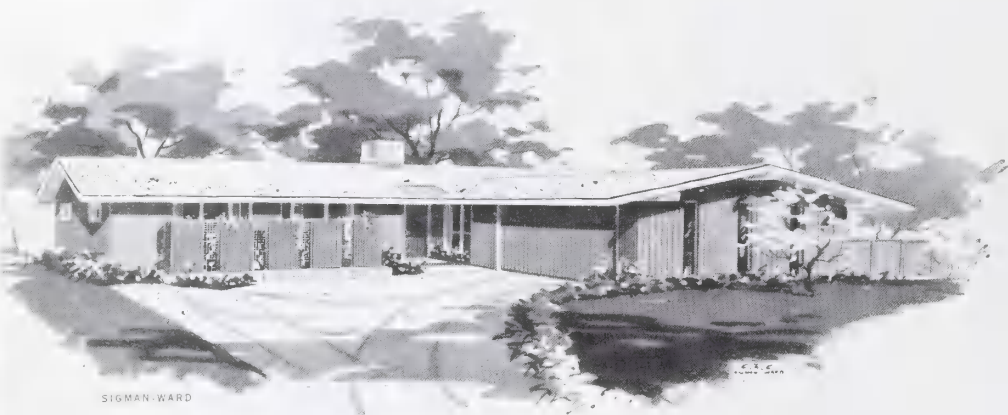
PHOTOGRAPHS BY PINNEY-BEECHER



# Two Darlings of the Fifth Decade

**1** The 4-bedroom, 3-bath house  
for under \$25,000

**2** Furniture that regroups and  
recomposes in many ways  
and in any room



By FRANCES HEARD

One of the most felicitous facts of life in mid-century America is the fast rate at which custom-order comforts and amenities are finding their way into ready-made houses and furnishings so that great numbers of us can now enjoy them. This, for instance, is a seven-room, \$23,500 tract house, built in Sherman Oaks, Calif., by the Modern Trend Construction Company. Yet it has four generous-size bedrooms and three baths. It stands on a \$9,250 lot and has \$2,000 worth of landscaping and fences. Wall-to-wall carpeting is included in sale price. It was furnished by Barker Brothers, Los Angeles, with "Counterpoint," an ingeniously adaptable collection of furniture designed by John Van Koert for the Drexel Furniture Company, ready-made in 1956.



There's hardly a piece of this furniture that cannot serve another function or fit appropriately into different surroundings. Woods are delicately grained mahogany trim against the bolder grain of wild cherry, used on broad surfaces. A few years ago, such a wall of glass doors opening onto a terrace would hardly be expected of a tract house.





Strong architectural detail, like the concrete-block fireplace wall, is now frequently found in development houses. Similarly, you now see former "custom" detail in ready-made furniture, as in the leather-inset coffee table. Round Formica-top table is easily portable.

The wall-filling piece shown twice below is a three-drawer bachelor chest supporting a storage deck. Both can combine with other pieces to serve different uses. Right, below, chest may have cantilevered top. Left, below, dining room is in L-area of living room.



PHOTOGRAPHS BY MAYNARD PARKER

*Please turn the page*





MAYNARD PARKER

One of the many niceties in this development house is the solid wall of window at one end of the kitchen. This opens up the whole room, increasing the sense of spaciousness, and provides a charming breakfast corner overlooking a planted area outside. "Junior"-size table extends to 96". Chairs have slip seats, easily recovered.



Rarely in the past would a tract house offer such a commodious bedroom. This master bedroom can accommodate twin beds, night chest, lounge chair, dressers, and the desk and chair shown here. Headboards are beautifully simple cherrywood panels, banded in mahogany. Night chest, between beds, has two drawers and a lower shelf.



The entrance hall gives a first impression of spaciousness, enhanced by a wall pattern of concrete block which is reminiscent of a shoji, hence suggests space beyond. Built-in planting ledge is another refinement once seen exclusively in custom-built houses. Cupboard, shown as a hall console, has two shelves, could go anywhere. Brass pulls on case pieces are centered in cherry discs.



### Two darlings of the fifth decade *continued*



The realistic engineering that went into the design of this serving cart would once have had to be commissioned on special order. Besides a Formica top surface and a movable center shelf, it has drop leaves which rise to extend the serving area from 34" to 62½". These leaves go down flush with the frame, becoming solid side panels, giving cart the look of a stationary serving table or bar.

*Please turn the page*





### Two darlings of the Fifth Decade *continued*

Divider deck, with three gracefully extending shelves, forms a break-front when it's stacked on the five-drawer buffet (also shown above). Far right, same divider, set on a coffee table, turns into a low bookcase. Since case pieces have same wood, finish and trim, as well as compatible dimensions, they all go together perfectly.







Left to right, see how the uniform height and depth of three "Counterpoint" chests and two storage decks let them group into three different "pieces" of storage for a dining room. The same chests may be used individually or with different top units. Both decks have two shelves and magnetic door catches. Double-door deck, with its subtle T-pattern created by mahogany trim, and the broad three-drawer bachelor chest compose the highboy on page 197. Small chest might be a lamp table.

Now see how the double-door storage deck, set on the same extension table you saw in the dining room, creates this modern, room-dividing version of the old French *secrétaire*. The table is a writing or reading surface and the deck accommodates stationery, files, etc. Note that high storage decks like this permit full use of upper walls, which are often wasted.



Please turn the page



Two darlings of the Fifth Decade *continued*

There's lots of wall space in this bedroom for generously sized storage pieces. Left, a double dresser extended by a little square chest. Right, the same pieces separated by a desk which fits in neatly as a dressing table. Notice that the gently tapered mahogany frames form a pleasant pattern when pieces are lined up. Bed footboards are formed into flat shelves for seating or luggage.

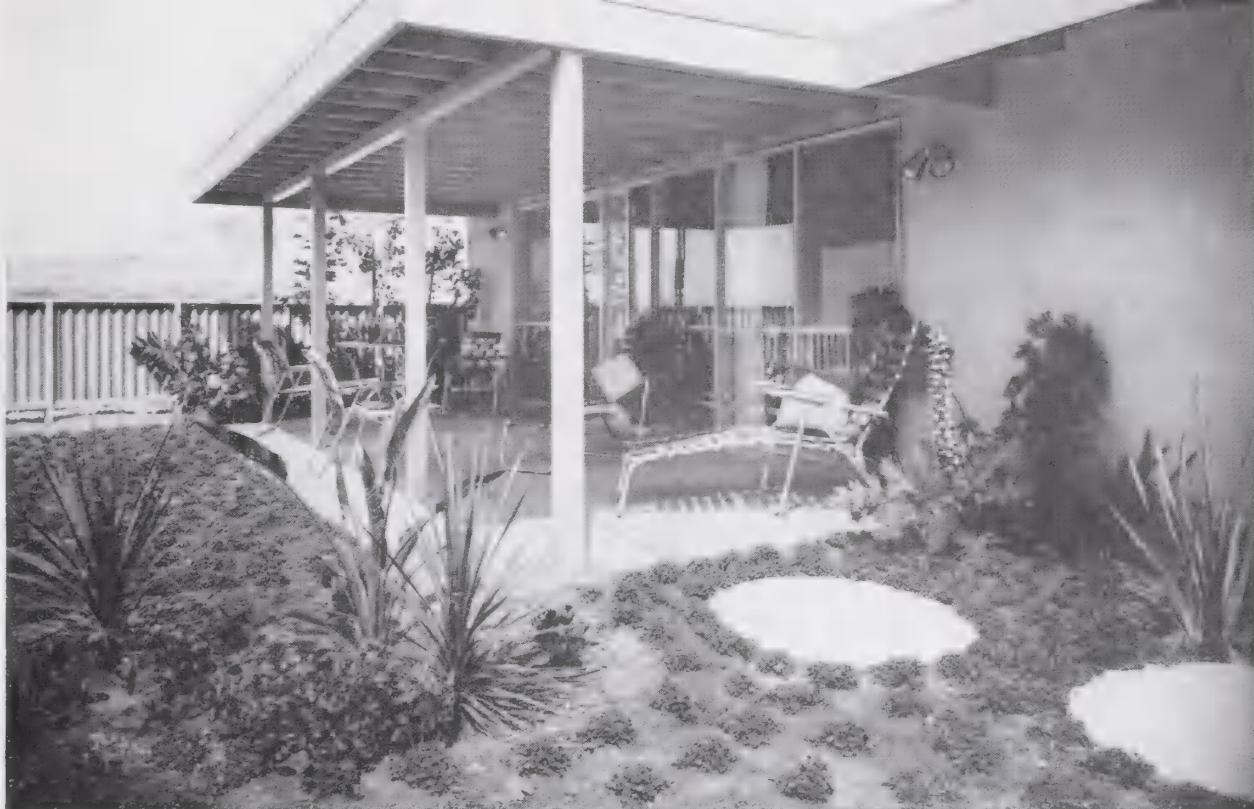
MAYNARD PARKER



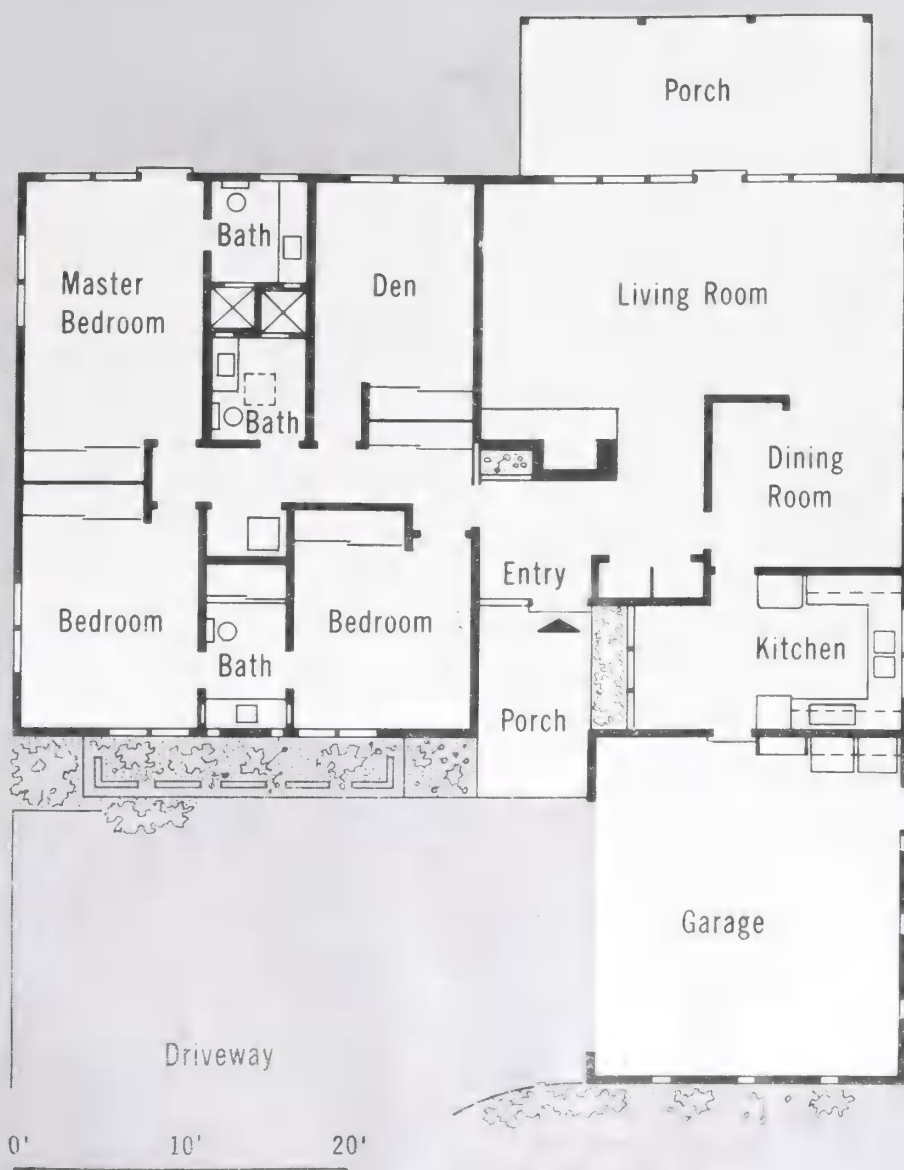
This desk answers a crying need that would formerly call for a custom-made solution. It's a real working desk, but in living-room-calibre design. It not only provides a pull-out shelf at the right height for a typewriter, but also stores the typewriter in a tambour cupboard built into its base. Pedestal contains a deep file drawer and a paper drawer. A long flush drawer is set into the apron.

*More details of furnishings and construction on page 265.*





Typical of the stylish detail that is now going into tract houses, the porch ceiling outside the living room is patterned with beams which present a visually interesting texture when seen from inside. A Transite fence and cast-concrete stepping stones are landscaping features.



Floor plan of this house, which is copyrighted by its builders, shows realistic appreciation for the requirements of pleasant modern living. Bedroom wing is separated from busy living area. Den is usable as a fourth bedroom.



# Furniture with the emotional appeal of ornament

By MARION GOUGH

It is probably the emotionally satisfying presence of ornament that gives the new furniture its essential newness. It has been so long since designers dared disturb the "purity" of functional forms with added embellishment that our eyes are hungry for the sight of pattern and variety. It comes as such a spontaneous delight that we realize how very real has been our emotional need for such eye-appealing, extra beauty in objects of daily use.

You see this new or, rather, newly discovered ornamental play of wood against wood, this renewed acknowledgment of the age-old craft of cabinetry, on these five pages in the Johnson Furniture Company's "Forward Trend" collection of living room, dining room and bedroom furniture. Ornament here is intrinsically part of the furniture, not mere applied furbelow. Designer Bert England, of Cannell and England, exploits the color and grain of walnut, the basic construction wood, and teak, creating patterns of walnut in light and dark tones, composing "tiles" of teak veneer in a modern mosaic, which is the collection's signature. Architectural settings here are by Cannell and Chaffin. Virginia Arnold of that firm was the decorator.

ALL PHOTOGRAPHS BY WILLIAM HOWLAND



An eye-pleasing "tiling" of teak veneers composed in a mosaic-like pattern covers door panels of the walnut sideboard, shown partly open, left. This mosaic motif runs like a theme through the whole collection. Legs are brass and the top is surfaced with travertine.







An esthetically satisfying pattern of straight walnut graining juxtaposed with teak veneer on cabinet doors makes this clean-lined, highly useful chest-cupboard an ornament in itself. Brass-bound game or dining table, below, is dark walnut with a circular center inset of teak. Rug, V'Soske. Lamp, Hollywood Lighting Fixture. All interior paints custom-mixed by Martin-Senour.



*Please turn the page*



## The emotional appeal of ornament

*continued*

*New furniture, embellished by patternings of wood against wood, is making us realize how great is the human eye's pleasure in ornament, which transforms mere function into pure delight*



Eye-intriguing brass grillwork, inset over panels of this walnut headboard, is applied ornament, but made to seem an intrinsic part of the furniture. Pattern on chest is achieved by beveled moldings. Tables are marble-topped. Fabric, Boris Kroll. Brass, Stembridge Co., Gulistan carpet, Karagheusian.

Cane-back chairs with pale walnut frames, combined with a table of dark walnut in contrasting grains, create interesting color pattern. Seats are white leather, Upholstery Leather Group. White leather and walnut-stick blinds, Webb Textiles. Tableware, E. A. Rood & Company. Sterling, Oneida Heirloom.

*Please turn the page*









Sectional sofas, in a Boris Kroll fabric which echoes the mosaic motif in this collection, have airy walnut frames, look handsome back and front. Sofa table, paved in teak mosaic, opens by brass rings to become a dining table. Marble-top coffee table is webbed with leather strappings.



WILLIAM HOWLAND

Endlessly useful walnut bench, strapped with leather, is shown, left, with solid walnut bed. Wallpaper, Van Luit. Above, hinges pattern a walnut chest. Vinyl floor, Robbins.





Hanging cabinet above teak-and-walnut chest presents an ornamental pattern of white and gold—actually white leather door fronts punctuated with square brass buttons. Pieces are separate, could be used in other combinations. Cushions turn tiny, brass-trimmed tables into extra seats.

*More photographs on page 226*



Above, ornamental pattern of teak mosaic is interpreted in armchair fabric by Boris Kroll. Right, chests, usable alone or in series, are walnut. Wallpaper, Van Luit.







# Roll out the red carpet

By VIRGINIA STANTON

House Beautiful's Party Editor

The entertaining season is rolling around again so it is time to examine that much-abused party device called "the cocktail party." What was wrong with the ones you went to in the past—and the ones you gave? Did they last too long? Were they marked by crushed masses of people who couldn't hear each other talk for the noise? Did people try to make a meal out of the *hors d'oeuvres* in lieu of real food? When should a cocktail party be truly an eating party, and how is the hostess to manage both types of food at the same time?

I'll tell you what I think, and it may help clarify what you think and what you do.

I think a cocktail party that extends over several hours (such as from 5 to 8) must be planned so that a lot of substantial food can be eaten by those who want it. Since the time of arrival is casual, some will come before they go to the theater and others will come after late appointments. The theater-goer can't manage both a cocktail party and a dinner, so your food offerings should be hearty enough to hold them till after the show, when they can get a late supper. And those people who come early and stay and stay certainly need to be fed, if for no other reason than public safety on the highways. In short, if the drinking period extends over a period of time, the hostess should plan for really hearty eating, with a real meal to be served at the end—say after 8:30—for those who are still around.

To keep yourself from tiring, so you will be able to produce a real meal after most of the guests have gone, you need to be organized properly. The cocktail part of the party must not leave you limp and worn down. Everything about your planning affects this goal.

It starts with the selection of your guests, for after all they actually "make" the party. If your guests do not "go together," no amount of effort on your part will save the party from being a flop. So don't start with the thought of "paying back" all the people who have entertained you. Too many cocktail parties are motivated by wanting to get rid of one's obligations in one fell swoop. I would much rather have the friends I want, even if I have had them several times without being asked to their house. You will have more fun yourself (Please turn to page 301)

## PARTIES

that make you  
famous

When a cocktail party is to turn into a supper party for a few lingerers, special arrangements need to be made to keep the facilities of the early part of the evening from interfering with the second part. Here, in the home of Mrs. Ralph Hammonds, of Pebble Beach, California, Virginia Stanton has arranged for self-service of the food itself, but she has provided sit-down places for those who remain to eat a meal. Danish furniture from R. M. Kasper, Table linen, coffee cups, dinner plates from Corner Cupboard, Carmel, Calif. Blue casseroles are Dru-iron, imported from Holland by Evans International. Sterling flatware is "Autumn Leaves" from Reed and Barton. Note how sliding door can close off kitchen from dining area. Robert Stanton was the architect for the Hammonds house.





*Here's a real round-up of the season's best 16mm home movie films for children's parties and family get-togethers*

# Fiction, fantasy and fairy tales on film

By CECILE STARR

House Beautiful's Home Movie Editor

Good films for the family have been so scarce for so long that when suddenly several dozen fine productions come along it's an inundation. Family viewers will be the first to rejoice in the new selection of animation films, each group having its unique technique and each involved with the wonderful world of make-believe.

To give a brief introduction to all the riches that are described more fully below, we have at long last five of those enchanting UPA cartoons. Then we have seven films by Morton Schindel which brings to life the color drawings and stories of outstanding children's books. In addition, there is a series of silhouette films by Lotte Reiniger, familiar fairy tales recreated in her distinctly original style. And last, if a lagniappe is needed among all these other delicacies, there is a new batch of short Disney cartoons, plus the charming full-length "Dumbo," recently released for 16mm showings.

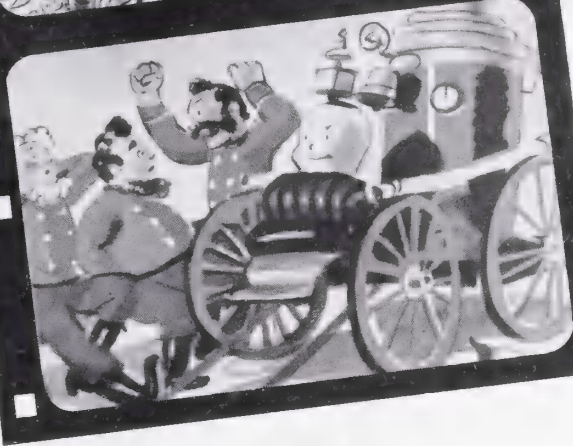
You'll be wise to plan your children's film parties right away and order the films as soon as possible for the coming months. Rental and/or sales information is given for each group of films as well as the source of distribution.

If the UPA cartoons come first on my list, it is at least partly because I, with many others, have waited so long for them to be released for home consumption. This group of five color cartoons clearly capsules the new look in animation which UPA has ushered in during the ten years of its existence. It is a style which exudes a joy of living and a good-natured humaneness, seldom before found in comedy cartoons. *Gerald McBoing Boing*,

Currently available on 16mm animated film are many make-believe favorites for the young at heart as well as children.







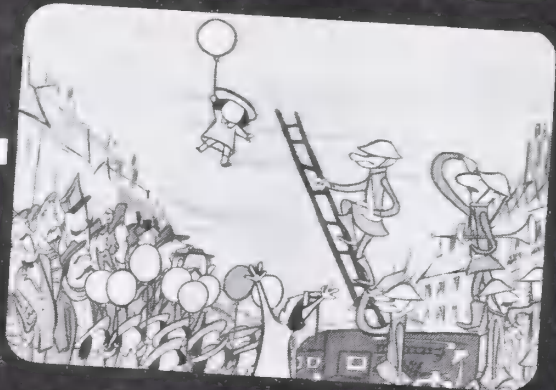
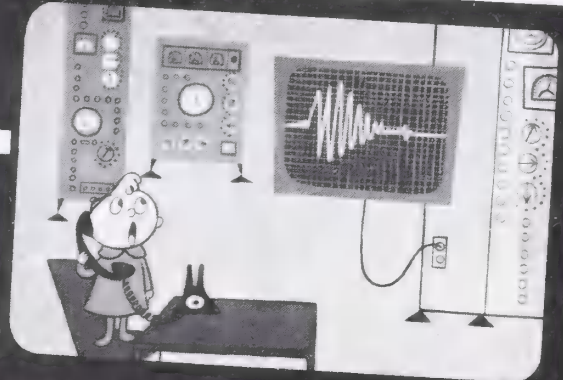
Story book tales, charmingly reproduced on film in black and white and color, are the perfect entertainment for a children's party.

for example, has made a name for itself even among the people who can't remember the name. They vaguely recall that it was about a boy, whose real name was Gerald McCoy, who couldn't speak words, but, perhaps as a tribute to this mechanical age, went "boing boing" instead. Its witty rhymed narration, based on a character conceived by "Dr. Seuss," bounces along with one delightful scene and surprising sound after another. It won an Academy Award for UPA and is sheer delight for everybody.

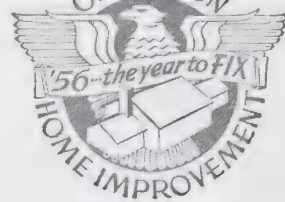
*Madeline*, an almost exact, word-for-word, picture-for-picture translation of the Bemelmans book, adds only movement, a delightful pace and a woman's voice to what is already a wonderfully appealing story. If you don't know both the book and the film, you've denied your children and yourself one of life's riches. It tells in rhyme about twelve little girls who live in a Paris school. The youngest and smallest is Madeline, one of the most unforgettable characters you'll ever meet. The humor is gentle and real, just right for family entertainment. And it's a film that is just as enjoyable the second time as the first.

*Family Circus* evokes some sound psychological thinking in its fanciful behavior of an older child, as finally revealed in a drawing which her perplexed father discovers. As soon as he realizes that she is jealous of baby brother, he decides that the solution is to pay more attention to her. It is, indeed, a family circus. I can't be sure whether children will enjoy it or not, but I rather suspect that they will. (Please turn to page 295)

Everyone will delight in such UPA characters as Gerald McBoing Boing, Mr. Magoo, and Madeline, now on film for home use.







# Fall is the time to remodel the garden

By DR. JOSEPH E. HOWLAND

*Don't overlook the outdoors when you remodel.  
Your dollars stretch three times farther when buying  
outdoor living space. Work started now pays off  
in permanently better living within six months.*

Fall always brings a certain amount of change, in the garden anyhow—overcrowded iris or daylilies to be dug and divided, wind-whipped lilies or delphinium to be moved to sheltered spots, storm-damaged trees to be repaired and their tops thinned out, new roses to be added, shrubs to be planted, a lawn to be redone, fences to be built or paths to be paved.

The days are crisp and sunny—pleasant for plants and planter. Sunsets are early, a warning to plants to prepare for winter, meaning to confine their growing efforts to pushing forth new roots from now until spring. This insures that fall-moved plants get a big head start over those that don't get into the ground until spring. Lawn grasses grow nearly all winter, so scars from construction work disappear fastest when re-seeding can be done in the fall. But don't delay. It's already late for fall (*Please turn to page 283*)



**1** Remodel this fall and your garden can be as colorful as this next spring. Lawns trampled and torn up, and soil packed unavoidably by construction, have a winter in which to heal.



**2** Even evergreens are safely transplanted in the fall. Keep them well watered right through the first winter and shaded from winter sun, too, to keep the leaves from baking dry.

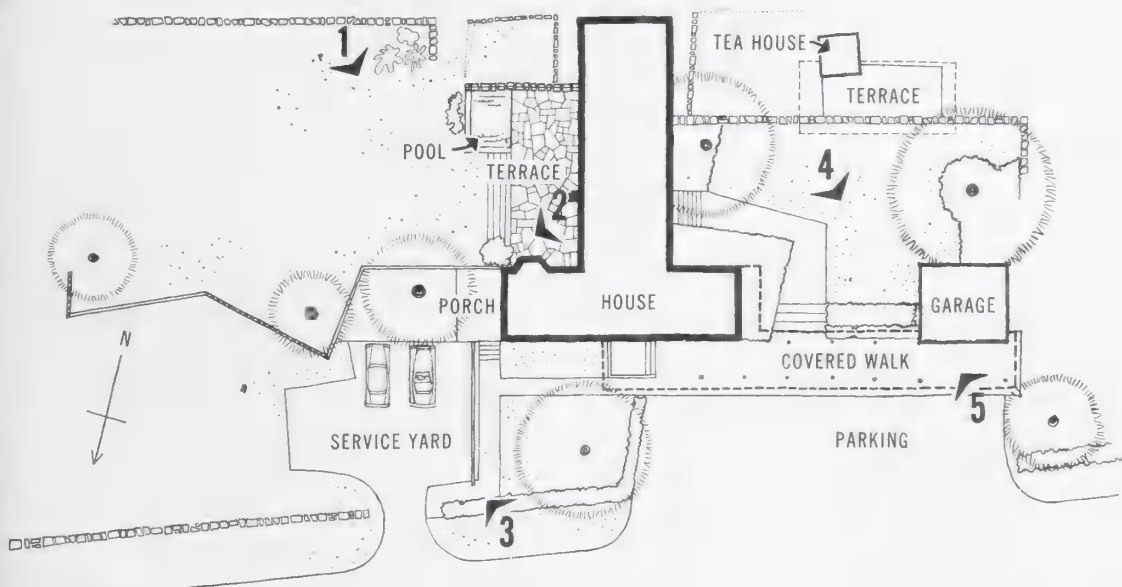




**4** Plants are resting now, have no new tender growths or swollen buds to fall off when bumped as in the spring. Shoots are rubbery, not crisp. Rhododendron here stayed; smaller plants were dug and replanted out of the way in a temporary home away from construction hazards.

Garden remodeling by **Dan Kiley**,  
Landscape Architect

**5**

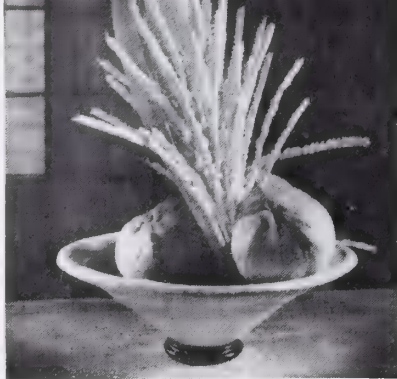


New garden takes advantage of existing trees by threading its new fences through them to capture fine views and screen service yards. House sits atop high foundation but doesn't seem to because the big sunpocket terrace (west side) is raised up to floor level. Breezy, cool midsummer terrace is at a lower level but skillfully made to seem conveniently near the broad sweep of lawn built up at the back door. Off-street parking for a dozen cars is provided by the new plan, with all cars handy to a covered path to house.



**5** Fall is the best time of year to pave (this is the service yard), also to build and paint fences (eye-stopping here, area-defining but see-through between gardens, left photo).





Investigate the unusual but appropriate; here, coconuts with a burst of blossoms from coconut palm.

Sago palm fronds, pulled apart and rearranged compactly and incurving. Old Chinese container echoes incurves.

## The right container for the right plant for the right spot

ALL ARRANGEMENTS ON THIS PAGE BY ETAI ASATO,  
IN HOME OF MRS. PHILIP SPALDING, HONOLULU



Rare Chien Lung apple green lacquer table is so light and feathery that any arrangement for it should be equally delicate. Here nandina branch echoes and heightens setting.

*Flower arrangements don't exist in a vacuum. The total environment is what you must calculate in order to get the best results*

Why do the flowers in some houses always look as though nothing else would be quite so fine for the spot? The secret really isn't difficult to find. Begin by looking not just at the flower arrangement but at the over-all use that is made of it. Study the photographs on these four pages as Lesson 1. Note the rightness of flowers and container for each other. Both are appropriate to each other and to the location—in scale, weight, capacity, and visual importance. They are also in sympathy with the feeling of the room. Always the flowers are kept healthy and happy, a good point to recall when tempted to crowd a big plant into a too-small container.

Remember, too, that container and flowers must not compete for attention: Quite ordinary flowers become like jewels, treasures in an exciting setting, while strikingly beautiful flowers should have a more quiet container that people won't notice. No matter what the inborn quality, though, the container must be right in color for the particular flower and leaf colors. Failure here is common, often making fine plants look tired and old.

Start now to assemble your own collection of containers, linking them to your preferences in decorating and plants. And study "the complete picture" at every chance.





Which bamboo is real, which only wallpaper? The merger is so imaginative and appropriate that illusional depths are created which make the flat walls almost non-existent. Home of Mrs. Alice Bowen, Honolulu.



The right container for the right  
plant for the right spot *continued*

Building an agreeable scene with accessories and plant materials calls for discipline and imagination if you want to avoid clutter. Unifying mood here is oriental. The arrangement uses sheared papyrus and old, carved and gilded temple lotus leaves and blossoms. On table is bird-cage summer picnic basket and old Chinese ivory birds. Home of Alice Spalding Bowen.



Bamboo and its own shadows for a plain wall. Tops of bamboo canes are hollowed, then water-filled. Base sits in water hidden below rocks. Canes sprout readily; the leaves remain fresh for a year or more.

Dramatic flowers like the hanging heliconia need only a simple background and a container. This and left photograph, home of Mrs. Philip Spalding, Honolulu.





With such a beautiful Queen Anne lacquer chest and the companion Tuscan 18th-century chairs, the temptation would be to use a small arrangement in an unimportant container. Instead, Mrs. Spalding uses a big Han pottery jar filled with an arresting, fruit-laden branch of the pomegranate that repeats the scale and feeling of the Chinese painting seen beyond. Harry Bent, architect.

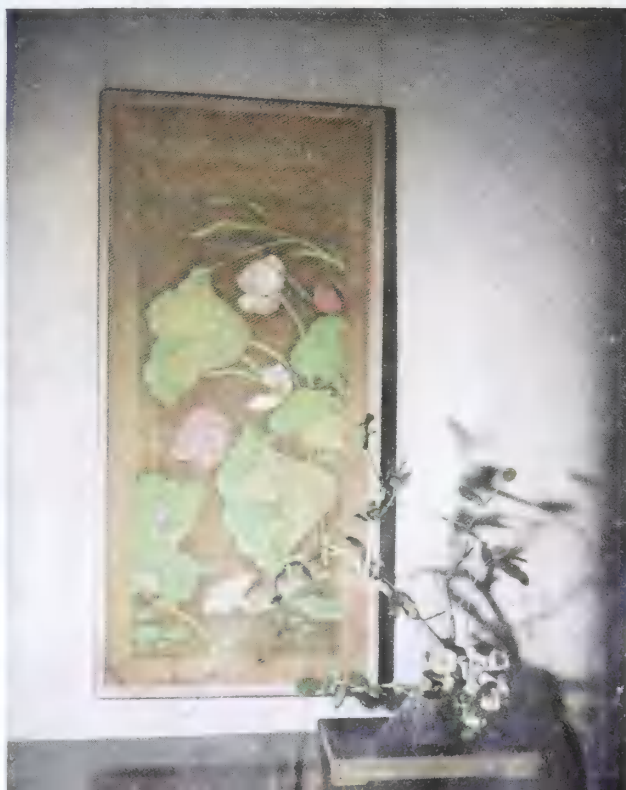


HOME OF MRS. ROLAND KLEMMER



A magnificent angel wing begonia stands in lead-decorated Persian water bucket beside Korean chest (left).

Camelias and stump of sandpaper vine echo the feeling of an old lotus painting. The table is Chinese black lacquer.











Pompon



Spider



Single

## Plan now for Chrysanthemums in your garden

Success is inherent in chrysanthemums. No matter how little care you give them, chrysanthemum plants set in a moist, sunny site in spring are almost certain to flower in the fall.

But the difference between floppy stems scattered with blossoms and a display like the one shown opposite is a matter of management. It is knowing what to do when, and, more important, of knowing the basic reasons behind each step, so that you can adjust your plan to unusual situations if the need arises. Happily, chrysanthemum needs are few.

Modern chrysanthemums are vigorous plants. In the garden most varieties reach their flowering peak in one growing season. Unlike peonies, they don't improve if left undisturbed from year to year. So, to be certain of quality, all but a very few chrysanthemum varieties should be divided or started anew from cuttings each spring or at least every (*Please turn to page 312*)

By JEAN LAWSON

Decorative



Anemone



Exhibition



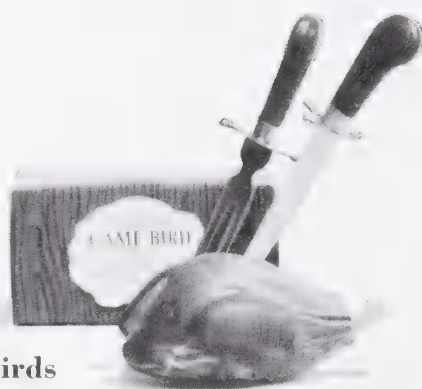
Chrysanthemums—the provident gardener's rich reward—cascade from the wall and fill a terrace corner with their rich color. Plants were grown elsewhere in containers and then brought to the terrace for this final display.

DRAWINGS BY WYSSIE FEININGER



Any time, anywhere in these United States, you can serve this delectable meal. For, if items are not available locally, you can order them by mail

## THE NO-WORK GOURMET MENU



### Smoked Game Birds

Have a juicy smoked pheasant (\$6.50), Madame. Or a Guinea hen (\$5.50). Or a brace of two smoked Rock Cornish game hens at \$7.95. Order from Fin 'N' Feather Farm, RFD 2, Dundee, Illinois. For fullest enjoyment of golden skin and sweet juicy meat around the bones, cut up as for fricassee. Serve as finger food. On a coolish day, wrap birds in foil, warm in the oven.



### Blue Lakes Salad

#### à la Sylph

Blue Lake beans are a special type from the Northwest, heaven ordained for canning. Such color, such flavor, such crisp texture! There are many brands. If not at your store, order from Jack and the Bean Stalk, Box 1938, Salem, Ore. Case of 12 cans \$4 postpaid west of Denver, \$4.40 east. Bewitching low-calorie "Sylph" dressing, House of Herbs (79¢, Charles & Co., N.Y.C. 17).



### Chilled Consommé with Caviar

Cut into a 32-oz. can of Sey-Co's beef consommé well chilled, a 2-oz. jar of Romanoff Black Seal Caviar (\$2.05). Top each serving with sour cream and sprinkle with Spice Islands dried dill tops or shredded green onions (80¢). Consommé, \$1.10 each or \$13.20 a dozen from Sey-Co Products, Van Nuys, Calif. Caviar and herbs from Charles & Co., 280 Madison Ave., New York 17.



### Curried Rice from a Can

Your guests will say, "This *couldn't* come from a can!" Onion-scented, studded with bacon bits, it's one of five international rice dishes available through Food Originals, Inc., (P.O. Box 53, Midwood Station, Brooklyn 30, N. Y.). They also make Balkan pilaf, New Orleans jambalaya, risotto Milanese, Mexican arroz. Five cans, \$3, all one kind or assorted. West of Mississippi, add 50¢.



PINNEY-BEECHER

### Figaro! Figaro!

For dessert make a dramatic serving of "Figaros"—purple, moist and kingly California figs, roundly stuffed with huge English walnut meats. You'll serve, at most, two per person. "Figaros" are packed by Sey-Co, 14657 Lull Street, Van Nuys, Calif. (2-pound box \$4.50). They are so popular they are rarely available after Christmas, but they are packed so they keep for months.



# House Beautiful Salutes



**T**he first nation-wide educational program to show you how you can really live better through the wider, wiser use of electrical equipment



*New step-by-step  
ideas to help you*  
**LIVE BETTER**  
*Electrically*

Throughout the years, House Beautiful has kept you abreast of the newest and best in electrical equipment to make your life easier, brighter and more enjoyable. Now House Beautiful makes available to you in this wonderful 72-page booklet published by LIVE BETTER . . . ELECTRICALLY, "New Step by Step Ideas to Help You LIVE BETTER . . . ELECTRICALLY"

—as a summary of all the things we have published for you on the subject of using electrical equipment for a better, happier, more efficient life. Get a copy at your local utility company or write LIVE BETTER . . . ELECTRICALLY, Box 505, Great Neck, Long Island, New York, enclosing 10¢ to cover cost of handling.



The products shown on the following advertising pages can help you live better electrically.







*traditional or modern...*

**THE BEST THINGS IN LIGHT ARE MADE**





*Parade starts at Lightolier. And fashionable decor sort with Lightolier fixtures. For example, the hanging garden of light at far left offers a touch of tradition in enchanting dress. Tiny brass candles upon gleaming matrices in the air, frame the white candleabra in a golden bask. At near left, a gleaming globe of opalescent glass, caged in warm, wonderful wicker. It adjusts to any height. At upper right, the original "Traveler", glides across the ceiling to follow an expanding cable. If you want to save space beautifully, try a wall lamp like the busy sample of basketry craftsmanship at right. No matter what your taste, you'll find a Lightolier*



## BY LIGHTOLIER

to suit you (and expert free home lighting advice!) at the showrooms of the authorized distributors listed here. See them now.

**LOOK HERE FOR THE AUTHORIZED LIGHTOLIER DISTRIBUTORS WHO CAN SHOW YOU THE BEST THINGS IN LIGHT...AND GIVE YOU FREE HOME LIGHTING ADVISORY SERVICE**

AKRON, OHIO: The Sacks Elec. Supply Co.  
ALBANY, N. Y.: Meginnis Elec. Corp.  
ALBUQUERQUE, N. MEXICO: State Elec. Supply Co.  
ALLENTOWN, PA.: Coleman Elec. Co.  
AMARILLO, TEXAS: Nunn Elec. Supply Corp.  
APPLETON, WISC.: Moe Bros. Northern Co.  
ATLANTA, GA.: Atlanta Ltg. Fix. Co., Inc.  
Noland Co.  
AUSTIN, TEXAS: Blond Elec. Supply Co.  
BAKERSFIELD, CALIF.: San Joaquin Whise. Elec. Co.  
BALTIMORE, MD.: Hoffman Elec. Supply Co.  
BATON ROUGE, LA.: Electrical Wholesalers, Inc.  
BENTON HARBOR, MICH.: West Michigan Elec. Supply Co.  
BIRMINGHAM, ALA.:  
Mayer Elec. Supply Co.  
Wells Elec. Supply Co., Inc.  
BOSTON, MASS.:  
Boston Lamp Co.  
Mass. Gas & Elec. Light Co.  
Henry L. Wolfers Co.  
BRIDGEPORT, CONN.: B. M. Tower Co., Inc.  
BUFFALO, N. Y.: Buffalo Incandescent Ltg. Co.  
CAMDEN, N. J.: Camden Elec. Co.  
CHARLESTON, W. VA.:  
Virginian Elec., Inc.  
CHARLOTTE, N. C.: Independent Elec. Supply Co.  
CHICAGO, ILL.:  
American Elec. Supply Co.  
Englewood Elec. Supply Co.  
Harlo Electrical Supply Co., Inc.  
Steiner Elec. Co.  
Wholesale Elec. Supply Co.  
CINCINNATI, OHIO: B. & B. Elec. Co.  
CLEVELAND, OHIO: The H. Leff Elec. Co.  
COLUMBIA, S. C.:  
Capitol Elec. Supply Co.  
Noland Co.  
COSTA MESA, CALIF.: Harry M. Whetsel Ltg.  
DALLAS, TEXAS:  
Cockrell-Winniford Co.  
Rogers Elec. Supply Co.  
DAYTON, OHIO: Martin Elec. Co.  
DAYTONA BEACH, FLA.: Hughes Supply, Inc.  
DENVER, COLORADO: The Central Elec. Supply Co.  
DES MOINES, IOWA: Weston Lighting, Inc.  
DETROIT, MICH.:  
Madison Elec. Co.  
Michigan Chandelier Co.  
DURHAM, N. C.: Noland Co.  
ELGIN, ILL.: Fox Elec. Supply Co.  
ELMIRA, N. Y.: Brady Supply Corp.  
EL PASO, TEXAS: Lighting Unlimited  
ERIE, PA.: Kraus Elec. Co.  
FITCHBURG, MASS.: Service Elec. Supply Co.  
FT. LAUDERDALE, FLA.: Edison Elec. Supply Co.  
FT. WAYNE, IND.: Schlatter Hardware Co.  
FT. WORTH, TEXAS: Anderson Fixture Co.  
GAINESVILLE, FLA.: Hughes Supply, Inc.  
GARY, IND.: Englewood Elec. Supply Co.  
GREENVILLE, S. C.: Sullivan Hardware Co.  
HAGERSTOWN, MD.: Noland Co.  
HARRISBURG, PA.: Fluorescent Supply Co.  
HARTFORD, CONN.: Beacon Light Supply Co.  
HOUSTON, TEXAS:  
Ideal Ltg. Fix. Co.  
Marlin Associates  
Worth Elec. Supply Co.  
HUNTINGTON, W. VA.: West Virginia Elec. Co.  
INDIANAPOLIS, IND.: Farrell-Argast Elec. Co.  
JACKSON, MISS.: Stuart C. Irby Co.  
JOHNSTOWN, PA.: Reese Elec. Supply Co.  
KALAMAZOO, MICH.: L. R. Klose Elec. Co.  
KANSAS CITY, KANSAS: W. T. Foley Elec. Co.  
KINSTON, N. C.: Kinston Elec. Co.  
KNOXVILLE, TENN.: Roden Elec. Supply Co.  
LANCASTER, PA.: Jno. E. Graybill & Co.  
LAWRENCE, MASS.: Finberg Supply  
LIBERTY, N. Y.: Liberty Elec. Supply Corp.  
LITTLE ROCK, ARK.: Adcock Ltg. & Supply Co.  
LOS ANGELES, CALIF.: The Lightrend Co.  
LOUISVILLE, KY.: Henry J. Kueff Co.  
LOWELL, MASS.: Middlesex Hdwe. & Supply Co.  
LUBBOCK, TEXAS: Nunn Elec. Supply Corp.  
MEMPHIS, TENN.: Belvedere Lighting Co.  
MIAMI, FLA.: Edison Elec. Supply Co.  
Seymour Ltg. Co.  
MILWAUKEE, WISC.:  
Loppin Elec. Co.  
Standard Elec. Supply Co., Inc.  
MINNEAPOLIS, MINN.: Northland Elec. Supply Co.  
MOBILE, ALA.: F. E. Smith Elec. Co.  
MONTICELLO, N. Y.: Monticello Supply Co.  
MUSKEGON, MICH.: Fitzpatrick Elec. Supply Co.  
NASHVILLE, TENN.: Nashville Elec. Supply Co.  
NEW CASTLE, PA.: Midwestern Elec. Supply Co.  
NEW HAVEN CONN.: Grand Light & Supply Co.  
NEW ORLEANS, LA.: Electrical Supply Co.  
NEWPORT NEWS, VA.: Centralite Supply Co.  
OKLAHOMA CITY, OKLA.: Hunzicker Bros.  
OMAHA, NEBR.: Electric Fix. & Supply Co.  
ORLANDO, FLA.: Hughes Supply, Inc.  
PAWTUCKET, R. I.: Major Elec. Supply Co.  
PHILADELPHIA, PA.:  
Ace Ltg. Fix. Co.  
Albert Acker Co. (Bala Cynwyd)  
Gold Seal Elec. Supply Co.  
Sylvan Elec. Fix. Co.  
West Phila. Elec. Supply Co.  
PHILLIPSBURG, N. J.: Leidy Elec. Co.  
PHOENIX, ARIZ.: New State Elec. Co.  
PITTSBURGH, PA.:  
Allied Elec. Supply Co.  
Argo-Lite Studios  
PITTSFIELD, MASS.: Carr Supply Co.  
PORTLAND, ORE.: Malloy-Robinson Co.  
POUGHKEEPSIE, N. Y.: Electra Supply Co., Inc.  
PROVIDENCE, R. I.: City Hall Hdwe. Co.  
RALEIGH, N. C.: Bernhard Supply Co.  
READING, PA.: Coleman Elec. Co.  
RICHMOND, VA.:  
A. E. Allen, Inc.  
Atlantic Elec. Sup. Co.  
ROANOKE, VA.: Noland Co.  
ROCHESTER, N. Y.: Rowe Elec. Supply Co.  
ROCKFORD, ILL.: Englewood Elec. Supply Co.  
SACRAMENTO, CALIF.: Hobrecht Ltg. Fix. Co.  
SALT LAKE CITY, UTAH: Sharp Elec. Co.  
SAN ANTONIO, TEXAS: Straus-Frank Co.  
SAN DIEGO, CALIF.:  
Coast Elec. Co.  
Ratner Elec. Co.  
SAN FRANCISCO, CALIF.: California Elec. Supply Co.  
SCRANTON, PA.: Lewis & Reif, Inc.  
SEATTLE, WASH.: Seattle Ltg. Fix. Co.  
SHREVEPORT, LA.: Interstate Elec. Co.  
SOUTH BEND, IND.: Englewood Elec. Supply Co.  
SPOKANE, WASH.: Columbia Elec. & Mfg. Co.  
SPRINGFIELD, ILL.: United States Elec. Co., Inc.  
SPRINGFIELD, MASS.: Eastern Elec. Supply Co.  
STAMFORD, CONN.: Marle Co.  
ST. LOUIS, MO.: M. K. Clark & Co.  
ST. PAUL, MINN.: Lax Elec. Co.  
ST. PETERSBURG, FLA.: D. C. Damm Lighting  
SYRACUSE, N. Y.: Superior Elec. Corp.  
TOLEDO, OHIO: Gross Elec. Fix. Co.  
TUCSON, ARIZ.: Beacon Ltg. Fix. Co.  
UNIONTOWN, PA.: Pioneer Elec. Distributor  
WALTHAM, MASS.: Service Elec. Mfg. Co.  
WASHINGTON, D. C.:  
Maurice Elec. Supply Co.  
National Elec. Wholesalers  
WATERBURY, CONN.:  
Starbuck Sprague Co.  
Suburban Supply Co.  
WEST PALM BEACH, FLA.: Edison Elec. Supply Co.  
WILKES BARRE, PA.: Anthracite Elec. Supply Co.  
WINSTON SALEM, N. C.: Noland Co.  
WORCESTER, MASS.: Benjamin Elec. Supply  
YOUNGSTOWN, OHIO: Mart Industries, Inc.

**OUTSIDE U.S.A.**  
ANCHORAGE, ALASKA: Northern Supply Co.  
CALGARY, ALBERTA: Electrical Wholesalers, Ltd.  
EDMONTON, ALBERTA: Alberta Electrical Supplies, Ltd.  
MONTREAL:  
The Gray Elec. Co.  
Ideal Elec. Co.  
TORONTO:  
Revere Elec. Distributors, Ltd.  
Toronto Elec. Supply Co.  
VANCOUVER, B. C.: McLaren Electric, Ltd.  
WINNIPEG: Dominion Elec., Ltd.  
HONOLULU: Hawaiian Ltg. & Supply Co.

THE PORTFOLIO FIXTURE DIVISION OF

# LIGHTOLIER



JERSEY CITY 5, NEW JERSEY

ARCHITECTURAL LIGHTING • RESIDENTIAL FIXTURES • PORTABLE LAMPS





NEW FOR YOUR ELECTRIC DISHWASHER!

## Glasses, silver come out spotless, sparkling, with new DISHWASHER **all**®

A special sparkle to dishes washed with new DISHWASHER **all** tells you they're as clean and sanitary as dishes can be. Gone is the unsanitary, unsightly film that may harbor germs.

With new DISHWASHER **all** in your electric dishwasher, dishes, glasses, silver wash to a gleaming beauty and sanitary sparkle like you've never seen before.



Now! DISHWASHER **all** contains DC-T (controlled chlorination) to help protect your family's health.



Ordinary dishwasher detergent leaves glasses spotted or streaked. They look unsightly and unsanitary.



DISHWASHER **all** leaves glasses spotless, sparkling! They look clean. They are clean . . . sanitary clean.

DISHWASHER **all** IS A PRODUCT OF MONSANTO . . .  
WHERE CREATIVE CHEMISTRY WORKS WONDERS FOR YOU  
**all** is a registered trademark of Monsanto Chemical Company



Meticulous matching of walnut graining on the four drawers of this chest creates a surprisingly bold ornamental pattern. Chest and cabinet top are individual pieces, can be used alone or in other combinations in bedroom, dining or living room.



A raised center disc of Roman travertine contrasts richly with the light walnut finish of this 4-foot wide cocktail table. Legs are collared in brass. Notice sculptural turning of walnut chair frames. Upholstery is leather, Upholstery Leather Group.

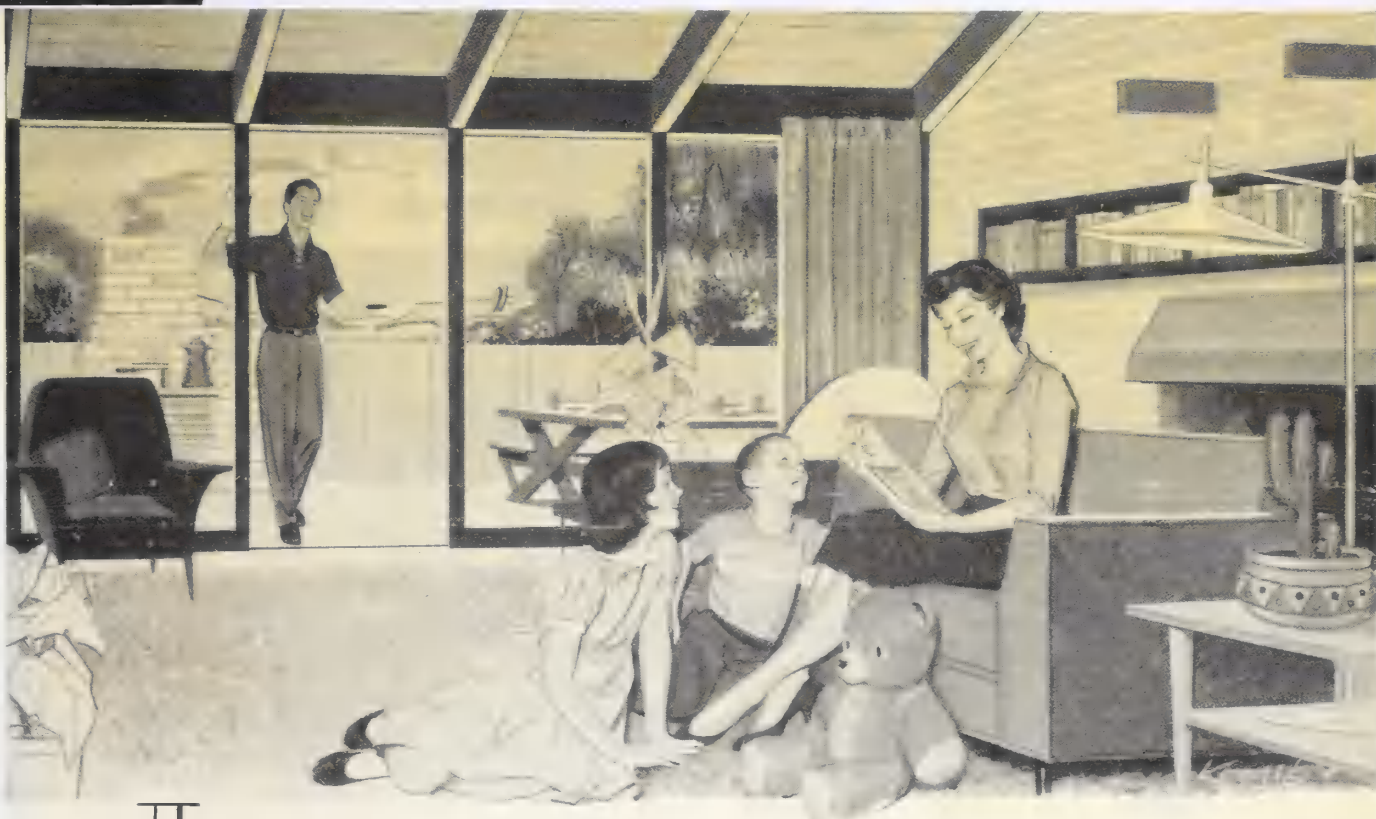


Double chest in light walnut with legs, stretchers and hardware of brass offers ten drawers of storage space, could be as easily adapted to dining room as to bedroom use. Chair is a new version of the tailored tub chair, trim, tightly upholstered.



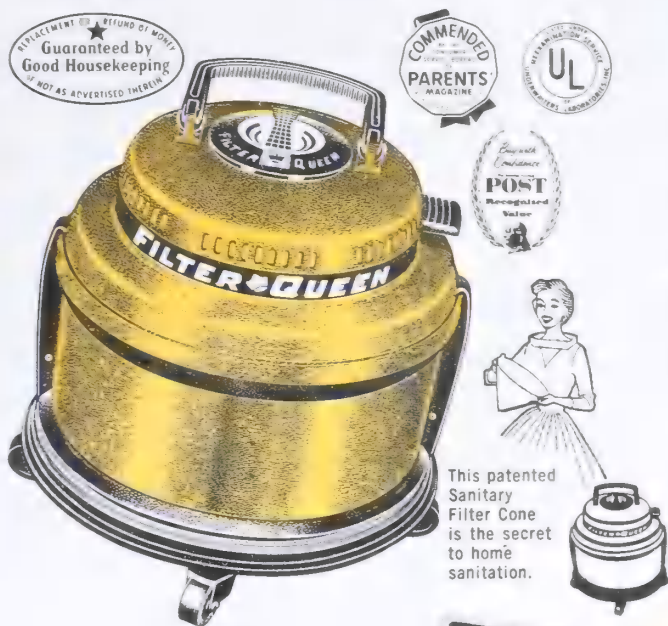
BETTER YOUR HOME  
BETTER YOUR LIVING  
**ELECTRICALLY**

...and better your family's health Protection, too!



Join the millions of happy families  
who enjoy modern indoor living with

# Filter Queen



Family circles are happy circles—getting more enjoyment from modern living—when they're protected by the magic circle of good health.

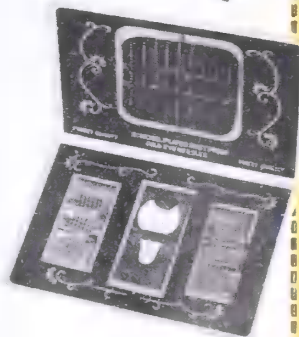
One sure way your family can gain the advantages of more healthful living is through the Filter Queen Home Sanitation System—with its patented Sanitary Filter Cone.

Filter Queen air-washes home furnishings and helps purify the air you breathe with an amazing efficiency to help protect your family's health. Filter Queen traps germ-laden dust and dirt—the real indoor menace to good health—and returns clean, fresh air to any room. In fact, Filter Queen outmodes all other methods of home sanitation which you may now be using.

So, for the sake of your family's health ask for a Filter Queen presentation in your own home soon. Fill in the coupon. We'll see that you get the facts and a valuable, useful free gift.

## Your Free Gift

A handy sewing kit—21 gold eye needles...a size for every sewing need with threader will be presented to you, free.



**Health-Mor, Inc.**  
203 N. Wabash Avenue  
Chicago 1, Illinois

Please send me Free needle kit and give me the full facts on the Filter Queen Home Sanitation System.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



# UNIVERSAL Coffeematic

with the FLAVOR-SELECTOR



makes *real* coffee  
to your taste... automatically

The all-new Universal Coffeematic gives you the pride of owning America's most popular coffeemaker and the pleasure of enjoying perfect coffee day after day. With the Flavor-Selector, you choose the strength you prefer. Coffeematic does the rest automatically... quickly brews to perfection, signals when ready and keeps your coffee at ideal serving temperature. Discover *real* coffee... make it \$24<sup>95</sup> next time in a Universal Coffeematic. from

Ten-cup model shown, \$29.95. In copper, \$32.95.

UNIVERSAL makes things easier... automatically



MIXABLEND



TOASTAMAGIC



FRYING PAN



STEAM 'N DRY IRON

## UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

## The bar that isn't there



Now you see it, now you don't. We call it the bar that isn't there. It's in the TV room of the Grossblatt home in Los Angeles, a room right off the living room. Guests walk in and see a neatly paneled wood wall (below); somebody mentions a drink, and presto, the wall opens showing a completely stocked bar. Then a hinged shelf drops and the compact, but still spacious bar is open for business (above). Note the easy accessibility of the variety of needed glasses and accessories. Paul Granard was the decorator.



MAYNARD PARKER





**Dinner...**



**Coffee...**



**Bridge...**



**Television...**



## Select the perfect lighting for every activity and mood

You have every level of light...from dark to full bright...with LUXTROL

Dinner is over. You and your guests move to the living-room for coffee. Followed, perhaps, by bridge...TV...or an evening in the recreation room.

Bring your guests quickly into the spirit of whatever you plan... **with lighting, controlled to fit the occasion.** LUXTROL controlled!

Want soft, romantic "candlelight" dining? A turn of the dial will create exactly the atmosphere you want.

Want to play up or tone down a room setting? Want a room alive with light? A full light...for cards or Ping-Pong? A

subdued light... for home movies... or "baby-checking"? **You have only to turn a LUXTROL dial!**

LUXTROL does away with noisy, old-fashioned on-off switches. Controls both incandescent and fluorescent lighting. It is **not a rheostat**... but a cool, efficient and safe autotransformer. Made with precision and fine craftsmanship. Approved by Underwriters' Laboratories. And the price is surprisingly low.

Consult your electrical contractor for interesting facts about this modern concept of lighting. May we send you his name... and literature? Just mail the coupon.



### THE SUPERIOR ELECTRIC COMPANY

2126 Demers Avenue, Bristol, Connecticut

Please send me — with no obligation — full descriptive literature on new LUXTROL Light Control... and the name of electrical contractors in my area.

Name

Street

City  Zone  State



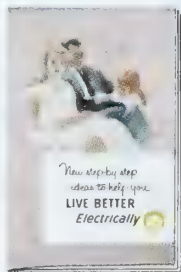
You get more out of life  
when you begin to  
live better electrically

Caught! One family having fun—together—in their favorite get-together spot! Mom's just pretending to be put out; she knows her teen-agers love to stage a refrigerator raid, especially after an exciting game. And she knows Pop just can't resist joining them for a late, late snack!

This kitchen is *planned* for family fun, and each red dot ● shows how electricity makes it a center of better living. The roomy refrigerator-freezer holds plenty of food for a hungry family; and you can bet that turkey was done to a turn in the built-in oven (never any stooping to see what's cooking)! The electric mixer provides Bob with a perfect super-shake, and Pop's coffee will be ready in a moment, thanks to the electric kettle. Cleaning up is no chore here, either—the garbage disposer and dishwasher see to that! Electricity provides cheerful atmosphere and proper working light, too.

Is *your* kitchen a happy combination of efficiency and comfort with the electrical conveniences you need? Plenty of handy outlets? Proper lighting? You can put more low-cost electricity to work in your home—and begin today to live better... electrically.

**NEW! 72-page, full-color book, "New Step-by-Step Ideas to Help You Live Better... Electrically"** has hundreds of ideas, illustrations and plans, installation tricks, new trends. **Covers the house** inside and out. You'll want to keep this book and use it often as you plan to live better... electrically.



Get your copy at your local electric utility office.

This message is brought to you by the electrical industry to encourage greater use of electricity for better living.

**LIVE BETTER**  
*...Electrically*



**IT'S EASY TO SEE HOW ELECTRICITY**







COMPLETES THE PICTURE TO MAKE YOUR LIVING BETTER







Which is *your* own way . . . built-in (left) or free-standing (below)? You can have either or a combination of both with Hotpoint appliances.



## For the woman who wants everything her own way in the kitchen

If your heart is set on built-ins, your heart will be sold on Hotpoint Customline appliances. Single or double oven, 2- or 4-unit surface sections, dishwasher and refrigerator-freezer — all can be built in where *you* think they belong, at *your* height of convenience.

Or, if separate individual appliances are included in your kitchen-laundry blueprint, Hotpoint appliances meet your most exacting type, size and color specifications. Either way, you're in the driver's seat every beautiful step of the way.

Are we talking *your* language? Hotpoint dealers talk your language, too. Talk to the one nearest you before you build, buy or remodel. He's anxious to see that you have everything your own way in the kitchen you see in your mind's eye.

*You'll be tickled*  
with a Hotpoint Colortone  
kitchen. Or you can have  
white, stainless finish, or . . .



Live Better Electrically with

# Hotpoint



Electric Ranges • Refrigerators • Automatic Washers • Customline • Clothes Dryers • Dishwashers  
Disposals® • Water Heaters • Food Freezers • Air Conditioners • Television Receivers

Hotpoint Co. (A Division of General Electric Company), Chicago 44



HAVE A BEAUTIFUL,  
WORK-SAVING HOME WITH

# Light for Living

CHANGE THIS! TO THIS →



How *Light for Living* transforms a kitchen. At left; Ordinary lighting. At right; 1) Fluorescent ceiling fixtures for all-over lighting. 2) Fluorescent tubes in shelf bracket over sink, range, dishwasher and under cabinets to light work counters. 3) Pull-down ceiling lamp to safeguard busy fingers at chopping block. 4) Matching pendant cluster to give dining area warm light of its own.

All you need to know about decorating and lighting  
in this authoritative, how-to book,  
originally \$6.<sup>75</sup> now paper-bound for only **35¢**

**H**ERE is decorating with a new dimension—*Light for Living*. Summed up in an exciting new book that tells you all you need to know—about decorating and home lighting—to have new *Light for Living* in your home.

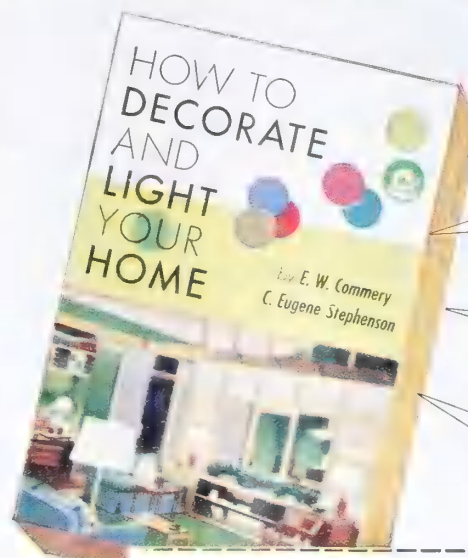
The all-electric kitchen above is beautifully designed. But it's *Light for Living* that brings out the full beauty of the decor, and all the efficiency of work areas.

Even in this pre-packaged age, there remains an irreducible minimum of chores that must be done by hand—slicing, washing, stirring, blending. These tasks, *Light for Living* makes easier.

See how *Light for Living* brings to life the refreshing colors, warm woods of this kitchen. And what a difference the matched fixtures make. They're properly chosen, scientifically placed to make the dining area more inviting, the butcher block more useful. And household plants are a welcome addition because they look so luxuriant under the new lighting.

October is American Home Lighting Fixture Month—a wonderful time to start planning *Light for Living* for your home. Get your copy of "How to Decorate and Light Your Home", now!

**GENERAL**  **ELECTRIC**



28 ROOM  
COLOR SCHEMES

43 WAYS TO  
GROUP FURNITURE

SELECTING AND  
PLACING LAMPS

LIGHTING PORCHES  
AND TERRACES

CLIP THIS COUPON, MAIL IT WITH 35¢ TODAY

General Electric Company  
Large Lamp Dept. HB-10-K, Nela Park, Cleveland 12, Ohio  
Please send me \_\_\_\_\_ copies of "How to Decorate and Light Your Home" at 35¢ each.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_





**Color Comes To The Kitchen** with Customline Appliances. Make your choice from gleaming stainless finish, Coppertone and five new Colortones: Sunburst Yellow, Coral Pink, Meadow Green, Woodland Brown and Seafoam Blue.

## Create a "living-room" kitchen with Hotpoint Customline Built-ins

Bring all the warmth and charm of your living room into your kitchen with Hotpoint Customline Appliances. Yesterday's drab, workaday kitchen can now be a colorful, comfortable center for family fun and entertainment. The cost is far less than you'd imagine. And on every hand you'll enjoy work-saving Hotpoint electric appliances—the finest obtainable.



Choose a pair of Hotpoint 2-unit surface cooking sections with lighted pushbuttons, or a single top with 4 Calrod® units. Automatic griddle and french fryer also available.

Build-in your Hotpoint Super Oven—or the new Bi-LEVEL double oven—at *your* height of convenience. Both have eye-level automatic controls, and are available with a window and the Rota-Grill for indoor barbecues.



Even your Hotpoint refrigerator can be built-in, out of the way and convenient. Both one- and two-door models, in varying capacities, boast every modern convenience feature. And they cost less to buy and install than any other built-ins.

With your Hotpoint built-in dishwasher, the touch of a button puts a full day's dishes behind you. And everything—dishes, glass, silver, pans—comes out Spot-Less.

If you're building your dream home, or buying a new home, insist on having a Hotpoint "living-room" kitchen included in your mortgage. If you're remodeling, terms to suit your needs can easily be arranged. Talk it over with your builder, architect, or Hotpoint Customline Dealer soon.



Every day's a holiday with

# Hotpoint Customline Appliances



Customline • Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Dishwashers • Disposals® • Water Heaters • Food Freezers • Air Conditioners • Television Receivers  
Hotpoint Co. (A Division of General Electric Company), Chicago 44



NEW BEAUTY & COMFORT  
FOR YOUR HOME WITH

# Light for Living

CHANGE THIS↓ TO THIS →



How *Light for Living* transforms a room. At left: Ordinary light. At right: 1) Fluorescent tubes installed in cornice dramatize rear wall. 2) Swing-arm wall lamp lights hi-fi set. 3) Taller end-table lamps give right light for reading. 4) Double swing-arm floor lamp makes seeing easy at desk and sewing chair, too.

All you need to know about decorating and lighting  
in this authoritative, how-to book,  
originally \$6.75 now paper-bound for only **35¢**

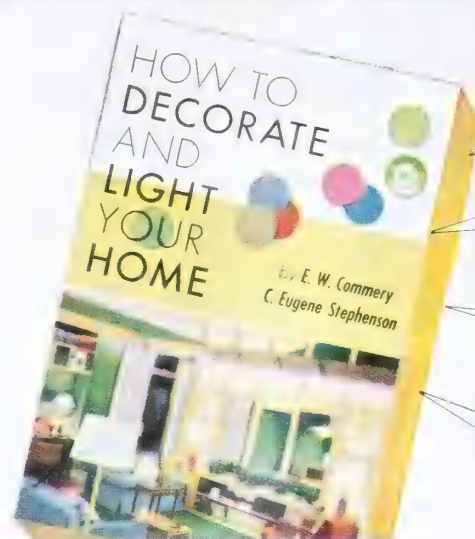
**L**IGHT for Living adds a *new* ingredient to decorating. And now for the first time, here's a new book that tells you how to get it for your home. A complete guide to basic decorating and home lighting.

The handsome room above springs to life magically when *Light for Living* is added. Colors are clearer, decorative accents sparkle. You get the feeling of repose and harmony that comes from balanced lighting.

Cornice lighting adds height to the room—makes the built-in aquarium the decorative accent it was designed to be. Below, a versatile wall lamp makes the children's play spot more useful, more fun. And see what happens to Father's slouch and Mother's squint when correct lamps are used for reading and sewing.

Light for Living will make the same difference in *your* home. Get your copy of "How to Decorate and Light Your Home" and start planning, now.

**GENERAL**  **ELECTRIC**



28 ROOM  
COLOR SCHEMES

43 WAYS TO  
GROUP FURNITURE

SELECTING AND  
PLACING LAMPS

LIGHTING PORCHES  
AND TERRACES

CLIP THIS COUPON, MAIL IT WITH 35¢ TODAY

General Electric Company  
Large Lamp Dept. HB-10, Nela Park, Cleveland 12, Ohio  
Please send me \_\_\_\_\_ copies of "How to Decorate and  
Light Your Home" at 35¢ each.

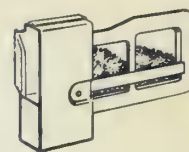
NAME \_\_\_\_\_

STREET \_\_\_\_\_





**REVERSIBLE CUSHION-COATED ROLL-R-RACK**  
One end to front for tall glasses  
Other end to front for large plates



### Spot-Less washing

Two separate 5-minute washings scrub away every trace of food-soil and dulling film. Fresh detergent is automatically released into each of the two separate washes.



### Spot-Less rinsing

Super wetting agent is automatically injected into the *second* of the two hot-water rinses. The rinse-water then spreads over the dishes so smoothly that drops of water cannot form, cannot dry as spots.



### Spot-Less drying

This is the automatic result of Spot-Less washing and Spot-Less rinsing, followed by safe and sanitary drying in pure, electrically heated air. China sparkles, glasses gleam, silver glistens — like new!

## DOUBLE WASHED, DOUBLE RINSED, AND DRIED — SPOTLESSLY!

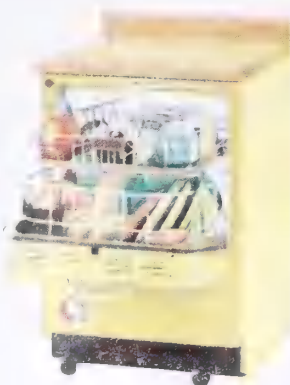
That's the secret of Hotpoint Spot-Less dishwashing

Hotpoint's new electric dishwasher — with its exclusive combination of Spot-Less washing, Spot-Less rinsing, and Spot-Less drying — gets your china, glass, silver, and even cooking pans sparkling bright — as no other dishwashing method can.

**You just press a button.** That's all you do. Hotpoint's automatic pre-rinse even relieves you of the chore of hand-rinsing.

**A full dinner service for 4** can be double-washed, double-rinsed, and dried in *any* Hotpoint Dishwasher. Many families find it will do a full day's dishes at one time. The upper rack alone holds 31 glasses.

**Both racks roll out separately** for easy loading. All Hotpoint dishwashers load from the *front* — the convenient way that's preferred by homemakers better than 4 to 1 over loading procedures required with ordinary racks.



**Maple-top Mobile model** on wheels (left) requires no plumbing alterations, rolls to the table for loading, to the sink for washing, out of the way afterward. Can be permanently installed later. Has hard-maple cutting top.

**Other models include** the 24-in. undercounter dishwasher and the 48-in. combination dishwasher-sink.

**Eight beautiful finishes.** Select from 5 beautiful colors, classic white, coppertone, or gleaming stainless steel.

Every day's a holiday with

# Hotpoint



Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Customline • Dishwashers  
Disposals® • Water Heaters • Food Freezers • Air Conditioners • Television Receivers  
Hotpoint Co. (A Division of General Electric Co.), Chicago 44





**NEW**  
**Revco BILT-IN**  
**REFRIGERATOR**  
**AND FREEZER**

*...the new key to kitchen design*

For enduring charm in your new kitchen, with every convenience, too, you will want to begin your kitchen planning with the exciting, new Revco Bilt-In Custom Refrigerator and Freezer.

A total of 14.7 cu. ft. capacity in a floor space only 2 ft. by 3 ft. The 8.4 cu. ft. refrigerator places the foods you use most right in front of you—you can reach everything without bending down or stretching up! And the generous 6.3 cu. ft. freezer holds up to 210 lbs. of frozen food right in the kitchen!

Choice of finish and color completes the picture which is your new kitchen. Whether you select lustrous stainless steel or antique copper, or one of 25 custom colors, you achieve a delightful harmony of color and integrated design.

Since 1938, highest quality Revco refrigeration products have served in homes and industry throughout the land. For expert advice on kitchen plans, see your nearby Revco dealer soon. Send today for the idea-packed book, "Trend-Setting Kitchens." See coupon below.



Added units for greater needs



Eye-level side-by-side

**Send Today for your copy of**  
**"Trend-Setting Kitchens"**

showing outstanding kitchens in color featuring built-in appliances. Enclose 25¢ to cover handling.

I plan to: ☐ Build ☐ Remodel (Please check one)

**REVCO, Inc. Dept. HB-106, Deerfield, Michigan**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**REVCO INC.**

Specialists in Trend-Setting Refrigeration • Deerfield, Michigan



# It's always fun to cook automatically in this new Hotpoint Custom Cooker and Server



Delicious burgundy stew . . . get the recipe for this exciting dish from your Hotpoint Dealer — free!



Super De Luxe Hotpoint. Color-lighted pushbuttons. Super-Matic Controls. Two automatic ovens. Super "2600" Calrod unit. Custom Cooker and Server. World's most usable electric range.

**You'll cook in it—serve in it—wash it like a plate. Just one of many automatic features you'll find in this Hotpoint Electric Range!**

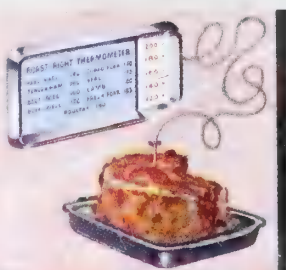
Here—pictured in the new Hotpoint Custom Cooker and Server—is a new trick with an old favorite. It's Burgundy Stew. And it's cooked with wine, unusual spices, and herbs.

In the old days, you sat over a dish such as this like a mother hen so as not to "cook out" the delicate flavors. But now—it's automatic. Automatic *time*. Automatic *temperature*. And more accurate than ever before, regardless of cooking care.

Nicest thing about this new Hotpoint Electric Range, though—*everything's* automatic. Top-of-the-range *and* oven cooking. Even deep-fat frying! Both Super Ovens are fully automatic. The Rota-Grill is automatic. The revolving Handi-Over Grill is automatic. There's even an automatic Roast-Right Meat Thermometer to tell you when roasts are perfect for *your* taste. In short, this fully automatic Hotpoint Electric Range brings out *all* your cooking talents. See it—in five striking new Colortones or classic white.



The brains of the range! Automatic Control Center guards both time *and* temperature for top-range or oven cooking.



Read it on the back panel! New Roast-Right Meat Thermometer assures you of just-right roast meats and fowl every single time.



Your turn for delicious barbecues! Automatic Rota-Grill bastes as it turns—or replace it with Handi-Over Grill.



Custom Cooker and Server. Cook in it...then take it right to the table! Beautiful—practical—and easy, easy, *easy* to clean!

Live Better Electrically...with **Hotpoint**

Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers  
Customline • Dishwashers • Disposalls® • Water Heaters • Food Freezers  
Air Conditioners • Television Receivers  
Hotpoint Co. (A Division of General Electric Company), Chicago 44





# "My Niagara Cyclo-Massage<sup>®</sup> Chair is wonderful . . . relieves tension and fatigue in no time at all"

JOHN S. HEWITT



JOHN S. HEWITT  
President  
Anahist Co.

"There's nothing quite like a leisurely 'ride' in one of the new Niagara Chairs. In the middle of the day, I like to lean back in mine and let the cyclo-massage motors relax tired muscles and nerves. The Niagara Chair is a wonderful aid to comfort and health . . . and it would, I think, be a delight to any busy executive."

Now you can help increase circulation, ease tension, and improve physical condition—easily, comfortably—while you read or rest.

The Niagara Lounge Chair is a beautiful reclining chair of simple, conservative lines that contains *three* Niagara Cyclo-Massage motors. Exhaustive research engineering has made possible this amazing equipment, and medical research confirms its remarkable muscle relaxant and sedative effects.

If you want the sensation of a lifetime, just sit in the Niagara chair. Ease back to your most comfortable position, turn on the motors, and . . . aaaahhhh . . . that's it. Cares and wears of mind and body float away. You are but half-conscious of a marvelous action, like thousands of tiny fingers gently stroking, kneading, reaching deep. DEEP down to manipulate and comfort every muscle and joint in your body.

You owe it to yourself to try the Niagara Chair or, at least, to get complete details on it. Send coupon for complete details including beautiful, full-color brochure.



Buried in the deep, foam-rubber cushions are three cyclo-massage motors . . . not common vibrators but duplicates of the motors used in Niagara Massage equipment built for hospitals, clinics, and athletic teams.

IN CANADA: MONARCH MESSAGE, LTD., FORT ERIE, ONTARIO  
Copyright 1956 Niagara Mfg. & Dist. Corp.



Niagara Massage is available in many models to suit every need and condition, including the comfortable **EXECUTIVE CUSHION** for use on desk chair, and the **THERMO-CYCLOPAD**, right, combining heat and massage to help relieve pain of chronic arthritis, bursitis, fibrositis and rheumatism. Send for complete details.



Thermo-Cyclopad



Executive Cushion



**SEND FOR FREE BOOKLET**

NIAGARA, Dept. HB106, Adamsville, Pa.  
Send me details on Niagara.

Name \_\_\_\_\_

Address \_\_\_\_\_





# not a spot! in a dishwasher full



*...she used new, non-spotting Calgonite*

in her electric dishwasher. Not a streak. No film or chlorine odor, either. Glasses sparkle as if hand-polished. Silverware gleams and dishes smile right back at you after a spotless cleansing with Calgonite in your dishwasher. Calgonite dissolves in a flash, washes tableware and sticky pots and pans slick as a whistle. Dishes dry without streaking or spotting. Calgonite keeps your dishwasher clean and fresh, too. Try the new Calgonite today!

All these leading electric dishwasher makers recommend Calgonite! Many include a box of Calgonite in their dishwashers: American Kitchens • Crosley General Electric • Hotpoint • Kenmore Kelvinator • Kitchen Aid • Westinghouse Youngstown Kitchens.

## calgonite

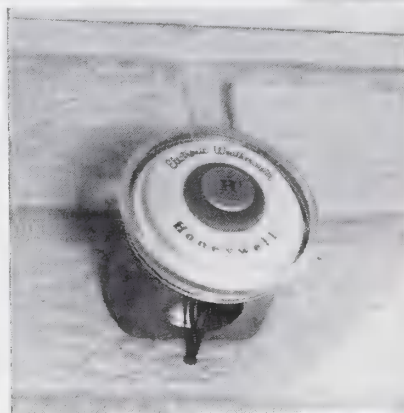
*is made by the makers of Calgon®—the water conditioner that prevents washing film in laundering.*



# Thermostats are getting smaller and more effective

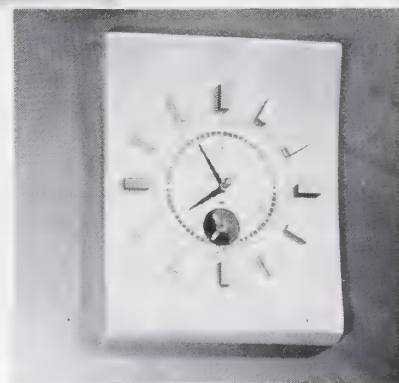
*Latest models pack all their magic into tiny case on the wall, activate big controls out of sight in the basement or outdoors*

This is all you see in the living room.



This goes outdoors under the eaves.

This goes in the heater room—or in the kitchen if you want an extra clock.



PHOTOS BY STANLEY STUDIOS

At last somebody has tackled the job of making the thermostat on the wall less of a bulky intruder.

Shrinking its size to a handsome little dial (top picture) hasn't cost a bit in heating or cooling comfort for us. Rather than bask in its ability to start and stop the heater or air conditioner by rote, this newest thermostat has learned to anticipate on its own—and to call for the right set of actions—to beat whatever the weatherman plans to send us. This anticipator

part (center picture) goes outdoors tucked out of sight under the eaves on the side from which the weather chills or scorches at its violent worst.

The only sizable remainder of the new thermostat system finds itself packed into a clock for kitchen or heater room. Set this clock—only once—and the heat goes off each night to a better sleeping temperature, back up early enough next morning to pamper you as you bathe and dress.



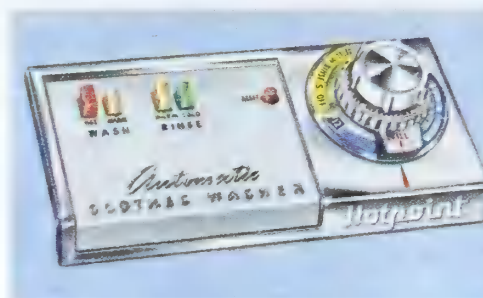


Everything they're wearing (*yes, everything!*) will be perfectly washed and dried in their Hotpoint Home Laundry

Here's the Home Laundry that's fully automatic from start to finish for all washing and drying times — all temperatures — all washable fabrics

As you can see, is a happy mother. Everything her family's wearing — from father's suit — she'll safely and beautifully *wash* and *dry*. And do it *automatically* in her Hotpoint Home Laundry! Into these handsome helpmates go all her own fragile what-nots. Children's play clothes and party dresses. (And what savings in hot water! Hotpoint uses 33 per cent less than most other leading automatics.) You're sure of the most delicate fabrics, because Hotpoint eliminates the day guesswork. What you wash and dry comes out bright, clean, perfectly washed, rinsed, dried at the *right* temperatures, in the *right* times. Electric blankets. Pillows. Curtains and drapes. Hotpoint washers and dryers do 'em all, spotlessly, efficiently. Next time *you* line up the family wash — toss it in your very own Hotpoint Automatic Laundry! Good idea?

**Style-matched Pushbutton Pairs!** Every Hotpoint Automatic Washer is beautifully matched with a Hotpoint Electric Dryer that automatically dries fabrics soft and fluffy. Hotpoint sealed drying chamber keeps heat, lint, and moisture out of the room, yet no outdoor venting is necessary. There's a style-matched pair for every budget. See them soon!



So wonderfully simple to wash *any* washable fabric! Times, temperatures — even the fill — are automatically controlled with the touch of a button and a simple setting of the new 2-cycle Wond-R-Dial.

**Aquamatic Wash-Rinse Action** with rubber-fitted agitator washes gently, thoroughly. Jet-Spray, Deep Overflow Rinse and Automatic Sediment Swirl-Out remove lint, sand, suds, and soil automatically.

AVAILABLE IN FIVE BEAUTIFUL COLORS, OR CLASSIC WHITE.



ALL HOTPOINT WASHERS ARE ALL PORCELAIN INSIDE AND OUT!

Every day's a holiday with

**Hotpoint**

Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Customline • Dishwashers • Disposalls® • Water Heaters • Food Freezers • Air Conditioners • Television Receivers  
Hotpoint Co. (A Division of General Electric Co.), Chicago 44





introducing  
*Cordette  
 Casuals*  
 by Moe Light

*New in concept—new in design . . .  
 Cordette Casual fixtures are the brightest idea  
 in today's decor. Imaginative ruff-texture  
 Whirl Cord shades deftly accented with  
 gleaming brass. Definitely in the best of taste . . .  
 as decorative by day as they are lovely by night.*

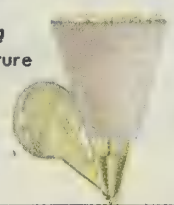
## ... at special introductory sale prices

We're introducing our new *Cordette Casuals* at very special *Introductory Money-Saving Prices* all through the Month of October . . . American Home Lighting Fixture Month.

*Cordette Casual* "Go-Together" matched day 'n nite fixtures are specially designed to help you achieve Inspiration-Lighting in your home . . . a new concept in lighting that dramatizes you . . . brings out the full beauty of your home and furnishings.

Select your Introductory-Offer fixtures at your local electrical contractor, hardware, building supply or electrical dealer today. To serve your lighting needs, there are convenient Moe Light displays in cities and towns nationally.

Matching  
 Wall fixture  
 M-1423



M-1421  
 Hall or  
 Entry-way  
 fixture



Special Introductory Prices for Limited Time Only			
Cordette Casual Fixture	Number	Regular Price	Introductory Price
Pull-Down Reel-Type	M-1429	\$34.95*	<b>\$29.95*</b>
Three-Light Cluster	M-1427	\$34.95*	<b>\$29.95*</b>
Close-to-Ceiling	M-1425	\$19.95*	<b>\$16.95*</b>
Hallway or Entry-way	M-1421	\$12.95*	<b>\$10.95*</b>
Wall Bracket	M-1423	\$14.95*	<b>\$12.95*</b>

**Special sale prices expire October 31, 1956.**  
 \*Prices are for fixtures only. Prices slightly higher Denver and West.

**THOMAS INDUSTRIES INC.**

Originators of Inspiration-Lighting

Executive Office—410 S. Third St., Louisville 2, Ky.

In Canada: 1401 The Queensway, Toronto 14, Ontario, Canada



THOMAS INDUSTRIES INC. products: Moe Light and Star Light home lighting  
 . . . Sprayit paint spraying equipment . . . Wright power saws

THOMAS INDUSTRIES INC., Moe Light Division, Dept. HB  
 410 S. Third St., Louisville 2, Ky.

I enclose 25c in coin. Please send big full-color, decorator idea, Moe Light Inspiration-Lighting Catalog and name of my local dealer.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

© 1956, Thomas Industries Inc.



You can  
take it with you...

This famous KamKap electric steam radiator . . . as portable as your overnight bag . . . brings comfortable, healthy, correctly humidified heat . . . upstairs, downstairs, all around the house. Even distribution of heat ends that annoying chill quickly and economically.

Models to suit every need and budget. *Low prices include wall thermostat.*  
At all better Hardware, Houseware, Furniture, Appliance and Department stores.

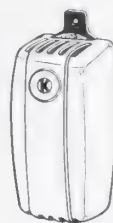
Better Products for Modern Living by

**KamKap inc.**  
200 Fifth Avenue New York 10, N. Y.



Lightweight and attractive . . . KamKap Portable Electric Radiators can be carried and used everywhere!

Fingertip control wall thermostat . . . with all KamKap Portable Electric Steam Radiators . . . assures Controlled Comfort at no extra cost.



Tested and Approved for performance and safety by the leaders in the field of impartial evaluation.

Every KamKap portable radiator is unconditionally guaranteed for one full year against any mechanical defect!

AT THESE AND OTHER FINE STORES THROUGHOUT THE COUNTRY

**ALABAMA**  
Birmingham—Lovemans

**ARKANSAS**  
Little Rock—Pfeifer

**CALIFORNIA**  
Los Angeles  
Broadway Dept. Store

**CONNECTICUT**  
Bridgeport—D. M. Read Co.  
Hartford  
Brown Thomson Inc.  
G. Fox & Co.

**DELAWARE**  
Wilmington  
Hurley-Powell Co.

**DISTRICT OF COLUMBIA**  
Lansburgs

**FLORIDA**  
Miami—Burdines  
Jordan Marsh  
Richards  
St. Petersburg—Maas Bros.

**GEORGIA**  
Atlanta—Davison Paxton  
Rich's

**ILLINOIS**  
Chicago—Fair Store  
Marshall Field Co.

**KENTUCKY**  
Louisville  
Kaufman-Strauss Co.

**MARYLAND**  
Baltimore—Brager-Eisenberg  
Julius Gutman Co.  
Hochschild Kohn  
Hutzler Bros. Co.

**MASSACHUSETTS**  
Boston—Gilchrist's  
Jordan Marsh  
R. H. White Co.  
Springfield  
Forbes & Wallace  
Worcester—Barnard, Sumner  
& Putman Co.

**MICHIGAN**  
Detroit—J. L. Hudson  
People's Outfitting

**MINNESOTA**  
Minneapolis—Donaldson's  
St. Paul—Schuneman's

**MISSOURI**  
Kansas City—Macy's  
St. Louis  
Stix, Baer & Fuller

**NEBRASKA**  
Omaha—J. L. Brandeis

**NEW JERSEY**  
Newark—Kresge  
L. Bambergers

**NEW YORK**  
Buffalo—J. N. Adams  
New York City  
Abraham & Straus  
Gertz Inc.  
Goldsmith Brothers  
Hammacher Schlemmer  
Hecht's Department Store  
Ludwig Baumann  
R. H. Macy  
Rochester—E. W. Edwards  
Syracuse—E. W. Edwards

**OHIO**  
Akron—A. Polsky Company  
Cincinnati—H. S. Pogue  
Cleveland—The Bing Co.  
Higbee Co.  
Sterling Linder Davis  
Wm. Taylor Son & Co.  
Columbus—F. Lazarus  
Dayton—Johnson-Shelton Co.  
Toledo—LaSalle & Koch

**PENNSYLVANIA**  
Easton—Wm. Laubach & Sons  
Harrisburg—Pomeroy's Inc.  
Hazleton—Bon Ton  
Levittown—Pomeroy's

Philadelphia  
Gimbel Brothers  
Snellenburgs  
Stern & Co.  
Strawbridge & Clothier  
Wanamakers  
Pittsburgh—Gimbel Brothers  
Joseph Horne Co.  
Kaufman's  
Reading—Pomeroy's

**RHODE ISLAND**  
Providence—Outlet Company

**TENNESSEE**  
Chattanooga  
Miller Brothers Co.  
Knoxville—Rich's  
Memphis—J. Goldsmith & Sons

**TEXAS**  
Dallas  
Sanger Brothers

**VIRGINIA**  
Richmond  
Thalhimer Bros.

**WASHINGTON**  
Seattle  
The Bon Marche

**WISCONSIN**  
Milwaukee  
Boston Store  
Gimbels  
Ed Schuster & Co.



**GENERAL ELECTRIC**

gives you the

*light  
touch*

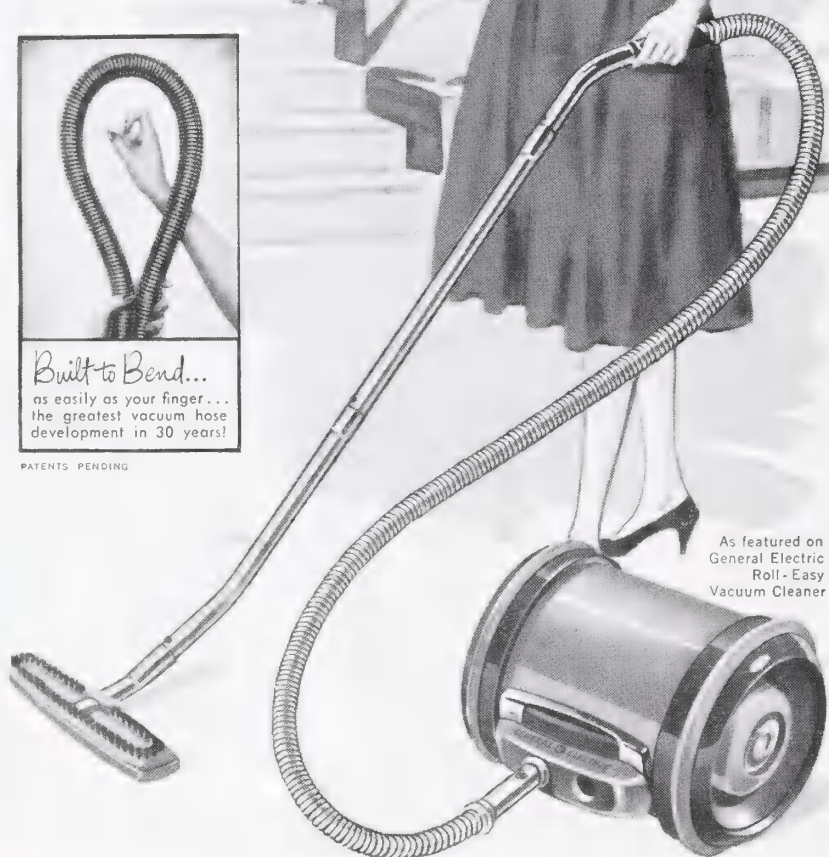
in light

house-keeping...



*Built to Bend...*  
as easily as your finger...  
the greatest vacuum hose  
development in 30 years!

PATENTS PENDING



As featured on  
General Electric  
Roll-Easy  
Vacuum Cleaner

G. E. selects Dayflex hose for their famous ROLL-EASY vacuum cleaner! Revolutionary, new Dayflex hose is so amazingly *light* and *flexible* that it gives *finger-tip* control.

**NO VACUUM CLEANER IS BETTER THAN ITS HOSE!**

Just a quick wipe with a damp cloth and this miracle hose *instantly* becomes clean as a whistle. Look for this truly modern vacuum hose on your exciting new G. E. ROLL-EASY!



Dayton

**Dayflex®**

By the world's largest makers of  
**VACUUM CLEANER HOSE**

THE **DAYTON RUBBER** COMPANY, DAYTON, OHIO

©D. R. 1956

## Living Portraits of Contemporary Artists



*Here are outstanding painters of our century recorded  
forever on film—another of the small miracles  
your 16mm projector can perform for you on home movies*

By CECILE STARR

Matisse, Braque, Picasso, Marin are names that will live permanently through their paintings, their writings and the writings of their critics. Now they live in a new way, entirely peculiar to our country, through the growing miracle of home movies.

Interestingly enough, although the motion picture is now 60 years old, it is only within the past decade that serious attention has been given to recording on film, however primitively, actual scenes of famous artists at work. Even more important, these intimate and generally unpretentious 16mm films are invaluable as living portraits of contemporary artists who all too soon will be molded, classified and solidified into the word-weary textbooks of time.

For home-movie viewers the important fact is that these little films can be rented from many local sources. (In the listing below only the names and addresses of national

distributors are given.) All the films are for 16mm sound projectors; the large majority are in color, whose quality improves visibly with the passing years.

Starting with "Matisse," which was produced in 1946, we see an over-all view of the life and work of this illustrious painter, but the film's greatest value lies in its scenes of the aging, bearded artist sketching a portrait of his grandson or painting a model. Such close over-the-shoulder scenes have captured forever the marvelous skill and movement which distinguish the works of this painter and so enrich the world of art. Unfortunately the film is not in color, so that much of the vividness of the paintings is absent; but within the limitations of black-and-white photography the spirit of the man as artist is most notably present.

One interesting sequence of the film is its step-by-step evolution, in  
(Please turn to page 248)



# Quiet Please

a home is in the making...



• Now—it is becoming *their* home where the *right* lamp brings out the beauty of draperies and wall coverings—where the right bowl or saucy figurine accents a lovely wood surface—where the whole room comes to life through *her* individuality expressed in decorative accessories.

Her natural good taste leads her to prefer Haeger for her lamps and artwares. First because whether her taste runs to classic designs and glazes or to the shadow-play of sculptured textures in the smartest new colors, she has a wealth of *good* designs from which to choose.

And finally, like her Mother before her, she knows when it comes to quality, Haeger is the *great* name in American Ceramics.

Showings in great variety are available Nationally thru these and other leading retailers:

<p>ROYDON CHINA CO. Chicago, Lincolnwood &amp; Park Forest, Ill.</p> <p>E. W. EDWARDS &amp; SON Syracuse, N. Y.</p> <p>E. W. EDWARDS &amp; SON Rochester, N. Y.</p> <p>EFIRIO'S DEPARTMENT STORE Charlotte, N. C.</p>	<p>EMERY, BIRD AND THAYER Kansas City, Mo.</p> <p>ERNST HARDWARE CO. Seattle, Wash.</p> <p>THE FAIR Fort Worth, Texas</p> <p>B. GERTZ CO. Jamaica, Hicksville, N. Y.</p>	<p>THE GLOBE STORE Scranton, Pa.</p> <p>GIMBELS Milwaukee, Wis.</p> <p>HART-ALBIN CO. Billings, Montana</p> <p>HECHT CO. Washington, D. C.</p> <p>HECHT CO. Baltimore</p>	<p>HENNESSY'S Butte, Montana</p> <p>JORDAN MARSH CO. Boston, Mass.</p> <p>JORRIE FURNITURE San Antonio, Texas</p> <p>KAUFMANN'S Pittsburgh, Pa.</p> <p>LANSBURGH'S Washington, D. C.</p>	<p>LIT BROS. Philadelphia</p> <p>MACY'S San Francisco, Calif.</p> <p>McLOGAN AND AUSTIN Flint, Mich.</p> <p>MEIER &amp; FRANK CO. Portland &amp; Salem, Or.</p> <p>MEYER'S DEPT. STORE Greensboro, N. C.</p>	<p>MEYERS-ARNOLD Greenville, S. C.</p> <p>MOREHOUSE FASHION CO. Columbus, Ohio</p> <p>J. C. PENNEY CO. Indianapolis, Ind.</p> <p>PLANTOWSKY'S Galveston, Tex.</p> <p>PODESTA &amp; BALDOCCHI San Francisco, Calif.</p>	<p>SCHUSTERS Milwaukee, Wis.</p> <p>SHERIDAN CHINA CO. Buffalo, N. Y.</p> <p>SHILLITO'S Cincinnati, Ohio</p> <p>STERN BROS. New York City</p> <p>STRAWBRIDGE &amp; CLOTHIER Philadelphia</p>	<p>VAN CLEVE CHINA CO. Milford, Conn.</p> <p>WATKINS FURNITURE CO. Cleveland, Ohio</p> <p>GEO. H. WHEELLOCK CO. South Bend, Ind.</p> <p>WURZBURG'S Grand Rapids, Mich.</p> <p>YOUNKER'S Des Moines, Iowa</p>
---	--	---	--	--	--	--	--

# Haeger

The Great name in American Ceramics

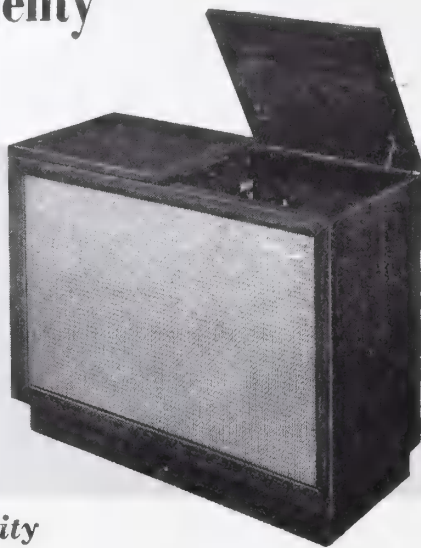
THE HAEGER POTTERIES INC., 7 MAIDEN LANE, DUNDEE, ILLINOIS



## Something Wonderful in High Fidelity

**Ensemble** 1040  
FM-AM  
Radio-Phonograph

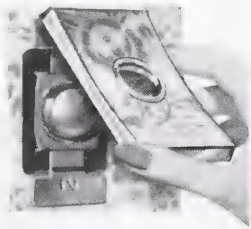
by **Pilot**



*component quality  
with  
console convenience*

Wonderful is just the word for Pilot's latest contribution to high fidelity. Here is the supreme performance of a custom installation of quality components with the exquisite beauty of fine furniture. In cordovan mahogany \$475. In blond or cherry \$485. Other models from \$169.50 to \$1080 . . . slightly higher west of Rockies.

At better hi fi salons and music stores, or write Dept. HB-10  
**PILOT RADIO CORP.** • Long Island City 1, N. Y.



### New Tap-Lite Wall Switch With Snap-On Fashion Plate

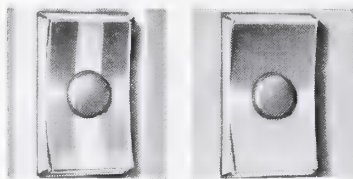
**H**AVE fun decorating with Tap-Lite, new kind of wall switch! Transparent wall plate makes it easy to match any wall by inserting your own wallpaper, drapery material, or one of the colored inserts provided. Simple to substitute for old switches; quiet and easy to operate. Tap—it's on! Tap—it's off! \$1.95 complete—at leading hardware, electric and department stores.

Ever see a light switch like this?

Tap-Lite by



**Honeywell**



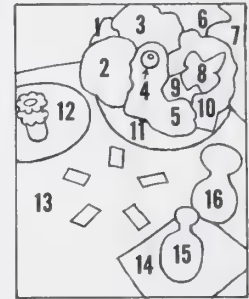
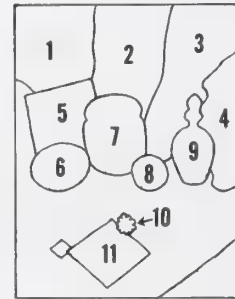
## IRIDESCENCE, THE NEW DIMENSION IN YOUR DECORATING

CONTINUED FROM PAGE 177

To help you more clearly identify the fabrics and objects used to illustrate our meaning of iridescence, we have charted each of the pictures including our cover. All of the Tiffany Favrile glass is privately owned, but there are fine exam-

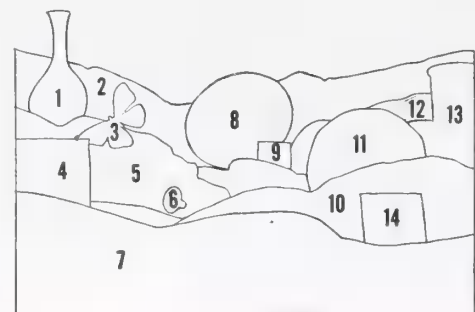
ples still to be purchased. It's both fun and rewarding to discover bits of this about and to start your own collection. All the other glass and fabrics, wallpapers and carpets are to be found in the stores or through your decorator.

Page 177



1. Handwoven silk texture, Thaibok Fabrics, Ltd., N. Y. C. 2. Confetti taffeta, Jofa, Inc., N. Y. C. 3. "Elegante" taffeta, Shulman Fabrics, Inc., N. Y. C. 4. Pompeian cloth, J. H. Thorp & Co., N. Y. C. 5. and 8. Beetle on frame and on apricot from Butterfly Shop, N. Y. C. 6. Bowl by Beatrice Wood Studios, Ojai, Calif. 7. and 9. Favrile glass bowl and glass bottle by Louis C. Tiffany. 10. Rare opal, courtesy Tiffany & Co., N. Y. C. 11. Original Louis C. Tiffany tiles set in Janus table by Dunbar Furniture Corp., Berne, Ind.

1. Texture, S. M. Hexter Co., N. Y. C. 2. Damask with Lurex, Boris Kroll, N. Y. C. 3. and 10. Handwoven silk texture, Thaibok Fabrics, Ltd., N. Y. C. 4. Australian opal, courtesy of de Sedle's, N. Y. C. 5. Hand-woven silk, Thaibok Fabrics, Ltd., N. Y. C. 6. Ribbed texture, Moss-Rose Mfg. Co., Philadelphia, Pa. 7. Silk taffeta, Scalmandre Silks, Inc., N. Y. C. 8. Butterfly from Butterfly Shop, N. Y. C. 9. Spools of Metlon, Metlon Corp., N. Y. C. 11. Antique wood bowl. 12. Glass centerpiece by Louis C. Tiffany. 13. Tiffany tiles set into Janus table top, Dunbar Furniture Corp., Berne, Ind. 14. "Tone Texture" wallpaper by Laverne Originals, N. Y. C. 15. and 16. Ceramic vases from Beatrice Wood Studios, Ojai, Calif.



1. Confetti taffeta, Jofa, Inc., N. Y. C. 2. Belleek cup and saucer, Maddock and Miller, N. Y. C. 3. and 14. Lobmeyr-Vienna crystal wine glass and wine decanter, A. J. Van Dugteren & Sons, N. Y. C. 4. Texture, S. M. Hexter Co., N. Y. C. 5. Silk taffeta, Scalmandre Silks, Inc., New York, N. Y. 6. Iridescent shell containing apricots. 7. Ombré texture, S. M. Hexter Co., N. Y. C.

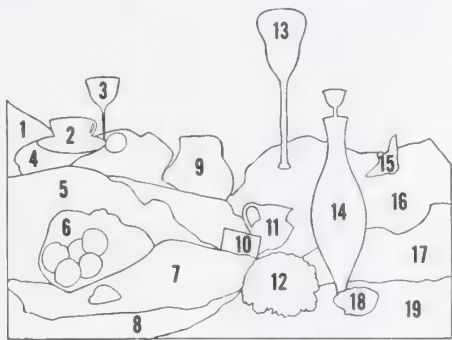
8. Triple treat cloth, J. H. Thorp & Co., N. Y. C. 9, 10, 13 and 13. Favrile glass bowl and vase, salt dish and tile, Louis C. Tiffany. 11. Antique luster pitcher. 12. Chinese porcelain flower. 15. Beetle from Butterfly Shop, N. Y. C. 16. Changeable silk taffeta, S. M. Hexter Co., N. Y. C. 17. Benares cloth, Jofa, Inc., N. Y. C. 19. Winfield foil wallpaper Murals, Inc., N. Y. C.





1. and 4. Favrile glass plaques and centerpiece by Louis C. Tiffany. 3. and 6. Ceramic vase and plate with iridescent glaze by Beatrice Wood Studios, Ojai, Calif. 5. Louis C. Tiffany set in Janus coffee table; table and sofa, both from Dunbar Furniture

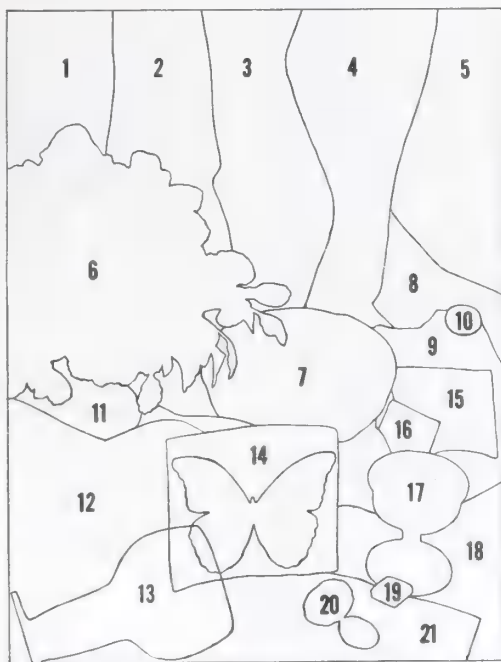
Corp., Berne, Indiana. 7. Blue-green "Tanglewood" carpet, Needle tuft Rug Mills, Cabin Crafts, Inc., Dalton, Ga. Special Malachite fabric on sofa from Jack L. Larsen, N. Y. C. Metallic thread in fabric from Metlon Corp., N. Y. C.



1. and 8. Copper luster ceramic vase and bowl from Beatrice Wood Studios, Ojai, Calif. 2. Upholstery fabric, Malachite, by Jack L. Larsen; metallic threads, Metlon Corp., N. Y. C. 3. Butterfly. 4. Kappa-Shell tile from Murals, Inc., N. Y. C. 5. and 12. Antique taffeta and changeable silk taffeta from

Scalamandré Silks, Inc., N. Y. C. 6. Opal. 7. Blue and purple texture, S. M. Hexter Co., N. Y. C. 9, 11 and 14. Tiles and Favrile glass bowl by Louis C. Tiffany. 10. Changeable, handwoven silk, Thaibok Fabrics, Ltd., N. Y. C. 13. Spools of Lurex metallic yarn, Dobeckmun Co., Cleveland, O.

## Cover

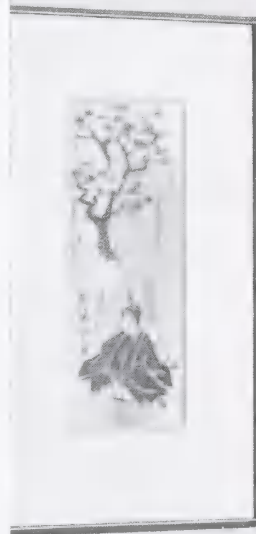


1. Mardi Gras, Shulman Fabrics, Inc., N. Y. C. 2. Triple Treat cloth "Blue Flame," #2642, J. H. Thorp & Co., N. Y. C. 3. Changeable taffeta, Scalamandré Silks, Inc., N. Y. C. 4. Confetti taffeta, Jofa, Inc., N. Y. C. 5. Tropical green sharkskin, Cohn-Hall Marx Co., N. Y. C. 6. Young cabbage plants. 7. Favrile glass bowl by Louis C. Tiffany. 8. Black and turquoise texture, J. H. Thorp & Co., N. Y. C. 9. "Elegante"

taffeta, Shulman Fabrics, Inc., N. Y. C. 10. Black opal. 11. Glass bowl, Fostoria Glass Co., N. Y. C. 12. Mardi Gras, Shulman Fabrics, Inc., N. Y. C. 13. Crystal goblet, Carole Stupell, Ltd., N. Y. C. 14. Butterfly from Butterfly Shop, N. Y. C. 15, 16 and 19. Louis C. Tiffany tiles. 17. Favrile glass sherbet bowl by Louis C. Tiffany. 18. Carpet by Edward Fields, N. Y. C. 20. Black opals. 21. Ombré texture, S. M. Hexter, New York, N. Y.

Create a  
Custom "Built-in" Look  
from Floor-to-Ceiling  
in just seconds!

# STIFFEL Lampole®



\*Slightly higher west of the Rockies and Canada

Patents Pending

## A Raymond Loewy NEW CONCEPT DESIGN

The Lampole is portable and always safe, from floor to ceiling. In six smart decorator colors—black, oyster white, turquoise, brown, green and rose—with smart brass trim to blend with any interior. Lampole with 3-way switch, has adjustable metal shades with smart walnut handles.

----- About \$39.95\*

-At Fine Stores Everywhere-

Avoid inferior imitations. Always insist on Stiffel for the finest in quality and craftsmanship.

Write for Free Lamporama Brochure

The STIFFEL Company  
525 W. Superior St. Chicago 10, Ill.

Adjustable Resinite tray in modern walnut finish. Alcohol, burn and dent resistant. Lampole with tray, about \$54.95\*





# COOLS

your entire home

# HEATS

your entire home

## USES ONLY AIR AND ELECTRICITY



### Single Unit Does It All

Weathertron is not two units in one. It is a *single, all-electric* unit. The same mechanism that cools your home in Summer also heats it in Winter. Weathertron is just as dependable as your electric refrigerator, and operates in much the same way.

### Automatic All Year

You simply set the thermostat for the temperature range you enjoy. Weathertron maintains this range the whole year-round . . . automatically. No need to readjust thermostat unless desired.

### Safe, Clean Comfort

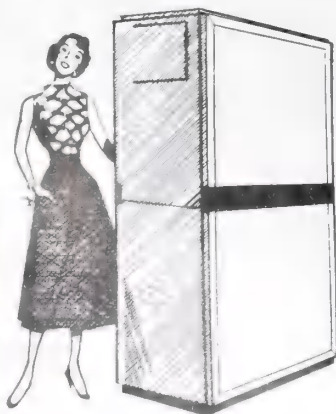
Weathertron burns no fuel, uses no water. There is no flame to worry about . . . no hot surfaces . . . no soot or greasy film on walls or fine furnishings . . . no water towers. Weathertron uses only electricity . . . taking heat from the free outdoor air. Indoor air is cooled or heated, as required . . . filtered clean . . . and gently circulated through ducts to every room.

### Wise Investment

Weathertron helps maintain property value over the years. It is the newest, most modern, most practical way to heat and cool a home. Thousands of families now enjoy Weathertron. Join them!

### Call Your Weathertron Dealer

Find his name under "General Electric Weathertron Heat Pump" in the Air Conditioning Section of your classified phone directory. Or write General Electric Company, Weathertron Dept., 5 Lawrence St., Bloomfield, N. J.



Progress Is Our Most Important Product

GENERAL ELECTRIC

## LIVING PORTRAITS OF CONTEMPORARY ARTISTS

CONTINUED FROM PAGE 244

15 stages, of a Matisse portrait of a woman. The film is 25 minutes long and available at a nominal fee from the French-American Cultural Services, 972 Fifth Avenue, New York 21, N. Y.

THE ONLY motion pictures of the American watercolorist, John Marin, are those taken, early in his film career, by the painter's friend, James Davis. In his 24-minute color film, entitled simply "John Marin," Davis reviews the elderly artist's work and contrasts it with land and sea scenes of the New York, New Jersey and Maine areas, where Marin worked.

Once again the best parts of the film are those sequences—and here they are fairly long—showing the artist as he paints. Marin's optimistic comments on life ("When we run out of cheer, where will we be?") help enliven an otherwise dull commentary, and the film is technically so amateurish that it should make the average home-movie maker feel like a veteran.

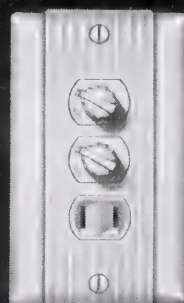
The major photographic problem is that the camera is hand-held, which means the pictures are as jerky as can be, and, even worse, the photographer made the common error of moving the camera up and down and around without a moment's rest. But these bad qualities can be borne because in the film we do get to see something of Marin and to feel that we know him somewhat. In spite of its primitiveness, the film has charm. It was produced by John Marin, Jr. and uses the recorded music of Rosalind Tureck playing Bach (Marin's favorite composer). Running time is 25 minutes, in color; rental \$15, sale \$170. Available from Film Images, 1860 Broadway, New York 23, New York.

A SECOND film, made up of random "out-takes" from the one above, was put together at the suggestion of Marin shortly before his death. It is even more confusing than the first film, but now has a permanent place among the invaluable documents of the age. Entitled "Pertaining to Marin," the film is ten minutes long and in color; rental is \$10, sale \$125. It is also available from Film Images at the address given above.

Georges Rouault is another of the important artists of our time whom the motion picture camera



for quiet  
moments



**ROTO-GLO**  
QUIET SWITCHES

For your quiet moments, you'll be grateful for ROTO-GLO. A whisper-quiet, quarter-turn of the exclusive, roto action knob is the full switch control.

You'll also appreciate the soft, luminous glow . . . so easy to spot in the dark. You'll love its simple beauty . . . at home in any decor . . . and compact design which fits three switches or outlets in one switch plate.



Write today for "Modern Electrical Living," a 24-page booklet on home wiring devices. Send 10¢ to Dept. HB-6.

**PASS & SEYMOUR, INC.**  
Syracuse 9, New York  
manufacturers of fine wiring  
devices since 1890

has kept alive. In "Miserere" he is photographed in connection with the printing of his impressive series of 58 black-and-white prints entitled *Miserere et Guerre*. Completed in 1948 after nearly 20 years of work, the series represents a summation of the artist's increasing concern about the horrors of war and the destructiveness of men. In an exceedingly well-composed film, the camera watches the elderly artist as he supervises the printing and assembling of the prints, and then it allows the pictures to speak for themselves. "Miserere" was directed by Abbé Morel, with music by Joaquin des Prés performed by the Marcel Couraud choral ensemble. The American commentary was written by Arthur Knight and narrated by Albert Dekker. Running time is 14 minutes; rental \$15, sale \$125. Available from Pictura Films, 487 Park Avenue, New York 22, N. Y.

AMONG the most personal and poetic of our motion picture portraits of living artists is the French film, "Georges Braque," the American version of which is circulated with commentary read by Hurd Hatfield. This original painter, of whom Matisse once said deprecatingly that his paintings seem to be made up of little cubes, has found in every object a symbol, "a mystery to be penetrated yet preserved."

Important sequences of the artist in his studio, combined with readings from his notebooks and cinematic scenes of the artist drawing on glass, make this a truly impressive film essay of a truly impressive (and photogenic) painter. The film ends with a charming sequence in which Braque selects oval stones on the Normandy beach and carves from them two simple profiles which he sets in harmoniously composed opposition.

Future generations will find true enjoyment in this record of the living men whose eye and hand, mind and heart, have been instrumental in producing and shaping so much of the art of today.

The film's running time is 17 minutes; rental \$10, sale \$100. Available from Film Images, 1860 Broadway, New York 23, N. Y.

THE MOST photographed of all painters is Pablo Picasso, and it is possible that he will hold the world's record for some time to come. In "Visit to Picasso," made by the Belgian Paul Haesaerts in 1950, we visit the artist's studio and recent home at Vallauris and at Antibes. While the film presents





You, too, can take it easy  
with an **INCLINATOR**

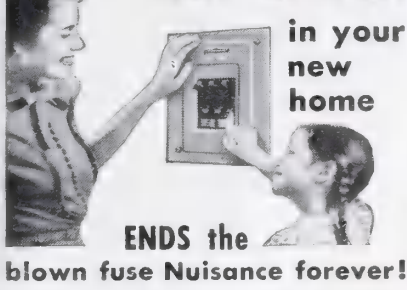
Add energy to your days and years to your life by saving yourself the strain of climbing stairs. Don't wait until your doctor tells you to "take it easy" to save your heart from over-exertion.

An Inclinator will carry you quickly and safely up and down any straight stairway. Or perhaps you prefer an Ele-vette, the vertical home elevator. Operated from house current. Both are made by the oldest maker of home passenger lifts. Thousands of satisfied users.

Write today for FREE Book about these simple and inexpensive home lifts, and name of dealer nearest you.

**INCLINATOR COMPANY OF AMERICA**  
2301 Paxton Blvd., Harrisburg, Pa.

**A Cutler-Hammer  
UNIT BREAKER**



Be sure a Cutler-Hammer Unit Breaker is in YOUR plans for wiring your new home or for the rewiring of an old one. It costs so little you must not miss its many advantages. Then when lights blink out because of an overload, you only have to reset a little lever that has snapped out of position. No fuses to hunt, nothing to replace, nothing to buy. So easy and safe to reset a child can do it.

The Cutler-Hammer Unit Breaker is so good looking you need not hide it. Install it in the kitchen or wherever it will be most convenient. It is the mark of a truly modern home. Know the facts; have YOUR wiring plans figured two ways . . . with fuses and with a Cutler-Hammer Unit Breaker. You'll be amazed at the slight difference in cost to have the latest and the best. Write now for our free booklet.

**CUTLER-HAMMER, Inc.,**  
1398 St. Paul Avenue  
Milwaukee 1, Wisconsin.

**FREE BOOKLET**  
Tells facts about new, better home electrical protection. Write TODAY for your copy.

**CUTLER-HAMMER UNIT BREAKER**

an important critical review of Picasso's major periods, its strongest moments are those in which the artist is creating, however inconsequentially, in front of the camera. The scene in which Picasso draws on glass, in which we witness both the act of creation and the mobile face and form of the creator, is among the most memorable that the motion picture camera has yet achieved in the field of art.

Running time for the film is 21 minutes; rental is \$12.50, sale \$125. Available from Cinema Guild, 10 Fiske Place, Mount Vernon, N. Y.

**A** CONSIDERABLY more ambitious study of Picasso has recently been released in this country, using what the distributors tally as 477 of the artist's works to trace his amazing career from its student beginnings in 1896, through its various paths and by-ways, up to the present day. A number of Picasso's latter-day diversions with wood, charcoal and ceramic are included, but once again it is the shots of the artist, at 74 still amazingly dynamic, which most compel the eye and the imagination.

"Picasso" was produced by Italy's leading art-film director, Luciano Emmer; it was produced by Sergio Amidei, one of the leading Italian scenarists, who together with Picasso is credited as writer for this film. My only complaint about the film is that its commentary is overbearing and out of tune with the things it is speaking about. Original music was composed by Roman Vlad. The film runs a full 50 minutes and is in color of excellent quality. For 16mm and 35mm rental rates, apply to Contemporary Films, 13 East 37th Street, New York 16, N. Y.

Another colorful artist whom the motion picture has recorded at work and at home is the Chinese-American painter Dong Kingman, photographed in the film "Dong Kingman" by the noted Hollywood cameraman, James Wong Howe. The film shows the detailed creation of a watercolor street scene made in New York's Chinatown and, in its second section, goes home with the artist to meet his family and take a close look at some of his work.

The spirit of the film keeps it from being merely a superficial record of everyday events. Chinese music is used as background accompaniment; the commentary was written by Tom Prideaux.

Running time is 15 minutes; the film is in color. Rental \$15, sale \$175. Available from Contemporary Films, 13 East 37th Street, New York 16, N. Y.

(Please turn the page)



**\* faithful reproduction**

*Another reason why today's fastest selling high fidelity record changer is*

**Collaro**

**\* Faithful Reproduction —**

distortion-free performance — balanced motor, pulleys and couplers reduce rumble to an inaudible minimum. Automatic muting switch eliminates 'clicks'.



For other features and new popular price, see your hi-fi dealer or write Dept. SK-10  
**ROCKBAR CORPORATION** 650 Halstead Avenue, Mamaroneck, N. Y.



**General**

**The Perfect Floor Polisher  
For Homes of Distinction**

General Twin 12A - America's most versatile Electric Floor Machine.

FREE booklet and dealer name from  
**GENERAL FLOORCRAFT, INC.,** Dept. H-10, 421 Hudson St., New York 14, N. Y.



Cadillac Quik-Vac makes fast work of cleaning jobs . . . from floor to ceiling.

Like having a maid in your home!

It's a smart home-maker who employs this willing electrical servant to keep her home spotless. Cadillac's amazing dirt-getting ability, attractive appearance, and moderate price make it a "best buy" in cleaners.



Model 888  
Complete set of attachments included.

Swivel "floating brush" rug nozzle . . . adjusts automatically to any thickness of rug nap; agitates dirt for fast, thorough pickup.

# Cadillac®

## QUIK-VAC

is the only canister-type cleaner with a  
**2-SPEED MOTOR**

Operated at HIGH speed, Quik-Vac gives you powerful *supersuction* for removing deep-down, tracked in dirt from rugs and carpets; LOW speed gives you *modified suction* for vacuuming scatter rugs, draperies, lamp shades and delicate fabrics.

McCall's says:  
"We used it and  
we liked it!"

USE-TESTED  
by McCall's

Look for  
this tag on  
Cadillac  
Quik-Vac

Visit your Cadillac dealer soon. See how  
Cadillac takes the drudgery out of housework.

Vacuum Cleaner Division  
**CLEMENTS MFG. CO.**

6654 S. Narragansett Ave., Chicago 38, Ill.

Cadillac . . . the quality name in cleaning equipment since 1910

## LIVING PORTRAITS OF CONTEMPORARY ARTISTS

CONTINUED FROM PRECEDING PAGE

As a photographic study the film "Mark Tobey: Artist" has many commendable qualities. Particularly praiseworthy is its sheer pictorial beauty in such shots as those contrasting the Seattle artist's dull-hued pattern-conscious paintings with moving pictures of the mundane scenes from which he selects his subjects. The artist himself is charming to meet—handsome, gray-haired, bearded. The film's commentary is incredibly poor—at times pompous, at times ridiculous. Music, composed by Tobey together with Cecil Young, is far more expressive than the words that accompany the film. Written and directed by Robert G. Gardner, photographed by William Heick, the film runs 20 minutes and is in color. Rental is \$12.50, sale \$225. Available from Brandon Films, 200 West 57th Street, New York 19, N. Y.

**THE MODERN** American primitive painter, known far and wide as Grandma Moses, has also been immortalized on film in a production photographed in 1950, when she was ninety years old. An outline of her remarkable career as a painter is presented. Of her style she says, "I paint down—first the sky, then the trees and then the ground." Scenes from the family album show her great-great-grandmother, herself as a child and a young wife. The final sequences of "Grandma Moses" explore some of her canvases in detail, with a delightful musical accompaniment by Hugh Martin, orchestrated by Alec Wilder, in the background.

Running time is 22 minutes, in Kodachrome. Rental \$20, sale \$200. Available from Film Images, 1860 Broadway, New York 23, N. Y.

**BECAUSE** of the painter's drip-and-dribble approach to his canvas, the film "Jackson Pollock" is perhaps the most entertaining, perhaps the most hilarious, of the lot. The camera shows him standing over the large surface to be painted, which he has placed flat on the ground, dripping and splattering it with streaks of bright color, with sprinklings of pebbles, sand, string, nails and other matter thrown in for good measure.

In one sequence, the painter works on clear glass, photographed from below. Pollock himself narrates a first-person commentary, (Please turn to page 253)

## CABIN CRAFTS bedspreads with the **AVISCO®** Integrity Tag



are found at these  
and other fine stores:

ALABAMA

Birmingham

Burger Phillips Co.

Birmingham

Lovemans

ARIZONA

Phoenix

Dorris-Heyman

Tucson

Jacome's

Tucson

Steinfeld's

ARKANSAS

Little Rock

Bliss

CALIFORNIA

Alhambra

Liebergs

Beverly Hills, J.W. Robinson Co.

Long Beach

Buflums' Store

Los Angeles

Bullock's—Downtown

Los Angeles, J. W. Robinson Co.

Marysville

Bradleys

Oakland

H. C. Capwell Co.

Pasadena

Liebergs

Riverside

Rouse's

San Francisco

City of Paris

San Francisco

The Emporium

San Francisco, The White House

Santa Ana

Buflums' Store

Temple City

Liebergs

W. Los Angeles

Bullock's—Westwood

COLORADO

Denver

Davis

Shaw Furniture Co.

Denver

The May Co.

CONNECTICUT

Hartford

G. Fox & Company

DELAWARE

Wilmington

Kennard-Pyle Co.

FLORIDA

Daytona Beach

Ivey's of Daytona Beach

Jacksonville

Cohen Brothers

Miami

Burdine's Inc.

Orlando

Dickson & Ives

Orlando

Ivey's of Orlando

Pensacola

Bon Marché

St. Petersburg, At Your Leisure

St. Petersburg

Maas Brothers

GEORGIA

Atlanta

Rich's, Atlanta

Augusta

Cullum's

ILLINOIS

Chicago

Carson Pirie Scott & Co.

Evanston

Lord's Inc.

Harrisburg

Lloyd L. Parker Furn. Store

Peoria

Berner's

Peoria

Block & Kuhl Co.

Rockford

D. J. Stewart Co.

INDIANA

Indianapolis

The Wm. H. Block Co.

IOWA

Cedar Rapids

Craemer's Inc.

Cedar Rapids

The Kilian Co.

KANSAS

Hutchinson

Wiley's

Topeka

Crosby Bros.

Wichita

Hinkel's

KENTUCKY

Ashland

The C. H. Parsons Co., Inc.

Lexington

Stewart's

Louisville

Stewart's

LOUISIANA

Baton Rouge

White & Kirk

Beaumont, The White House

Big Spring, Hemphill-Wellis Co.

Dallas

Sanger Brothers

El Paso, American Furniture Co.

Ft. Worth

Ellison's Furniture & Carpet

Ft. Worth

The Fair

Ft. Worth

Monnig's

Galveston

Plantowsky's

Houston

Foley's

Lubbock

Hemphill-Wellis Co.

San Antonio

Joske's of Texas

San Antonio

G. A. Stowers Furniture Co.

Sherman, Price's Dept. Store

Wichita Falls

Perkins Timberlake Co.

MARYLAND

Baltimore

Hochschild, Kohn

Bethesda

Smith's, Inc.

Chevy Chase

Woodward & Lothrop

MASSACHUSETTS

Boston, John H. Pray & Sons Co.

Boston

R. H. Stearns Co.

MICHIGAN

Ann Arbor

B. E. Muehlig Inc.

Detroit

Crowley-Milners

Detroit

The J. L. Hudson Co.

Flint

Herbert N. Bush, Inc.

Grand Rapids

Paul Steketee & Sons

Lansing

J. W. Knapp Company

MINNESOTA

Minneapolis

Dayton's

Rochester

Dayton's

MISSOURI

Clayton

Famous-Barr Co.

Joplin

Macy's

Kansas City, Emery Bird Thayer

Kansas City

Macy's

Northland

Famous-Barr Co.

St. Louis

Famous-Barr Co.—Downtown

St. Louis

Lammet Furniture Co.

St. Louis

Stix, Baer & Fuller

St. Louis, Vandervort

(St. Louis & Clayton)

Southtown

Famous-Barr Co.

MONTANA

Billings

Hart-Albin Co.

NEBRASKA

Lincoln

Milner and Paine

Omaha

J. L. Brandeis & Sons

Omaha, Orchard & Wilhelm Co.

Omaha, Younkers, the Center

NEVADA

Las Vegas

Ronzone's of Las Vegas

Reno

Home Furniture Inc.

NEW JERSEY

Newark

Hahne & Co.

Passaic

Wechsler's

Trenton

Nevius-Voorhees

NEW MEXICO

Albuquerque, Kistler-Collister

NEW YORK

Garden City

Frankel's

Ithaca

Rothschild Bros.

New York

Macy's

Rochester

McCurdy & Co.

Rochester

Sibley, Lindsay & Curr Co.

Tonawanda

Twin-Ton Dept. Store

Utica

Utica Rug Center

NORTH CAROLINA

Asheville

Bon Marche

Greensboro

Ellis Stone

OHIO

Akron

The M. O'Neil Co.

Cincinnati

The H. H. S. Pogue Co.

Cincinnati

Shillito's

Cleveland

The Higbee Co.

Dayton

The Home Store

Dayton

The Rike-Kumler Co.

OKLAHOMA

Oklahoma City

John A. Brown Co.

Oklahoma City

Halliburton's

Oklahoma City

Kerr's Inc.

OREGON

Eugene

The Broadway

Eugene

Miller's

Eugene

Russell's

Portland

Meier and Frank Co., Inc.

PENNSYLVANIA

Allentown

Hess Brothers

Germantown

C. A. Rowell

Harrisburg

Bowman's Dept. Store, Inc.

Johnstown, The Geis Store, Inc.

Johnstown

Penn Traffic Co.

Philadelphia

Gimbel's

Phila. & Cheltenham

Scranton

Kaufmann's

Shamokin

The Globe

Sharon

Moser's Store

Sharon

J. M. Willson & Sons

Williamsport

L. L. Stearns and Sons

RHODE ISLAND

Providence

The Shepard Co.

SOUTH DAKOTA

Sioux Falls

Fantle's

TENNESSEE

Kingsport

W. B. Greene Co.

Memphis

The John Gerber Co.

TEXAS

Amarillo

White & Kirk

Beaumont, The White House

Big Spring, Hemphill-Wellis Co.

Dallas

Sanger Brothers

El Paso, American Furniture Co.

Ft. Worth

Ellison's Furniture & Carpet

Ft. Worth

The Fair

Ft. Worth

Monnig's

Galveston

Plantowsky's

Houston

Foley's

Lubbock

Hemphill-Wellis Co.

San Antonio

Joske's of Texas

San Antonio

G. A. Stowers Furniture Co.

Sherman, Price's Dept. Store

Wichita Falls

Perkins Timberlake Co.

VIRGINIA

Alexandria

Woodward & Lothrop

Falls Church

Woodward & Lothrop

Norfolk

W. G. Swartz Co.

Roanoke

S. H. Heironimus

WASHINGTON

Spokane

The Crescent

WEST VIRGINIA

East Beckley, The Curtain Shop

Huntington

T. A. Nasser Co.

WISCONSIN

Milwaukee

Gimbel's

Milwaukee

Schuster's

DISTRICT OF COLUMBIA

Washington, D.C.

Woodward & Lothrop

Several territories  
for distributors  
are open.  
Inquiries  
invited.





**AVISCO®**

**AVISCO  
INTEGRITY  
TAG**

Richer color for your bedroom — and less linting

**AVISCO** is the reason

The chief charms of this beautiful bedspread—its warm coloring and its virtual freedom from lint—come from the Avisco rayon fibers that are woven all through it, and that form the rich, thick, velvety coin dots and border.

No other fiber gives you quite such luxurious color depth. No other fiber gives you such practical freedom from the annoyance of linting.

And no guarantee gives you quite such assurance as the Avisco Integrity Tag attached to every spread. It backs up the quality with countless tests, from basic fiber to the beauty on your bed. (Those tests include washing, too.)

Ask for Cabin Crafts spreads with the Avisco Integrity Tag. Eleven Woodland tones, single size about \$15.95; draperies about \$12.95.

AMERICAN VISCOSE CORPORATION, 350 FIFTH AVENUE, NEW YORK 1, N. Y.

CABIN CRAFTS BEDSPREADS WITH THE AVISCO INTEGRITY TAG AT FINE STORES OPPOSITE



*Everyone's waking up... TO THIS*  
**GUARANTEED CHATHAM BLANKET**

75% WOOL • 25% ORLON® • GUARANTEED 3 WAYS



SAME QUALITY AS OUR FAMOUS KNITTED SHIRAZI BLANKETS

® DU PONT'S ACRYLIC FIBER • U.S. PAT. #2,595,977

**C**HATHAM puts Orlon® to work for you . . . combines it with wool in just the right amount to give you a blanket guaranteed against shrinkage. Here you have rich, luxurious wool, with the easy-do washability that modern living calls for. Bound with 100% nylon bind-

ing, guaranteed to last the life of the blanket and guaranteed against moth damage for five years. In twelve decorator colors in your choice of bed sizes from \$15.95 to \$26.95. At fine stores everywhere.

**CHATHAM BLANKETS AMERICA**

Made by the makers of famous Chatham Fashion Fabrics for men and women • Chatham Manufacturing Company • Mills at Elkin, Charlotte & Spray, North Carolina



## LIVING PORTRAITS OF CONTEMPORARY ARTISTS

CONTINUED FROM PAGE 250

which explains his methods and aims. His recent tragic death makes it all the more important to see how he worked.

Directors Paul Falkenberg and Hans Namuth have done the photographic honors with unusual clarity and good taste. Running time is 11 minutes, in Kodachrome. Rental is \$7.50, sale \$100. From Film Images, address above.

"Karl Knaths' Cape Cod" is an informal comparison of this Provincetown painter's work (some 35 canvases) with actual scenes of what he sees when he goes fishing, clamming, duck hunting and the like. Aside from presenting an enjoyable personality, the film quietly observes and reveals a number of important concepts about the painter's relationship to his material.

The film was produced and photographed by Jack Calderwood. Running time is 14 minutes; the film is in color. Rental is \$15, sale \$150. Available from Docufilms, 209 East 66th Street, New York 21, N. Y.

**ALTHOUGH** it has many serious faults (the color quality is disturbingly uneven for one thing), the Canadian film "Varley" seems to me to give more information and feeling about a painter and his work than any other film I have seen. Now in his seventies, Frederick Varley has never been a fashionable painter, we are told; his work and his life have been burdened with periods of despair and inactivity. The film is not an attempt to make him popular or even understood; it is merely a portrait of a living artist and his devotion to his work.

The film was produced for the National Film Board of Canada by Thomas Daly; directed by Allan Wargon. photographed by Denis Gillson, with music by Louis Applebaum. Running time is 16 minutes, in color. Rental \$6, sale \$150. Available from the International Film Bureau, 57 E. Jackson Blvd., Chicago 4, Ill.

Farther from home, "Korean Artist" introduces the contemporary painter Lee Hyung Pyo, demonstrating his personal style as an outgrowth of his country's traditional style and the modern mode, which now more or less dominates the entire world of art. The film,

produced and directed by Ted Conant, is 14 minutes long, in color. Rental is \$15, sale \$150. A similarly remote study is to be found in "Namatjira, the Painter," showing the natural scenery of the Australian outback and the watercolors produced by this well-known aborigine painter. A production of the Australian National Film Board, the film is 20 minutes long, in color. Rental is \$20, sale \$200. Both films are available from Film Images, 1860 Broadway, N.Y.C.

"Sumi Artist" shows the Japanese artist Chiura Obata as he creates pictures in traditional style, using jet-black pigment and "natural" colors, and sitting cross-legged on the floor in typical Japanese dress. Although possibly intended as an instructional film, it is a fascinating close-range view of a precise and delicate style of painting. I recommend it to any audience. Running time is ten minutes, in color. Prints are available for purchase (at \$115) from Lobett Productions, 2002 Taraval Street, San Francisco 16, California. For rentals write the producer and ask the name and address of educational film libraries that own the film.

"Color Lithography, an Art Medium" is another instructional film which transcends its inherent boundaries and becomes an enjoyable experience for even the casual viewer. It shows the step-by-step development of a three-color lithograph by Reginald H. Neal, art instructor at the University of Mississippi. Directed by Duncan Whiteside, this is the first film production of the university and one of which it might well be proud. The film won this year's Golden Reel award in the art category and is 32 minutes long, in color. Rental is \$22.50, sale \$225. Available from the Department of Television, Film and Radio, University Extension, University of Mississippi, University, Mississippi.

**FROM** Maine to Mississippi, from France to Korea, the world of art and artists moves closer to all of us, by means of the motion picture. On 16mm film, these "living" artists now come into your home. And this, I believe, is only the beginning of the wonderful things that will happen in this newest trend in art and cinema.



She cleans  
thoroughly  
twice a week  
**BUT—**  
still her house  
is dirty!

Here's a meticulous lady who cleans her home from top to bottom not once, but twice a week. And still she can't keep up with the *fine dirt* that settles tenaciously on walls, woodwork, rugs, curtains, drapes and furniture to give them that gray, tired look.

Each time she removes these fine dirt particles, replacements pour in—right through the conventional filters in the warm air heating or air conditioning system. What she needs is help in the form of PLIOTRON—the world's first, fully washable electrostatic air filter.

Much as a magnet captures bits of iron, the special filter medium in PLIOTRON attracts and captures up to *five times as much fine dirt* as ordinary filters. And PLIOTRON depth-loads rather than surface-loads for greater capacity. Best of all, when finally dirty, PLIOTRON is easily restored to like-new efficiency by a quick bath.

Cost? PLIOTRON does cost more than "throwaway" filters, but first cost is its only cost. And the difference is much more than made up by savings in filter costs, cleaning and decorating bills and reduced maintenance, most of which can be traced to faulty filters.

Why not get more information, today, on cleaner, healthier air at lower cost with PLIOTRON? See your heating and ventilating dealer. Or write Goodyear, P.O. Box 288, Akron, Ohio.

Pliotron—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

**This winter, save work, install  
PLIOTRON Air Cleaner**  
by

**GOODYEAR**  
THE GREATEST NAME IN RUBBER







presents

## A NEW CONCEPT IN COOKING!

You can prepare, cook, serve, store, freeze, re-heat and serve again, all in the same utensil! Fry, saute, boil, bake, simmer or roast in both skillets and sauce pans. The gleaming porcelain surface helps keep foods from sticking... eliminates tiresome scouring and polishing! Descoware stays bright and new looking for years... washes as easily as fine china!

"cook and  
serve"

**Descoware**  
CAST IRON... PORCELAINIZED

in decorator-smart colors



SEE IT IN CITRON YELLOW

DESCOWARE CORP. 150 West Jefferson Blvd., Los Angeles 7

## MEMO to a MODERN EPICURE

*by Poppy Cannon*

### Model Fingers

This is the name given to small, finger-shaped sandwiches of pound cake put together with Tasti-Diet sucaryl sweetened preserves. It's a tidbit, quite popular with the models of Manhattan, whose figures are their fortune. As for the pound cake, likely as not it's Sara Lee's—frozen, ready to thaw and slice, or it's made from the Dromedary pound cake mix inspired by and still true to Williamsburg traditions. All three, the Tasti-Diet line jellies, jams, puddings and dressings; the frozen pound cake and Dromedary mix are widely distributed in chain stores as well as in independent markets.



A pretty addendum to the usual bar accessories is a squat apothecary jar made by Ceraglass with identification label, Sugar, blazoned across the front in blue and 22-carat pure gold. Available at gift shops and department stores all over the country.



MARILYN HAFNER

This may surprise you, but it's true, that many a meringue, soufflé and delicate cake has been literally knocked flat by too-coarse sugar. That's why some particular cooks are using for all purposes, the new instant superfine sugar instead of granulated. Superfine, variously known as fruit and berry, iced tea or bar sugar, should not be confused with confectioner's sugar

which is even finer, contains some corn starch, and is generally used for uncooked frostings, icings and various candies.

### Times Do Change

There was a day when, if you really cared, you took the trouble to provide a simple syrup for sweetening all manner of drinks. There was no other way to be sure that a sodden shield of sugar would not lie sluggardly at the bottom of the glass. Now even the most meticulous admit that simple syrup is a thing of the past. Domino's instant superfine sugar does exactly what its name implies. In a moment it is dissolved, even in an iced beverage, even in a cocktail.

### Homemade Bread Mix

At long, long last—a mix we have been dreaming about. real old-fashioned homemade bread. Truly revolutionary! You add nothing but water. Takes no more than ten minutes to put together. Goes directly into the oven to rise and to bake. *Ready for the table within an hour.* All chain stores should have it—if not now, soon! It's Appian



Way Qwik Bread, put up by the originators of Pizza Mix and Sauce.



Each carton contains the makings of two big loaves—two packets of bread mix and dry yeast, one aluminum bake pan.

Why not two pans? Or are you expected to bake only one loaf at a time?

There is also an envelope of cinnamon and sugar. A good idea. Also one of garlic powder which we didn't like too much. Could be we are just a little weary of garlic bread!

But why be captious? This bread mix is real news. Hours are eliminated along with multiple "risings." The dough blooms into bread in a very slow oven and then bakes at the regular bread temperature, about 400 degrees F. Comparable to the best bread you can buy, even when it's made with water, the loaves take on added flavor if you use milk or half milk and half cream.

Should you have trouble finding Appian Way Qwik Bread at your market, write to Food Specialties Inc., Worcester, Mass., or San Jose, California.

#### Idea Book

Can it be that a new era has dawned for manufacturers' booklets—with the advent of "Creative Cooking," produced under the direction of Procter & Gamble with the editorial assistance of Ann Seranne and Eileen Gaden? Dedicated to the numerous virtues of Fluffo, the golden shortening, the book is a small (well, not so small—108 pages) treasury of excellent recipes. Even more important, it's full of bright thoughts. The pictures particularly are worth studying. How proudly a Hungarian coffee cake stands on a footed compotier of Chinese basketry which performs a double service,

makes an airy rack for cooling, as well as a distinctive serving piece.

On the same page, a Kugelhopf rests on a Japanese pie basket turned upside down. The classic combination, melon balls and ham, are shown on skewers speared into a melon half. On other pages a broad-based crystal vase, a wide-mouth sherbet and an up-turned goblet are topped with glass plates to hold a variety of cakes.

Fostoria sherbets and clear glass plates in three sizes form a sumptuous tier for tarts and pie-lets and a rum cream fruit tart bulgy with apri-



cots under glaze, rests on a shimmering crystal dais which is no more than a plain glass plate balanced on top of a candlestick set up-side down.

In building these glass edifices, no adhesive is necessary, no wetting of the edges. Balance does it and many Fostoria glasses seem to be particularly suitable.

#### Still Life for Curry

Temples of Thailand or Cambodia must have inspired the table setting for the curry buffet. Cassava melon is winged on either side with hands of bananas. Persimmons are ranged in the front

(Please turn the page)



#### CAST IRON

completely coated in gleaming porcelain!

"oven-to-table"

# Descoware®

CAST IRON...PORCELAINIZED



in decorator-smart colors

Long cherished by famous French chefs, Descoware now brings continental cooking perfection to modern America! By special process, life-time vitreous enamel is fused over light grain cast-iron. Descoware absorbs heat evenly...locks in flavors...gives you an extra margin of cooking safety...keeps food warm at the table for tastier second helpings! Plasticcoated, hardwood handles.



If your favorite dealer does not yet have Descoware, write for colorful folder and price list.

SEE IT IN FLAME-RED

DESCOWARE CORP. 150 West Jefferson Blvd., Los Angeles 7



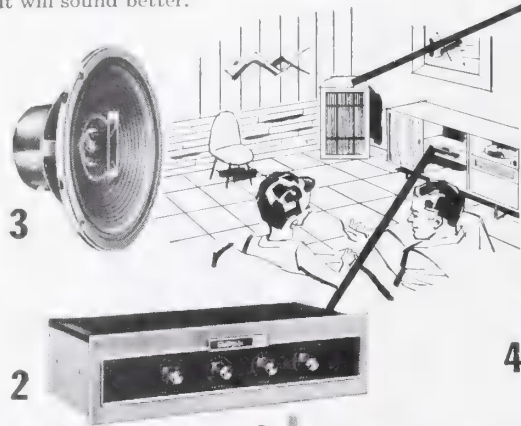
## THERE IS A DIFFERENCE IN HIGH-FIDELITY EQUIPMENT!

HEAR IT!  
SEE IT!  
IT'S

*Electro-Voice*

All authentic high-fidelity equipment reproduces sound pleasantly. But to recreate living "presence," choose Electro-Voice as experts do. In the Aristocrat folded-horn corner enclosure and related equipment shown, Electro-Voice 'Listenring' gives you an integrated three-way system for amazingly wide tonal range without distortion.

Electro-Voice units are designed to perform together as complete systems. Yet, add them individually to any high-fidelity system and it will sound better.



Send 25c for quick facts on true high-fidelity speaker systems. Specify Catalog No. 117-HB610

Electro-Voice, world's largest manufacturer of high-fidelity products, offers you the world's most complete line, available everywhere.

ELECTRO-VOICE, INC. • BUCHANAN, MICHIGAN  
Export: 13 East 40th Street, New York 16, U. S. A.  
Cables: ARLAB

- 1 The Aristocrat folded-horn corner enclosure. 29 1/2" x 19 1/2" x 15 1/2". Mahogany, Net \$69. Korina Blonde.....Net \$76.
- 2 Low-Boy Circutron Amplifier with Controls. Model A15CL... \$99.50\*.
- 3 12-Inch Triaxial Reproducer. Frequency response: 35-15,000 cps. Model 12TRXB, Net \$64.
- 4 Ultra-Linear Ceramic Phono Cartridge, Model 84S, Net \$9.60.

\*Slightly higher in the West.

ENJOY THE DIFFERENCE SOON!

### ELECTRO-VOICE HIGH FIDELITY EQUIPMENT IS AVAILABLE AT:

**ALABAMA**  
TUSCALOOSA: Scott Recording Laboratory, Municipal Airport

**ARKANSAS**  
LITTLE ROCK: Moses Melody Shop, 311 Main

**CALIFORNIA**  
HOLLYWOOD: Hollywood Electronics, 7460 Melrose  
Western States Electronics, 1509 N. Western  
Newark Electric Co., 4736 W. Century  
LOS ANGELES: Crenshaw Hi-Fi Center, 107 Santa Barbara Plaza  
Henry Radio, 11240 W. Olympic  
Midway Electronic Supply, 2817 Crenshaw  
OAKLAND: Coast Electronics, 4166 Broadway  
PASADENA: High-Fidelity House, 536 S. Fair Oaks  
SAN FRANCISCO: San Francisco Radio Supply, 1284 Market

**COLORADO**  
COLORADO SPRINGS: Deits Bros., 119 E. Pikes Peak  
DENVER: Allegro Music Shop Inc., 262 Fillmore  
The Chas. E. Wells Music Co., 1629 California

**CONNECTICUT**  
NEW HAVEN: David Dean Smith, 262 Elm Radio Shack, 230 Crown

**DELAWARE**  
WILMINGTON: Radio Electric Service, 3rd & Tattall  
Wilmington Electric Specialty, 403 Delaware

**DISTRICT OF COLUMBIA**  
WASHINGTON: Electronic Wholesalers, 2345 Sherman N.W.

**FLORIDA**  
GAINESVILLE: Goddard-Gainesville, Inc., 1031 Main  
MELBOURNE: McHose Electronics, 640 New Haven  
MIAMI: Flagler Radio, 1068 W. Flagler  
High Fidelity Associates, 3888 Biscayne  
ORLANDO: Goddard-Orlando, 631 W. Central  
TAMPA: Goddard-Tampa, 601 S. Morgan  
WEST PALM BEACH: Goddard Distributors, 1309 S. Dixie  
The House of High Fidelity, 205 Datura

**ILLINOIS**  
BROADVIEW: Hi-Fi Unlimited, 1305 Roosevelt  
CHICAGO: Allied Radio, 100 N. Western  
Electronics Expeditors, 2909 W. Devon  
Newark Electric Co., 723 S. Madison  
Schwartz Bros. Hi-Fi Studios, 1215 E. 63rd  
Voice & Vision, 927 N. Rush

**LOUISIANA**  
BATON ROUGE: Louisiana Radio & TV Distributors, 1645 Plant

**MAINE**  
PORTLAND: Canfield Flexifone, 57 Portland

**MARYLAND**  
SALISBURY: Radio Electric Service Co. of Delaware

**MASSACHUSETTS**  
BOSTON: Cramer Electronics, 811 Boylston  
De Mambro Radio, 1095 Commonwealth  
Lafayette Radio, 110 Federal  
Radio Shack, 167 Washington  
Yankee Electronics, 257 Huntington  
CAMBRIDGE: Hi-Fi Labs, 1077 Massachusetts  
FRAMINGHAM: Hi-Fi Studios, 277 Worcester  
HOLYOKE: Tel-O-Wire Sound, 37 Railroad  
LAWRENCE: Young and Young of Lawrence, Inc., 198 Broadway  
SPRINGFIELD: Soundco Electronics, 147 Dwight  
WORCESTER: Fred G. Walters Co. Inc., 1308 Grafton

**MICHIGAN**  
BATTLE CREEK: Electronic Supply Corp., 94 Hamblin  
BIRMINGHAM: McCallum & Dean, 409-411 East Maple  
DETROIT: Audio House Inc., 19771 Conant  
Hi-Fi Studios, 8300 Fenkel  
K.L.A. Laboratories, 7375 Woodward  
Pecar Electronics, 10729 Morang  
Sihler's Radio Shop Inc., 15822 Grand River  
LANSING: Tape Recording Industries, 3335 E. Michigan  
SAGINAW: Audio Communications, 1511 Janes

**MINNESOTA**  
MINNEAPOLIS: Audio King Co., 1827 E. Lake  
Hi-Fi Sound, 69 South 12th

**NEW JERSEY**  
MOUNTAINVIEW: Federated Purchaser Inc., 1021 Highway 22  
NEWARK: Federated Purchaser, Inc. 114 Hudson  
Hudson Radio & TV, 35 Williams  
Radio Wire T.V., 24 Central  
PLAINFIELD: Radio Wire T.V., 139 W. 2nd

**MEXICO**  
ALBUQUERQUE: Hi-Fi Equipment, 816 San Mateo S.E.

**NEW YORK**  
ALBANY: Hi-Fidelity Center, 324 Central  
BROOKLYN: Benray Electronics, 485 Coney Island  
JAMESTOWN: Warren Radio, 31 Forest  
NEW YORK: Federated Purchaser, 66 Day  
Harvey Radio, 103 W. 43rd  
Hudson Radio & TV, 48 W. 48th  
Hudson Radio & TV, 212 Fulton N.  
Leonard Radio, Cortlandt  
Radio Wire T.V. Inc., 100 6th

Sun Radio & Electronics, 650 6th  
Terminal Radio, 85 Cortlandt  
UTICA: Electronics Labs & Supply, 1415 Oriskany W.

**OHIO**  
CANTON: George F. Ebel, 3017 Cleveland, N.W.  
CLEVELAND: Audio Craft, 2915 Prospect  
Progress Radio Supply, 413-415 Huron  
COLUMBUS: Shaffer Music, 849 N. High  
DAYTON: Custom Electronics, 1000 S. Main  
Stotts-Friedman, 135 E. Second  
TOLEDO: Jamieson's High Fidelity, 840 W. Central

**OREGON**  
PORTLAND: L. D. Heater, 1001 S.W. Morrison

**PENNSYLVANIA**  
ALLENTOWN: Federated Purchaser, 1115 Hamilton

Radio Electric Service, 1042 Hamilton St.  
CHESTER: A. C. Radio Supply  
EASTON: Radio Electric Service, 916 Northampton  
ERIE: Warren Radio, 1315 Peach St.  
LANCASTER: George D. Barbey, 622 Columbia

LEHIGH: George D. Barbey, 821 Queniten  
MEADVILLE: Warren Radio, 1057 S. Main  
PHILADELPHIA: Almo Radio, 509 Arch  
A. C. Radio Supply, 1539 W. Passyunk  
Radio Electric Service, 709 Arch  
Radio Electric Service, 3412 Germantown Ave.  
POTTSTOWN: George D. Barbey, 205 N. York  
READING: George D. Barbey, 2nd & Penn  
WYNEWOOD: Shryock Hi-Fidelity Radio & TV, Bonwit-Teller Bldg.  
YORK: Radio Electric Service of Delaware

**RHODE ISLAND**  
PROVIDENCE: Audionics Company, 790 North Main

**TEXAS**  
BEAUMONT: Thompson Audio Center, 1090 Alma at Park  
DALLAS: Crabtree's Wholesale Radio, 2608 Ross  
HOUSTON: Wrye Co., Ltd., 2410 W. Alabama  
SAN ANTONIO: High Fidelity House, Vandergriff Audio Co., 4160 San Pedro

**WASHINGTON**  
SPOKANE: House of High Fidelity, 20th Century Sales Inc., 1021 W. First Ave.

**CANADA**  
ONTARIO: OTTAWA: Canadian Electrical Supply, 836 Somerset W.  
TORONTO: Canadian Electrical Supply, 522 Yonge St.  
QUEBEC, MONTREAL: Canadian Electrical Supply, 275 Craig St. W.  
Excel Distributing, 690 St. James St. W.

## MEMO TO A MODERN EPICURE

CONTINUED FROM PRECEDING PAGE

be viewed from both sides). On top of the melon a grapefruit is set upon a sturdy skewer. Above rises a tower of oranges or tangerines and lemons graduating from large to very small. Kumquats make a crest across the top of the melon and crown the grapefruit. As the spire rises, green grapes circle.

Instead of persimmons, red apples could be used; red grapes in place of kumquats.

### Edible Napkin Rings

Practically all the decorations on the table are eatable even the napkin rings shaped from sweet yeast dough. Don't tell the Fluffo people, but we used oven-ready biscuits rolling and flattening them till each piece was nine inches long, about two inches wide, and 1/4 inch thick. We tapered one end, cut a gash at the other end, wrapped the strips around several thicknesses of aluminum foil leaving as much room as a napkin would require. The tapered end is pulled through the gash. Bake as usual.

### Dramatic Buffet Breads

In this same book, wafers much like Armenian Lavash are shown piled high on a wooden skewer for a teen-age buffet. Once again, instead of sweet yeast dough, oven-ready biscuits will do. Divide each biscuit in two parts, shape into balls, roll each ball into discs thin as paper, seven or eight inches in diameter, bake at 425° F., six to

eight minutes or until lightly brown. Or, may we add, to accom-



pany a Mexican or Spanish specialty, transform the same discs into sopapillas by dropping them into your automatic deep fryer (with Fluffo, perforce!). Fry two or three minutes at 370° F., or until lightly tanned. Drain on paper towels.

### Plus One Label

Creative Cooking is not hard to come by. Send fifty cents and one label from a can of Fluffo, the golden shortening, to Procter & Gamble, Dept. H., P.O. Box 837, Cincinnati, Ohio. Just mention the name of HOUSE BEAUTIFUL and you'll get it promptly.

## SOME PLEASURES AND PROBLEMS OF MODERN PAINTING

CONTINUED FROM PAGE 193

days when Romanesque sculptors were assaulting, with their own wit and audacity, their own society's conventional subjects.

I won't go into the question of what some of our modern forms mean, partly because I don't know, but largely because I don't much care. In fact, what I like best about them is their lack of any specific prose message. They don't say something; they are something. In this respect they are like the forms of Chinese vases or the movements of classical ballet; what they give us is not "meaning," but significance.

The shapes in a Braque still life are magically quiet. They do not even murmur, as do the dishes and

glasses of an old Dutch master, that someone has just left the table. The massive slabs in a seascape by the late Nicolas de Staël, perhaps the best new painter since the war, do not orate, as do the waves of Winslow Homer, about the life of mariners. There is in modern pictures, in spite of the wit I have mentioned, a noble reserve, a fastidious refusal to gossip or moralize. They are, in their own way, as silent as the proportions of Greek temples.

They are also, as a rule, more noticeably colored than our old masterpieces. Ask a friend, just back from Paris, to enumerate the colors in the Mona Lisa. He will pause; he probably spent most of



his time looking at that smile and didn't see the painting. Ask him, however, for the colors in a Matisse and he will start right off with red, green, yellow, blue. Of course, I'm not being fair, since the Mona Lisa badly needs scrubbing. But you can try the experiment with a clean Rubens or Fragonard and get about the same result.

**NOT THAT** the old masters didn't use color. Take an extreme example—scarcely a masterpiece—as an explanation. Can you think of Washington crossing the Delaware in color? No, because the well-known picture of that event is all heroic subject. It scarcely exists as painting. It is rather a national document, and like all documents it grays in our imagination.

Modern pictures have very little documentary value, and we may feel that that's a pity. Yet we ought to remember the gain. A yellow boat by Matisse doesn't have to worry about battles or even crossing a river. It doesn't pretend to be anything except a patch of paint which has assumed the form of a boat. It is therefore free, within the harmony imposed by its neighboring reds, greens and blues, to call our attention to yellow.

Similar comments could be made

about tonality, light and the pictorial stuff itself: pigments, oil, varnish and canvas. Abstract artists are especially free to bring out the raw beauty of their materials. We don't—as we do with a Van Eyck—look through a Pollock, as though it were a window, at a subject in conventional perspective back of the frame. There is no subject, and the perspective is aerial, not theatrical. So we look at the flat stuff itself. It's like discovering the quality of earth from a plane.

All the traditional elements of painting have thus been liberated, both in fact and in our awareness, from a dependence grown particularly dull and wintry in the academies of the last century. Flip through the reproductions in a history of art, and you will have a strong impression of springtime when you turn into the modern period.

But wait. Forget about the academics. Aren't the real old masters full of "modern" virtues, if we would only stop concentrating on their subjects and look at their painting? Can't our springtime be made retroactive? It can. One of the great things about the pleasures of modern painting is the fact that it is, unlike, say, the pleasures of the Italian Renaissance, always

extendible in time and space.

A man who admires Raphael may not enjoy Matisse, but a man who has learned to admire Matisse is in good shape to enjoy Raphael, and Japanese prints and Persian miniatures as well. The pleasures of modern painting are less bigoted, more universal, than the pleasures attached to subject matter. They are, when purged of their occasional snobbery and silliness, morally superior.

**THEIR** very universality, however, poses a curious problem. We may agree that the modern movement has been a necessary corrective. Eighty years ago most painters and all of the general public needed to be reminded very sharply that painting was not, after all, a branch of literature. But now we have learned the lesson, and we have just admitted that the old masters combined literary content with pure painting. Why, then, continue the demonstration? Isn't it high time we stopped this puritanical rejection of subject matter, and returned to a more human compromise?

Well, of course there has been some compromise all along. To make my point I have rather exaggerated this report on the demise

of the subject. There is more than pure painting in many modern pictures. Picasso and Klee have depicted grins every bit as bewitching as Mona Lisa's—or the Cheshire cat's. Ninety per cent of Salvador Dali's appeal springs from his subject matter. And today many young artists are soberly applying themselves to the task of interpreting and describing nature.

But I realize that these concessions do not get me off the hook. One can't legitimately defend modern painting by pointing out that much of it is not really so very modern. Strictly speaking, Dali is just a sixteenth-century Mannerist with some new themes. His painting style is thoroughly traditional, even academic.

And today the abstract movement has grown too large to be ignored. A large number of young artists appear determined to eliminate subject matter from painting once for all, and thus carry to its logical conclusion an idea which their precursors were willing to drop at the halfway point. How can we justify this rigorism?

The defense has three standard arguments. In the first place, the abstractionists say, most of the conventional subjects for painting

*(Please turn the page)*



**KITTINGER**  
company, inc.

## Elegance Finds New Expression

in this newest Kittinger "Queen Anne" group...in Heirloom finish Mahogany. Send for illustrations. Kittinger Company, 1887 Elmwood Avenue, Buffalo 7, New York.

Showrooms: At the factory, BUFFALO • NEW YORK • CHICAGO • BOSTON • DALLAS • LOS ANGELES • SAN FRANCISCO



Give your home the convenience of  
**BILT-WELL**  
 STORAGE CABINETS



You need never again complain,

"If I only had more storage space!"

It's yours for any room with BILT-WELL Cabinets

and your own hammer and screw driver. They're that  
 quick and easy to assemble and install.

Extremely economical, too.

These modern cabinets are available in 90 different

types and sizes and are precision-made of smooth,

clear Ponderosa Pine. And if you wish, you can color-cue

them to any decorating scheme with one of BILT-WELL's  
 exclusive wood finishes.

Let BILT-WELL come to the rescue in  
 your present home or the one you plan  
 to build or remodel. See all the cabinet  
 types, shapes and sizes by mailing the  
 coupon now!



**BILT-WELL**  
 WOODWORK

Manufactured by  
**CARR, ADAMS & COLLIER COMPANY**  
 Dubuque, Iowa

**BILT-WELL Woodwork**  
 Since 1866  
 Dept. HB-99, Dubuque, Iowa

Please send me copy of "Storage Ideas for  
 Family Living with BILT-WELL Cabinet  
 Units." Enclosed find 25c to cover cost.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## SOME PLEASURES AND PROBLEMS OF MODERN PAINTING

CONTINUED FROM PRECEDING PAGE

have been used up. Anecdotes, historical events, portraits, still lifes, nudes and landscapes have been done and done and done. We have them by the millions in our museums, books, prints and private collections. They are wonderful. But why do them all over again? Trying to paint another Mona Lisa is as presumptuous as trying to create another *Hamlet*. And as pointless. We've got one.

**I**F YOU start to reply that the number of possible variations is infinite in a human smile, or even in a coffee pot, and that therefore our supply of pictorial subjects can never be exhausted, the abstractionists are ready with their second argument. Anyway, they say, shifting their ground slightly, all these subjects can be handled better by photographers.

Only a lingering, anachronistic, pseudo-aristocratic prejudice against gadgets keeps us from seeing, they say, that a sensitive artist with a camera can beat any painter at portraiture. And if Washington were to cross the Delaware today we could have a photograph which would make the painting we have look like a piece of pompous, theatrical flummery. And why should painters turn out frozen dramas and anecdotes for homes equipped with television sets? In an age of specialists, painters should be painters, not second-rate photographers.

If you start to object that a painter can be a sort of photographer and at the same time an excellent painter, you get the third argument of the abstractionists. No, they say, for even a slight emphasis on subject matter not only tends to distract the viewer from the painterly qualities of a picture, it also actually *shrinks* the significance.

This, it seems to me, is a very interesting point. It is not, you will

note, the old formalistic plea for art for art's sake. It is a plea for more, not less, significance. And it suggests that abstraction is not merely another school or style in the series known collectively as the modern movement, but in fact a new art, or at least a very new kind of painting—which would explain why our young abstractionists are so excited.

A thorough analysis of the point would take us far into pure esthetic theory, but I will venture an imperfect analogy with music. If Beethoven had been required to "imitate nature" in his Fifth Symphony, to introduce, say, even some slight allusions to battle sounds, wouldn't the significance of the work have been shrunk to that extent? Isn't Tchaikovsky sometimes an inferior artist for precisely that reason? And wouldn't Mozart's music be terribly diminished if it suggested, say, the songs of birds instead of all the ironic tenderness and the thousand other undefinable things it does in fact signify?

**C**OLOR and abstract forms do not, to be sure, yet have the evocative power for most of us that abstract sound has. Nor would I agree that the arguments I have cited are enough to destroy the case for old-fashioned subject painting. Our pleasures in that kind of art are now several thousand years old, and they are much too real to be dimmed by a mere theory. They certainly have a long future.

But I do think that these arguments are strong enough to justify the parallel development of abstract painting. Moreover, they are apt to become stronger as the years pass, as the camera takes over more and more of our pictorial subject matter, we become more and more accustomed to pure painting, and our abstractionists become more and more expert in their new art.

### Important—To Subscribers Before You Move—Write

Send us a letter, card or Post Office change-of-address form. Tell us both your old and your new address.

At least five weeks before you move, notify

House Beautiful Subscription Dept.  
 250 West 55th Street, New York 19



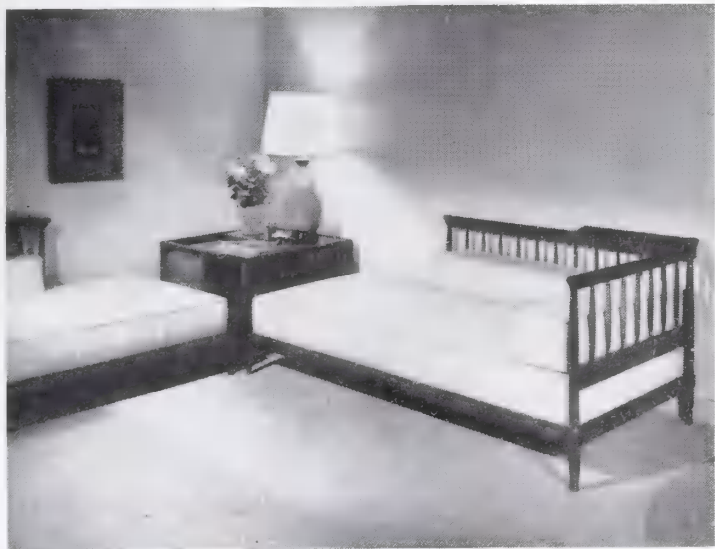
## FURNITURE THAT REVIVES THE AGE-OLD ART OF PARQUETRY

CONTINUED FROM PAGE 189



A treasure of storage space and usefulness, this high, four-drawer chest has a drop-leaf front which becomes a writing desk. Inside is fitted with pigeonholes. Exterior of drop-leaf is myrtle burl parquet, contrasting with pecan wood and butternut trim. Note the striped pattern created by "planking." Chair, laced with leather straps, has a wood spline back.

VINCENT LISANTI, ALDERMAN STUDIOS



Like a pretty fencing, a right-angle frame of tapering pecan wood spindles provides side and backrest for a foam-rubber day sofa. Frames come in either right or left versions, may be bought separately. Mattress is removable for reupholstery. Fabric, Cheney-Greeff. Corner cabinet, for record playing equipment and record storage, has sliding side and top panels for easy access.

## Give your home the personality of **BILT-WELL** AWNING WINDOWS



You'll love the "window harmony"

that BILT-WELL Awning Windows provide. The

same basic unit can be used throughout the house...

grouped or combined with picture windows in the living room

...up-ended as casements for full ventilation in the kitchen

...ribboned for privacy in the bedrooms.

They're easy to open for the least to the most ventilation.

Easy to clean. Weatherstripped for snugness. Come

packaged with everything needed for simple installation.

So think ahead on your remodeling or  
building plans by mailing the coupon  
today!



### BILT-WELL WOODWORK

Manufactured by  
**CARR, ADAMS & COLLIER COMPANY**  
Dubuque, Iowa

**BILT-WELL Woodwork**

Since 1866

Dept. H-82, Dubuque, Iowa

Please send me a copy of "BILT-WELL  
Awning Window Booklet". Enclosed find  
10c to cover cost.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

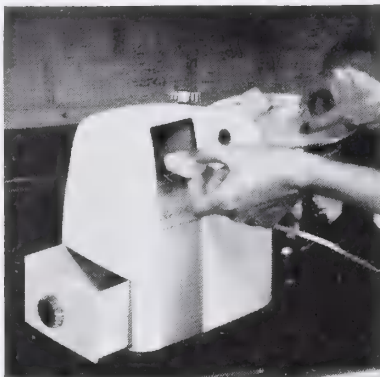
State \_\_\_\_\_



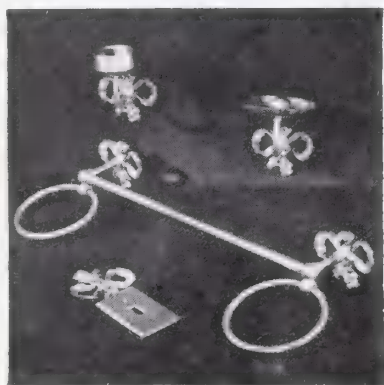
# IT'S WORTH MENTIONING

By JULIE POLSHEK

Rival's electric ice-crusher is new and unique. It's a self-contained machine, compact and as portable as a toaster, with high-powered speed that reduces a trayful of ice cubes to crushed form in mere seconds. Ice-O-Matic handles lump or cube ice; a turn dial adjusts blade action for any "crush" from flaky bits to nugget-size pieces. White with chrome trim; rubber-cushion base. \$29.95 (AC only). Hammacher Schlemmer, New York.



For luxurious bathroom accessorizing, we submit Maxwell-Phillips' Bow Knot fixtures. They're solid brass of extra-heavy gauge with a high polish that gives the metal rich luster; intricate detailing of the bow-knot design adds further elegance. Towel bar (20"; 5½" rings), \$20.90; hammered switch plate, \$12.10; soap dish, \$10.60; tumbler holder, \$9.90. Matching wall shelf is available. From W & J Sloane, New York 17, N.Y.



Hibachi, a charcoal broiler-brazier, is Japanese in origin. The Woodpecker Hibachi pictured is a refined adaptation created for American use. A handful of charcoal stokes it; within a few moments after you ignite it cooking can start. Sliding draft drawer gives precise control of fire's heat. Ideal for patio, porch or rumpus room. Cast-iron brazier; insulated hardwood handles and base. \$11.95 from Marshall Field's, Chicago.



Disposable napkins, elegant enough for party tables or gift-giving, are a timely find for the holiday season ahead. Their sheer blend of grass fiber and cellulose looks like gossamer silk fabric. Service-wise, Silk-Effect napkins have surprising strength and absorbent texture. White, foam green, pink, yellow, in Snowflake or Floralace pattern. Gift box of luncheon and cocktail sizes (50 each) costs \$3. From Neiman-Marcus, Dallas, Texas.



(Please turn to page 263)



See fashionable Everetts in coffee walnut at these leading stores:

<b>ALABAMA</b>	<b>MONTANA</b>
Anniston ..... E. E. Forbes and Miller Co.	Great Falls ..... Kops Piano House
Birmingham ..... E. E. Forbes and Sons Co.	<b>NEBRASKA</b>
Decatur ..... E. E. Forbes and Sons Co.	Lincoln ..... Schmoller & Mueller Co.
Florence ..... E. E. Forbes and Sons Co.	Omaha ..... Schmoller & Mueller Co.
Gadsden ..... E. E. Forbes and Sons Co.	Scottsbluff ..... Schmoller & Mueller Co.
Mobile ..... Jesse French Co.	<b>NEW JERSEY</b>
Montgomery ..... E. E. Forbes Piano Co.	Asbury Park ..... The Tusting Piano Co.
<b>ARIZONA</b>	Elizabeth ..... Altenburg Piano House
Phoenix ..... Redewill Music Co.	Paterson ..... Campbell-Temlett Co.
Tucson ..... McWhorter Music Co.	Trenton ..... G. A. Barlow's Son Co.
<b>ARKANSAS</b>	<b>NEW MEXICO</b>
Ft. Smith ..... Jenkins Music Co.	Albuquerque ..... Riedling-Thompson Co.
Little Rock ..... Houck Music Co.	Roswell ..... Jenkins Music Co. of Tex.
<b>CALIFORNIA</b>	<b>NEW YORK</b>
Bakersfield ..... Phillips Music Co.	Binghamton ..... Fowler Piano Co.
Fresno ..... Sherman, Clay & Co.	Buffalo ..... Denton, Cottier & Daniels
Los Angeles ..... Penny-Owsley Music Co.	Elmira ..... M. Doyle Marks & Son
Oakland ..... Sherman, Clay & Co.	Glens Falls ..... Braydon & Chapman
Palo Alto ..... Sherman, Clay & Co.	New York ..... Steinway & Sons
Riverside ..... Cheney's Music House	Niagara Falls ..... Denton, Cottier & Daniels
Sacramento ..... Sherman, Clay & Co.	Olean ..... Denton, Cottier & Daniels
San Diego ..... So. California Music Co.	Rochester ..... Levis Music Store
San Francisco ..... Sherman, Clay & Co.	Syracuse ..... L. A. Godard Piano Co.
San Jose ..... Sherman, Clay & Co.	Utica ..... Earl B. Worden, Inc.
San Mateo ..... Sherman, Clay & Co.	<b>NORTH CAROLINA</b>
San Rafael ..... Sherman, Clay & Co.	Asheville ..... Dunham's Music House
Santa Barbara ..... H. T. Bennett Music Co.	Charlotte ..... Andrews Music Co.
Visalia ..... Sherman, Clay & Co.	Raleigh ..... Stephenson Music Co.
Walnut Creek ..... Sherman, Clay & Co.	<b>NORTH DAKOTA</b>
<b>COLORADO</b>	Fargo ..... Daveau Music Co.
Denver ..... Chas. E. Wells Music Co.	<b>OHIO</b>
Pueblo ..... Martin Music	Akron ..... The M. O'Neil Co.
<b>CONNECTICUT</b>	Cincinnati ..... Willis Music Co.
Hartford ..... Watkins Brothers, Inc.	Cleveland ..... Halle Bros. Co.
Manchester ..... Watkins Brothers, Inc.	Columbus ..... Lyon Healy
New Haven ..... Loomis Temple of Music	Dayton ..... B. S. Porter Son Co.
Westport ..... Westport Piano Corp.	Findlay ..... B. S. Porter Son Co.
<b>DISTRICT OF COLUMBIA</b>	Lima ..... B. S. Porter Son Co.
Washington ..... Kitt Music Co.	New Philadelphia ..... Espenschled Co.
<b>FLORIDA</b>	Toledo ..... Vinson Bros.
Fort Pierce ..... Moritz Piano Co.	Youngstown ..... Strouss-Hirshberg's
Jacksonville ..... F. O. Miller Piano Co.	<b>OKLAHOMA</b>
Lakeland ..... Cannon Music Co.	Oklahoma City ..... Jenkins Music Co.
Miami ..... Morgan Piano Co.	Ponca City ..... Jenkins Music Co.
Orlando ..... Cooper's & Gregory Mus. Co.	Tulsa ..... Jenkins Music Co.
Palm Beach ..... Morgan Music Co.	<b>ONTARIO</b>
St. Petersburg ..... Cannon Music Co.	Toronto ..... Heintzman & Co., Ltd.
Sarasota ..... Cannon Music Co.	<b>OREGON</b>
Tampa ..... Cannon Music Co.	Baker ..... Gillette's Music Center
<b>GEORGIA</b>	Eugene ..... J. B. Donovan
Atlanta ..... Baskette Piano Co.	Pendleton ..... Gillette's Music Center
Augusta ..... L. A. Russell Piano Co.	Portland ..... Sherman, Clay & Co.
Columbus ..... Humes Music Store	<b>PENNSYLVANIA</b>
Savannah ..... Coastal Piano Co.	Altoona ..... Swartz Piano Co.
Valdosta ..... Mathis & Youmans Co.	Chambersburg ..... Duffield Music House
<b>HAWAII</b>	Easton ..... Krash Music Co.
Honolulu ..... Thayer Piano Co., Ltd.	Erie ..... The Winter Company
<b>IDAHO</b>	Johnstown ..... Swartz Piano Co.
Boise ..... Dunkley Music	Lancaster ..... Kirk Johnson & Co.
Pocatello ..... Fawson Music Co.	Philadelphia ..... N. Stetson Co.
<b>ILLINOIS</b>	Pittsburgh ..... Schroeder Piano Galleries
Chicago ..... Lyon Healy	Scranton ..... Keller-Irving Co.
Decatur ..... Emerson Piano House	Wilkes-Barre ..... Lidas Piano Store
Evanston ..... Lyon Healy	Williamsport ..... Swartz Piano Co.
Galesburg ..... Charles S. Gamble Co.	<b>RHODE ISLAND</b>
Moline ..... Lyon Healy	Providence ..... Avery Piano Co.
Oak Park ..... Lyon Healy	<b>SOUTH CAROLINA</b>
Peoria ..... Byerly Bros. Music Co.	Anderson ..... W. S. Rice & Son
Quincy ..... Earl H. Pond	Charleston ..... Siegling Music House
Rockford ..... Jackson Piano Store	Columbia ..... W. S. Rice & Son
<b>INDIANA</b>	Greenville ..... W. S. Rice & Son
Elkhart ..... Templin's Inc.	Spartanburg ..... W. S. Rice & Son
Evansville ..... Schuttler Music Shop	<b>SOUTH DAKOTA</b>
Fort Wayne ..... Tom Berry Music Co.	Rapid City ..... Torgerson's Center
Hammond ..... Lyon Healy	Sioux Falls ..... Williams Piano Co.
Indianapolis ..... Wilking Music Co.	<b>TENNESSEE</b>
<b>IOWA</b>	Johnson City ..... Lynn Sheeley Co.
Cedar Rapids ..... Hiltbrunner Music Co.	Knoxville ..... Lynn Sheeley Co.
Clinton ..... Renier's	Memphis ..... O. K. Houck Co.
Des Moines ..... W. J. Massey Co.	Morristown ..... Lynn Sheeley Co.
Dubuque ..... Renier Music House	Nashville ..... Claude P. Street Co.
Mason City ..... Vance Music Co.	<b>TEXAS</b>
Sioux City ..... Schmoller & Mueller Co.	Abilene ..... Caldwell Music Co.
Waterloo ..... Goodwin Music Inc.	Amarillo ..... Jenkins Music Co. of Tex.
<b>KANSAS</b>	Austin ..... J. R. Reed Co.
Salina ..... Jenkins Music Co.	Corpus Christi ..... Bledsoe Music Co.
Topeka ..... Jenkins Music Co.	Dallas ..... Whittle Music Co.
Wichita ..... Jenkins Music Co.	El Paso ..... El Paso Piano Co.
<b>KENTUCKY</b>	Fort Worth ..... Oliver Ross Co.
Lexington ..... Meadowthorpe Mart	Harlingen ..... Bledsoe Music Co.
Louisville ..... McLean Piano Co.	Houston ..... Thos. Goggan & Bro.
<b>LOUISIANA</b>	Lubbock ..... Jenkins Music Co. of Tex.
Baton Rouge ..... Philip Werlein Ltd.	Midland ..... Jenkins Music Co. of Tex.
New Orleans ..... Philip Werlein Ltd.	Odessa ..... Jenkins Music Co. of Tex.
Shreveport ..... Philip Werlein Ltd.	Pampa ..... Jenkins Music Co. of Tex.
<b>MARYLAND</b>	San Antonio ..... San Antonio Music Co.
Baltimore ..... The Music Centre	Waco ..... Buzze Music Co.
<b>MASSACHUSETTS</b>	<b>UTAH</b>
Boston ..... M. Steinert & Sons	Ogden ..... Pantone Music Co.
Springfield ..... M. Steinert & Sons	Salt Lake City ..... Beesley Music Co.
Worcester ..... M. Steinert & Sons	<b>VIRGINIA</b>
<b>MICHIGAN</b>	Alexandria ..... Kitt Music Co.
Alma ..... Sawkins Music House	Norfolk ..... Levy-Page Co.
Benton Harbor ..... L. B. Gorton Co.	Richmond ..... W. C. Moses & Co.
Detroit ..... The C. L. Hudson Co.	Roanoke ..... Hobbie Brothers Co., Inc.
Grand Rapids ..... Leon Becker Piano Studio	<b>WASHINGTON</b>
Holland ..... Meyer Music House	Bellevue ..... Sherman, Clay & Co.
Kalamazoo ..... Meyer Music Store	Everett ..... Sherman, Clay & Co.
Muskegon ..... Beerman's Music House	Seattle ..... Sherman, Clay & Co.
South Haven ..... The Book and Art Shop	Spokane ..... Guertin & Ross Music Co.
Sturgis ..... Sailors Music Store	Tacoma ..... Sherman, Clay & Co.
Traverse City ..... Coddington Music	Yakima ..... Wright Music Co.
<b>MINNESOTA</b>	<b>WEST VIRGINIA</b>
Duluth ..... The Miles Music Co.	Charleston ..... Woodrum Co.
Minneapolis ..... Paul A. Schmitt Music Co.	Clarksburg ..... C. C. Keys Music Co.
Rochester ..... Bach Music Co.	Elkins ..... C. C. Keys Music Co.
St. Paul ..... Sneller Music Co.	Huntington ..... The Kenney Music Co.
<b>MISSISSIPPI</b>	Logan ..... The Kenney Music Co.
Jackson ..... Philip Werlein Ltd.	Parkersburg ..... Schroeder Piano Co.
<b>MISSOURI</b>	Wheeling ..... Jackley-Schroeder Piano Galleries
Columbia ..... The Music Shop	<b>WISCONSIN</b>
Jefferson City ..... Jenkins Music Co.	Madison ..... Forbes Meagher Music Co.
Joplin ..... Jenkins Music Co.	Milwaukee ..... Bradford's
Kansas City ..... Jenkins Music Co.	<b>WYOMING</b>
Memphis ..... Gerth & Baskett	Casper ..... Chas. E. Wells Music Co.
St. Louis ..... Aeolian Company of Mo.	Cheyenne ..... Chas. E. Wells Music Co.
Springfield ..... Jenkins Music Co.	





*coffee walnut*<sup>®</sup>  
fashion in finishes

warm and inviting like a fresh cup of coffee,  
Everett's new decorator finish, coffee walnut, adds  
distinctive charm to any room setting,  
modern or traditional.



## Here's fashion set to music

To the deep glowing beauty of American walnut, Everett adds subtle shading for a daring new look in fashion set to music — *coffee walnut*!

Acclaimed by leading stylists and designers, *coffee walnut* is another outstanding mark in Everett's long list of innovations. Just consider. Only Everett gives you the *dyna-tension* scale. Only Everett has the *balanced-tension* back.

Only Everett has *forward* sound with ear level tone grille. And now, Everett brings you *coffee walnut* — a new walnut finish soon available in a variety of matching furniture pieces for your home!

Visit one of the Everett dealers listed on the opposite page. He will be happy to show you the many outstanding features of the Everett piano. He has a *coffee walnut* model on display now.

*dyna-tension*

**EVERETT**

*the small piano with the  
tone beauty of a grand*

Clip coupon at right for colorful new Everett brochure >

EVERETT PIANO COMPANY  
Division of Meridan Corporation  
South Haven 49, Michigan  
Please send full particulars on *dyna-tension* Everetts.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_





FURNITURE: GEORGE TANIER • DRESS: JUNIOR SOPHISTICATES

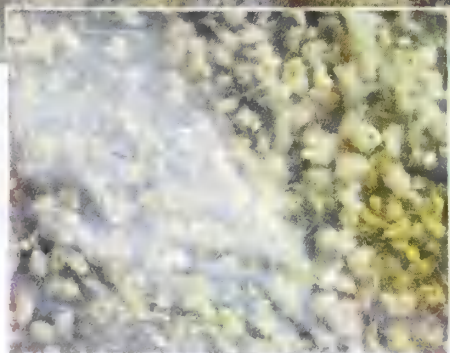
## what a delightfully different decorating idea!

imagine a carpet that brings the rich, warm coloring of Millet's "Angelus" into your home!

It's only one of 10 carpet masterpieces color-keyed to 10 world-famous paintings in Firth's new GALLERY COLLECTION . . . carpets that bring you more beauty, more comfort, longer wear because they're all-wool . . .

and they're *thrifter* than ever because they're Tuftwoven by

# FIRTH



10 FIRTH GALLERY CARPETS COLOR-KEYED TO 10 WORLD-FAMOUS PAINTINGS: "THE ANGELUS" BY MILLET, "THE HARVESTER" BY BRUGNÈRE, "NEAR THE SEINE" BY SEURAT, "PEACEFUL DUNES" BY DE CLAUSADE, "ROYAL HALLS" BY DAVID, "WINTER'S LAND" BY JACOB, "INTERIOR" BY BRAQUE, "AFRICA" BY VAN GOGH, "SANDS" BY ROBIN, "AUTUMN SONG" BY LAVAUX.



what a delightfully different decorating idea!



Firth's  
Tuftwoven\*

## GALLERY COLLECTION

the thrifty new all-wool  
carpets...in colorings taken  
from great works of art

Think of your own room glowing with the bronze and gold shades of "The Angelus" (shown opposite), or the warm, vivid colors of Van Gogh or Seurat. Firth's exciting new GALLERY COLLECTION offers you 10 new carpet masterpieces that recapture the coloring, even the brushstroke effects, of world-famous paintings.†

You've never seen carpets like these. They're Tuftwoven — which means they offer you economy that was never before possible. They're all-wool — the wisest choice you can make. And just think of the comfort carpet like this adds to a home... the quietness, the warmth and safety, the wonderful ease of care. Why not see for yourself how luxurious they look... how thrifty they actually are... especially when you pay on easy monthly terms.

A copy of the painting that inspired your GALLERY COLLECTION carpet makes a perfect key to the colors in your decorating scheme.

If you'd like to own your own copy, your Firth dealer can supply you with a beautiful, full-color reproduction ready to be framed.

Women with a sense of style prefer

# FIRTH

broadlooms



†See opposite page.

Send 25c for colorful, completely new 40-page booklet, "How To Decorate With Confidence", Firth Carpet Co., 295 Fifth Avenue, Dept. 19, New York 16

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

\*Reg. in U. S. Pat. Off.

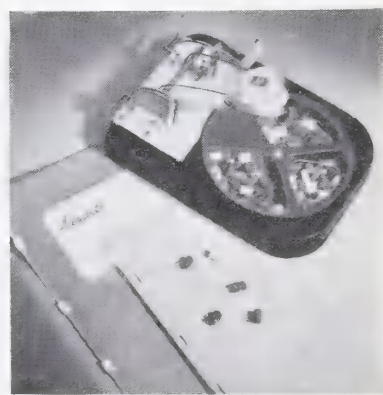
## IT'S WORTH MENTIONING

CONTINUED FROM PAGE 260



Hobart's superfine coffee mill has been dressed up to keep pace with the new look in kitchens. Choose pink, yellow or foam-green (\$25.50); an elegant satin-chrome finish, handsome as fine pewter, or a rich antique-copper finish (\$29.50). Kitchen-Aid electric coffee mill has powerful AC-DC motor; glass hopper with 1¼-pound capacity; regulator dial that makes 16 different grinds, always uniform. Bloomingdale's, N.Y.C.

Use Tauber binding kit to create recipe books, photograph albums, scrapbooks. For school reports it's a real money-saver. Just punch the slotted holes and roll in curl-like plastic tubes that afford loose-leaf binding. Partitioned, covered tray built into 2-hole punch contains 150 assorted tubes 3/16", 1/4" and 5/16" diameter in 3 colors. \$11.98 complete. Extra tubes \$1 per 100. From Here's How, 27 E. 22nd St., New York, N. Y.



Anyone can install this revolving shelf assembly for cabinets in a few minutes. You can adjust tray height at will; install as many trays as you need. Powerful steel construction, chip-proof enameled trays. Rev-A-Tray assembly shown. 21" diameter, \$14.95; extra trays \$6.30. In 24" diameter, \$16.95; extra trays \$7.30. Available with 28" tray; also with 24" tray that fits square-corners. From Lake Drive Products, Edgerton, Wis.



Bellevue safe fastens to closet floor from inside, a safeguard against its being snatched by ransacking prowlers. Interior, flock-coated, has removable shelf and jewelry drawer. Sturdy steel construction, welded throughout; 3-number National combination lock. Ideal for safe-keeping of bonds, policies, documents; for firearms or medicines. Gray finish; size 12" x 9 5/8" x 8". \$12.95. Richards, Inc., 2424 Euclid, Cleveland, Ohio.

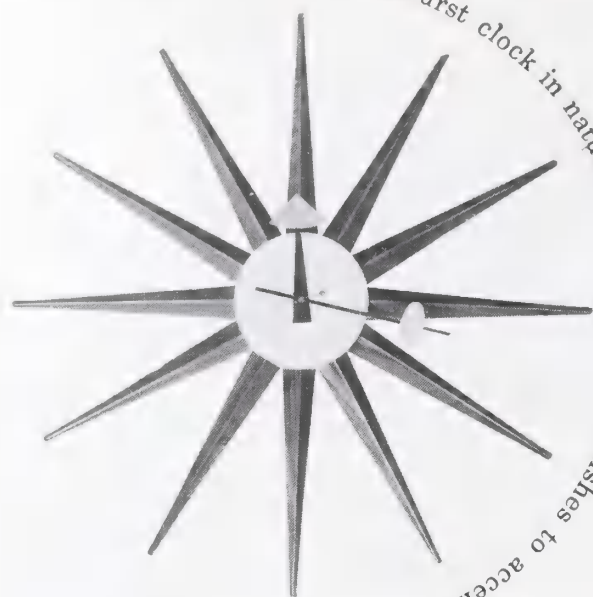


Zip-Strip lifts paint or varnish finishes by expanding them; they bubble up, lose adhesion and in this "free-floating" form are instantly removable with cardboard or putty knife. One application penetrates even a many-layered finish. Zip-Strip acts only on the wood's finish; wood remains smooth as new and initial wood filler or stain remains intact. Safe for finest antiques. \$1.39 a quart, from Patterson's, 15 Park Row, New York.



(Please turn the page)

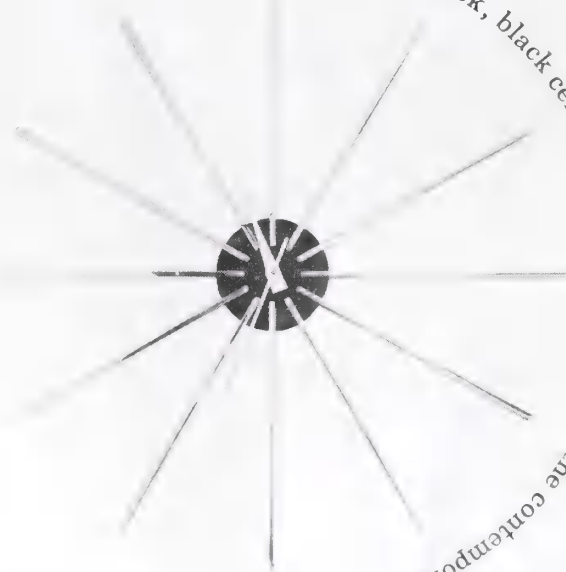




The sunburst clock in natural wood or colored finishes to accent your home. The original bubble lamp, a modern classic available in many sizes and shapes. The spoke clock, black center and chrome spokes for the contemporary interior.



The sunburst clock in natural wood or colored finishes to accent your home. The original bubble lamp, a modern classic available in many sizes and shapes. The spoke clock, black center and chrome spokes for the contemporary interior.



Designed by George Nelson. Write Dept. H-56 for free brochure. Clocks and lamps on view at E. Altman & Co. in New York; Marshall Field & Co. in Chicago; J. L. Hudson in Detroit; Gump's in San Francisco; and Bullock's in Los Angeles.

**HOWARD MILLER CLOCK CO., ZEELAND, MICH.**

## IT'S WORTH MENTIONING

CONTINUED FROM PRECEDING PAGE



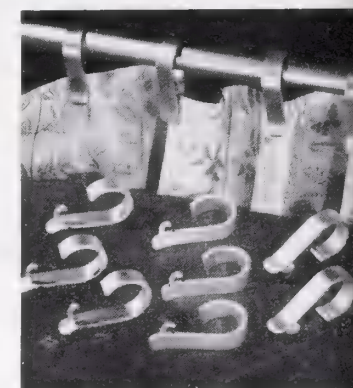
For long-lasting service, Eastern plastic Venetian-blind tape is reinforced with Fiberglas. This stretch blend, unique in blind tapes, creates material that won't tear, stretch or fade; plastic's easy care is also a service asset. Eastern Placement Kit supplies complete materials needed to refurbish 2-tape blind up to 72 inches long. White, cream, mulberry or dark green tape; cord is matching color. \$1.49. from Gimbel's, New York.

Sew-Strate's ridged guides automatically direct machine stitching by finger "feel." Markings in 1/4-inch graduations up to 2 1/2 inches provide an automatic width-gauge for seams, hems, parallel stitching rows, pleats, etc. Sew-Strate is so foolproof, simple and safe that it's approved for use by the blind. Devised to serve both left- and right-handed persons. Easily attached to any sewing machine. \$1, from Jeb's, Waverly, Missouri.



When Saucerettes accompany saucers, tea drinkers have a deposit for soppy tea bags and used lemon slices while smokers have an antidote to both hostess and guests who lap serving of after-dinner coffee or for buffet parties. Saucerette snugly fits any saucer; made of white-glazed ceramic. Box of \$2. From Anderson & Fuller, 4016 N. Stratford, Atlanta 5, Ga.

Elegant gold-like finish gives Ames sleek shower-curtain hooks striking beauty; or choose silver finish, equally elegant. \$1.95 per dozen. Available also in brown, pink, yellow, blue, green, correlated with popular towel colors; or black, white, crystal. \$1.15. Hook's basic material is 1/8" plastic. Metallic-gold richly embellishes Ames Flora curtain (champagne or white taffeta). \$6.95. From Fertig's, Fifth Ave., New York 16, N.Y.



Beddicoat brings crinoline to the bedroom for use under dust ruffle or ruffled bedspread skirts. However droopy their fabric may be, it takes on perky, lasting fluff when supplemented with the bouffant underskirt. Coiled push-pipe easily inserted into box spring and easily removed, firmly fastens the taped, shirred crinoline. Yardage supplied (13" deep) suffices for a double-size bed. \$1.98 from Carson's, State St., Chicago, Ill.

(Please turn to page 280)



Listed below are the furnishings and construction materials used in the house on pages 196-203.

The house is in Sherman Oaks, California, built by Modern Trends Construction Corp., Los Angeles. All furniture is "Counterpoint," mild cherry and mahogany, designed by John Van Koert for the Brexel Furniture Company, High Point, North Carolina.

Decoration was done by Barker Brothers Corp., Los Angeles, Calif., who supplied all accessories unless otherwise stated.

## FURNISHINGS

### Living and Dining Room

**FLOOR COVERING:** "Luxuweave" viscose and nylon carpet, Adamo Co., Los Angeles, Calif.

**FABRICS:** Printed batiste drapery fabric, S. M. Hexter Co., New York. Dacron glass curtains, Hathaway Mfg. Co., New Bedford, Mass.

**LAMPS:** On desk, Rembrandt Lamp Corp., Chicago, Ill. Sofa lamps, Stiffel Co., Chicago, Ill.

**ACCESSORIES:** Copper kettle, red leather box, ceramic "Kneeling Horse" by Dester, and pottery bucket on end table, Jane Ellis, Los Angeles. Wood bowl, ceramic cats, black pottery vase, enamel ash tray by Elizabeth Madley, tea service, glass ash tray, Evans lighter and Heath pitcher on cocktail table, all courtesy of Van Keppel-Green, Los Angeles, Zabuton cushion at fireplace, The Japanese Center, Los Angeles.

**ART:** Painting on silk panel, Robert Crowder, Ltd., Los Angeles, Calif. Painting over chest, "Black-Eyed Susans," by Sueo Serisawa. Painting over sofa, "The Sergeant's Coat," by Edgar Ewing. Ceramic sculpture on fireplace wall, "Kudu," by Betty Davenport Ford. All courtesy of Dalzell Hatfield Galleries, Los Angeles, California.

### Bedroom

**FLOOR COVERING:** "Needletuft," Cabin Crafts, Dalton, Georgia.

**FABRICS:** Printed casement drapery, J. H. Thorp & Co., New York.

**ART:** Three paintings by Edith Tuchman, courtesy of Dalzell Hatfield Galleries, Los Angeles.

### Breakfast Area

**BLINDS:** Woven wood, William Webb Textiles, Los Angeles, Calif.

**ACCESSORIES:** Wooden bowls and enamel tray, Van Keppel-Green, Los Angeles.

## CONSTRUCTION MATERIALS

**STRUCTURE:** All rough and finished lumber, E. K. Wood Lumber Co., Van Nuys, Calif. "Teco" wedgefit timber connectors, Timber Engineering Co., Washington, D. C.

**INTERIOR WALLS:** Plaster throughout with the exception of the dining room, entry and living room area which are paneled in Japanese white ash. Concrete blocks for fireplace, General Concrete Products, Inc., Van Nuys, Calif.

**WINDOWS:** Aluminum ventilation louvers, Louver Leader Co., Los Angeles, California.

**GLASS:** Double strength stationary, Libbey-Owens-Ford Glass Co., Toledo, Ohio.

**DOORS:** All-aluminum sliding glass door and sliding screen in living room, Ador Sales, Inc., Fullerton, Calif.

ton, Calif. "Milcor" door frames, Inland Steel Co., Chicago, Ill.

**FLOORING:** "Kenflex" vinyl in two bedrooms, three baths, and kitchen nook, Kentile, Inc., Brooklyn, N. Y.

**LIGHTING FIXTURE:** Bullet lights on porch and patio, Lightolier, Inc., Jersey City, N. J.; supplied and installed by Stollmeyer, Van Nuys, Calif. "Pry-lite" recessed lighting fixtures, Pryne & Co., Inc., Pomona, California.

**PAINTS:** Flat wall paint, washable enamel, over-glaze on white ash, The Glidden Company, Cleveland, Ohio, The Martin-Senour Co., Chicago, Ill., and The Sherwin-Williams Co., Cleveland, Ohio.

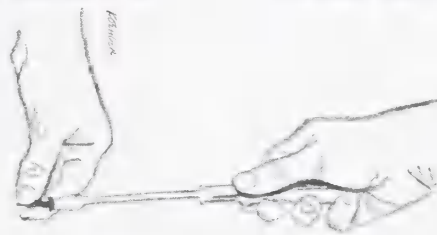
**HARDWARE:** Schlage Lock Co., San Francisco, Calif.

**HEATING:** 130,000 B.T.U. furnace, Royal Jet, Inc., Alhambra, Calif., installed by R. J. Bowen Heating Co., Van Nuys, Calif.

**WATER HEATER:** "General Captain," General Water Heater Corp., Burbank, Calif.

**PLUMBING FIXTURES:** Persian brown fixtures in master bath and yellow kitchen sink, American Radiator and Sanitary Corp., New York, New York.

**KITCHEN EQUIPMENT:** Built-in cooking top and oven, Hotpoint Co., Chicago, Ill. Waste King garbage disposal, Given Manufacturing Co., Los Angeles. Coved Formica counter tops, The Formica Co., Cincinnati, Ohio.



## A new concept in grand piano styling...

Here at last, a refreshingly new approach to grand piano design...capturing new lightness, new grace, new lines of smooth efficiency. A full sized piano that expresses spaciousness, and gives you the fine tone for which Baldwin is world famous; yet, an instrument that looks smaller than it is...actually seems to expand the dimensions of your room.

Write for illustrated folder on this newest grand piano, the Baldwin modern grand.

THE BALDWIN PIANO COMPANY, DEPT. HB-116, CINCINNATI 2, OHIO  
Baldwin builds: Baldwin, Acrosonic and Hamilton Pianos; Baldwin and Orga-sonic Electronic Organs



# Baldwin





## P A R M A

*Italian Provincial*

From complete groupings of dining room and bedroom furniture in choice of light fruitwood, amber or osborne grey finishes. At better furniture and department stores. Send 5-cent stamp to Department B10 for booklet.

**UNION-NATIONAL, INC.**  
JAMESTOWN, N. Y.



## Sleepy Hollow

Harwinton dresser from the Sleepy Hollow bedroom group. In metropolitan New York at W. & J. Sloane, and at leading stores throughout the country. Send 2-cent stamp to dept. 10B for booklet.

**BURNS**  
CASE GOODS CORP.  
JAMESTOWN, N. Y.

Subsidiary of  
UNION-NATIONAL, INC.



## TIME TO TAKE A NEW LOOK AT CALIFORNIA WINES

CONTINUED FROM PAGE 195

make you aware of differences in color, sparkle, aroma and that curious and subtle transformation of fruit fragrance into something quite different and almost inexpressible—the mellow wine smell which is known as bottle bouquet.

When you taste one wine against another throughout a meal, you become well acquainted with both of them. You open yourself to their separate charms. You discover which one has a special appeal to you, which one lures you back to it. It is a very different experience from a wine-tasting where you form your judgment on only a sniff and a sip.

Actually it is unfair to compare the wines of two continents, even though both are made from the same grape stock and by similar methods.

The soils are different. The sun hours are radically different; so are the rain-fall and the mists and the dew. Even though they have the same parents, the character of the grape changes. The Grey Riesling yields in California a wine quite different from that of its counterpart, the Chauché gris of France. The Folle blanche grape, originally from Charente, makes the world's greatest brandy, but a poor drinking wine *in its own land*, while in California it is dry and fresh with a lovely, fruity, tart quality, pure and clean to the nose and palate.

Nevertheless, since most of us learn first about European wine types, it is necessary to have some sort of translation from French to American. Remember, we are not talking about twins, prototypes or reasonable facsimiles. These are family resemblances.

If you're thinking of clarets, the English word for red Bordeaux, the California equivalent is Cabernet Sauvignon. Sometimes it is called merely Cabernet.

If your mind is on Burgundy, California's Pinot Noir is the wine for you. For the Beaujolais type, try a Gamay Beaujolais or just Gamay. Or even a red Pinot may be what you want.

For a red wine with an Italian accent, like Chianti, ask for a Barbera or try a typical California blend known as Vino Rosso or a Grignolino.

California Zinfandel varies widely, but generally it falls somewhere between a claret and a Burgundy in a class of its own.

Among the white wines the Sau-

ternes, Graves and White Bordeaux find their counterparts in the California wines carrying the names of the grapes which are used in both countries, like Sauvignon Blanc and Semillon. A sweet Sauterne is quite similar to a Sweet Semillon.

A Chablis or white Burgundy will have for its closest California kinsman a Pinot Chardonnay (the best!) or more distantly related—a Folle Blanche, preferably a Mountain Folle Blanche or a Pinot Blanc.

The Rhine wines, Moselles and Hocks, become in California a Riesling, Johannesberg Riesling, Grey Riesling, Traminer or Sylvaner.

To pair with a French rosé wine, you would choose a Gamay Rosé, Grenache Rosé or Grignolino Rosé.

### The Taste Testing at Dinner

Most wine glasses, you'll find, are too small. A footed water tumbler is often the best glass in the house for red or white wine or champagne. Right now the best seller at Baccarat is an outsize Burgundy glass which is used for all wines. (See page 194.) Your glass should hold at least 8 ounces, but you pour into it only 4 ounces. You will have a better appreciation of the bouquet if the glass is slightly narrower at the top to enclose the aromas and hold them fast for the delight of your nose. It goes without saying that any decoration or color in the glass will be a distraction.

First you will look at your wine. A purplish tint often denotes a young red wine. A tint of brown is a mark of maturity. The wine should be bright and clear when held to the light, but contrary to the popular American concept, sediment is not necessarily a defect. It is a characteristic of some of the greatest and mellowest Burgundies of France. Many experts believe that we in America are interfering with the quality and aging of some of our wines by over insistence on clarity and brightness.

After the eyes have seen, the nose takes over. There are, it seems, two levels of fragrance. An essentially fruity, flowery or spicy aroma blends somehow with an overtone that can only be described as mellow and winy. This is bouquet. It is easily recognizable and very difficult to describe.



Then comes the taste. Probably you will not want to gurgle and slurp like a professional wine taster. All that is necessary is to fill your mouth with the wine to let it come in contact with all the taste buds. For each section of the mouth and tongue is physiologically attuned to different qualities. At last you swallow. In spite of much wine hokum, this is the ultimate test. For the throat also has its sensation, and the after-taste glows there as on the tongue.

Perhaps after you have made a number of these tests, you will be able to spot the import every time. You will find the Rhine wines of Germany sweeter than their California counterparts, for sugar is often added, especially in the last few years, a practice illegal in California. You may decide, too, as have many experts, that the famous estate bottled wines of France have a richer body, a more enveloping bouquet. They leave a more lin-

(Please turn the page)

## These Wines "Pair" Well

Choose One

### IMPORTED

#### Red Burgundy

Richebourg (1952)  
Chambertin (1952)  
Barton & Guestier Beaujolais (1953)  
Armada Pommard (1952)  
Moulin à Vent (Crozet) (1953)  
Macon (Noirot Carriere) (1950)

#### Chablis (White Burgundy)

Puligny Montrachet (1952)  
Piat Pouilly Fuissé (1952)  
Muscadet (1952)  
Premier Cru Begnons (1952)

#### Claret

Châteaux Margaux (1952)  
Châteaux Pavie St. Emilion (1952)  
Pontet-Canet (1950)  
Haut-Brion (1950)  
Lafite Rothschild (1952)

#### Rose

Tavel d'or (1949)  
Remy-Pannier Nectarose  
Chateau Lascombe Rosé

#### Rhine Wines

Wilhelm Christ Johannesberg  
Riesling (1950)  
Niersteiner Domtal (1952)  
Blue Nun Liebfraumilch (1953)

#### Sauternes

Eschenauer (1949)  
Jouvet & Cie (1950)  
Dourthe Freres (1953)

Choose One

### CALIFORNIA

Paul Masson Pinot Noir  
Inglenook Red Pinot  
Cresta Blanca Pinot Noir  
Beaulieu Pinot Noir  
Asti Pinot Noir  
Almaden Pinot Noir  
Louis Martini Pinot Noir  
Signature Pinot Noir  
Martin Ray Pinot Noir

Almaden Pinot Chardonnay  
Wente Pinot Chardonnay & Pinot Blanc  
Beaulieu Pinot Chardonnay & Pinot Blanc  
Cresta Blanca Pinot Blanc & Pinot Chardonnay  
Louis Martini Pinot Chardonnay  
Paul Masson Pinot Blanc & Pinot Chardonnay

Beaulieu Cabernet Sauvignon Private Reserve  
Inglenook Cabernet Sauvignon  
Charles Krug Cabernet Sauvignon  
Louis Martini Cabernet Sauvignon  
Martin Ray Cabernet Sauvignon

Almaden Grenache Rosé  
Ambassador Grignolino Rosé  
Asti Rosé  
Concannon Cardinal Rosé  
Cresta Blanca Grenache Rosé  
Paul Masson Gamay Rosé  
Wente Rosé

Charles Krug Traminer or Sylvaner  
Christian Brothers Riesling  
Souverain Johannesberg Riesling  
Buena Vista Sylvaner or Traminer  
Almaden Riesling or Grey Riesling

Wente Dry Semillon & Sauvignon Blanc  
Signature Dry Semillon  
Mayacamas Dry Semillon  
Concannon Dry Semillon & Sauvignon Blanc  
Beaulieu Sauvignon Blanc  
Asti Dry Semillon  
Almaden Dry Semillon

BOUQUET  
THE FINEST  
FOR MY  
KITCHEN



## Trade-Wind Salem VENTILATING HOOD

The Trade-Wind Salem Ventilating Hood with its antiqued copper finish complements any kitchen . . . and it matches the latest copper ranges. With a Trade-Wind Ventilator installed in the cabinet above the hood, you have assurance of complete ventilation . . . at both the range and ceiling levels. Trade-Wind is the finest ventilator . . . the best way to keep your kitchen clean, odorfree . . . and always fresh.

Mail this coupon for  
sample information

### TRADE-WIND MOTORFANS, INC.

7755 Paramount Blvd., Dept. HB, Rivera, California

Please send full color brochure on all Trade-Wind Ventilators.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_





METAL FURNITURE

## lovelier...by design

Furniture that defies wear,  
denies time and remains  
lovely for years.  
Choose yours from dozens  
of enchanting  
color combinations.

## TIME TO TAKE A NEW LOOK AT CALIFORNIA WINES

CONTINUED FROM PRECEDING PAGE

gering impression on the palate. Or again you may prefer, along with many other Americans, the lightness, the brightness, the refreshing elegance of our own "highly polished" California wines. Who is to say? Only you.

### Adventurous You

In comparing the wine making and wine makers of California with their European prototypes, one thing becomes apparent. In Europe everything is known. All avenues have been explored. Ancient knowledge and traditions hang like a romantic but indispensible miasma, almost like a delicate fog muffling the minds of men, slowing them down, holding them in gentle thrall. No surprises. No momentous failures. But in California one senses immediately that the great adventure still exists. There is exploration and discovery ahead—not only for the maker, but for the wine-lover.

### Some Guides

Nevertheless, in trying to reach a valid decision, you must know what to look for among the California wines.

The red wines should have a certain amount of acidity which gives a tingle to the tongue; they should be free of any over-ripe grape or raisin character. If it's a California Cabernet, it should be really dry, not in the least bit sweet. The distinctive taste of the Cabernet grapes should be recognizable, but it should have been transmuted by mellowing in wood and bottle.

A Mountain Zinfandel, on the other hand, needs less of the taste of age, and the fruity aroma may well be more pronounced; it is less subtle, more rugged—exciting is the word.

A Pinot Noir, cousin to the Burgundies, is mainly distinguishable because of its softness and smoothness, its velvety quality. Not so much sting on the tongue, and the brightness may, in the best of Pinots, show a soft overcast of brown. Red or Black Pinots are obviously lesser wines. They may be interesting and in some cases even delightful, but they will not give that impression of depth and texture.

Barbera, being an Italian grape, has many of the characteristics of Italian wines, including a good deal of acid.

The California Gamay is reminiscent of the Beaujolais wines in France, light, bright, refreshing.

Among the white table wines, you must be sure that there is no trace of a woody or oak taste, no touch of amber in the color, and none of the sharp fumes that indicate the presence of too much sulphur dioxide. (You feel this first in your nostrils.)

The prima donna of all the California whites is the Pinot Chardonnay, a grape from which the greatest of the French white Burgundies are made. The color may be straw pale to light golden, but there must be a certain unmistakable pungency.

The California Johannesburg Riesling, when at its best, has a slight greenish tinge; it is fruity and at the same time rather tart; more fruity than the Grey Riesling and less full bodied.

Once you have tasted the best Traminers or Gewurtz Traminers of California, you will never forget them. Gewurtz Traminers have a spicy after-taste almost like cinnamon and a clinging quality on the tongue that comes when you have eaten a muscat grape with its skin.

As for the Rosés of California, there are many people in Europe and in the United States who insist that California has an edge over imported Rosé wines, when you drink them here in the United States. This advantage is mostly geographical. Rosé wines do not need, in fact they cannot take, aging. Freshness is their charm.

The Grenache grape is perhaps the leading variety used for Rosé wines. There was a time only a few years ago when this grape, along with the Zinfandel, was scorned, because it was so widespread and productive. Certainly it has undergone many refinements, and so has the production of the wine. A Rosé is not a subtle wine. Its charms are obvious. It should be pink and pretty; a bright clear hue is generally preferable. There may be a note of orange color, but no brown.

A Grignolino, which is a type of Rosé wine, may, on the other hand, vary in color from orange red to medium red, and is sometimes almost as dark as a claret. But unlike the Rosé, made of Grenache grapes, this wine should be mellowed long enough to remove some of its natural astringency.

(Please turn to page 290)

For copy of illustrated brochure, name of nearest dealer write:  
Molla, Inc. Dept. B12 171 Madison Ave., New York 16, N. Y.



# An easy project for Saturday's Carpenter



*Three hours plus saw,  
screws and  
screwdriver build this table*



Buy a sheet of  $\frac{3}{4}$ " plywood 3'x8' in the water-proof grade. Bind it neatly on the underside with  $\frac{3}{4}$ "x1 $\frac{1}{2}$ " strips of white oak. (Have your lumber dealer rip this for you from the standard  $\frac{3}{4}$ "x3" he sells as stair nosing.) Make guides from same kind of stock to hold sawhorse legs in place.

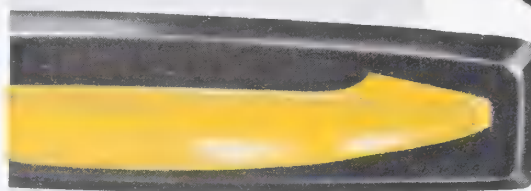
PHOTOGRAPHS BY MAYNARD PARKER



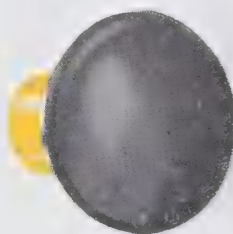
Make the sawhorse from 2x3's, cut to length you prefer for table height. Finish all lumber with penetrating-type of natural finish. Stay away from the glossy surface-sealing finishes; they quickly chip, letting water seep in—which leads to an unattractive blackening of the wood.

*Decorator* ... a new concept  
in distinctive cabinet hardware

**in striking  
BRASS or COPPER  
and DEAD BLACK**



**PULLS  
KNOBS  
HINGES  
CATCHES**



Sleek concave and taper designs identify these smart cabinet hardware creations by National Lock. Combining fashionable brass or copper with dead black, they flatter any cabinet, natural or painted. Whether you are building or remodeling, your home deserves the very finest . . . DECORATOR.

**NATIONAL LOCK** *set*

**brings the  
modern mode  
to every door**

NATIONAL LOCKset offers a broad selection of functions, finishes and decorative trim. This lockset is soundly engineered, assuring long-term service and dependable security.



National Lock manufactures a Wide Variety of Fine Hardware Items . . . Sold by Leading Hardware and Building Material Merchants from Coast to Coast.



**NATIONAL LOCK COMPANY**

Rockford, Illinois

Merchant Sales Division



# A Perfect Pass-through

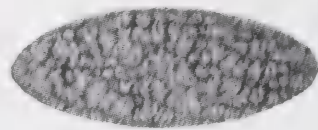
PHOTOGRAPHS BY ROBERT C. CLEVELAND



Here is a pass-through from kitchen to screened-in terrace-porch which is a well-nigh perfect solution for many needs. It can be closed off at night or in wintertime by means of folding glass windows which let light into the kitchen, even when closed. It performs the basic function of facilitating service to the outdoor area. It also acts as a luncheon bar. Shelving, too, (left) is accessible from both sides of the pass-through; it can be loaded from the kitchen side and used from the outside. The design by architect Paul Hoag is beautifully integrated into the architecture of the house.



## THESE...AND OTHER FINE STORES ARE FEATURING CABIN CRAFTS—NEEDLETUFT UNDERTONE COLORS



- Albuquerque, N. Mex. . . . . John McCormack Inc.  
Allentown, Pa. . . . . Hess Brothers  
Arlington, Va. . . . . Barnes and Kimel Co.  
(Also Alexandria and Falls Church)  
Arlington, Va. . . . . Cardwell's Inc.  
Asheville, N. C. . . . . Bon Marche  
Atlanta, Ga. (Also Knoxville, Tenn.) Rich's, Inc.  
Baltimore, Md. . . . . Calvert Rug, Inc.—All Stores  
Baltimore, Md. . . . . Hutzler's  
Birmingham, Ala. . . . . Loveman's  
(Also Montgomery)  
Boise, Idaho. . . . . House of Carpets  
Boston, Mass. . . . . Jordan Marsh Company  
Buffalo, N. Y. . . . . Hengerers  
Butler, Pa. . . . . John Honse Company  
Cedar Rapids, Iowa. . . . . The Killian Company  
Charleston, W. Va. . . . . Woodrums  
Charlotte, N. C. . . . . J. B. Ivey & Co.  
Charlotte, N. C. . . . . Mecklenburg Furniture Shops Inc.  
Chattanooga, Tenn. . . . . Fowler Brothers  
Chester, Pa. . . . . Herbert's  
Chicago, Ill. . . . . John A. Colby & Sons  
(Also Evanston and La Grange Park)  
Chicago, Ill. . . . . Petersen Furniture Co.  
(Also Branches)  
Chicago, Ill. (Also Branches) John M. Smyth Co.  
Chillicothe, Ohio. . . . . L. G. Hess & Co.  
Cincinnati, Ohio. . . . . H. & S. Pogue Co.  
Cleveland, Ohio. . . . . The Halle Bros. Co.  
Columbus, Ohio. . . . . Lazarus  
Dallas, Texas. . . . . Bernard-Fain  
Dallas, Texas. . . . . W. A. Enholm  
Dallas, Texas. . . . . Sanger's  
Dayton, Ohio. . . . . Rike-Kumler Co.  
Decatur, Ill. . . . . Quigle's Furniture  
Denver, Colo. . . . . Davis & Shaw  
Denver, Colo. . . . . Denver Dry Goods Co.  
Des Moines, Iowa. . . . . Younkers  
Detroit, Mich. . . . . The J. L. Hudson Co.  
El Paso, Texas. . . . . American Furniture Co.  
Erie, Pa. . . . . Trask's Home Furnishings Inc.  
Eugene, Oregon. . . . . Rubenstein's  
Evanston, Ill. . . . . Nazarian Brothers  
Evanston, Ill. . . . . Roberts & Richards, Inc.  
Fall River, Mass. . . . . Regal Floor Covering Inc.  
Fort Myers, Fla. . . . . Robb & Stucky Company  
Fort Worth, Tex. . . . . Ellison Furniture & Carpet Co.  
Fort Worth, Tex. . . . . Fillingim & Company, Interiors  
Fresno, Calif. . . . . Turpin's Furniture & Interiors  
Gadsden, Ala. . . . . Williams Supply Co.  
Gary, Ind. . . . . Radigan Bros.  
Greensboro, N. C. . . . . Colonial Furniture House, Inc.  
Greenville, S. C. . . . . Mayfield's, Inc.  
Griffin, Georgia. . . . . Goode-Nichols Furniture Co.  
Hamilton, Ohio. . . . . The Carpet House  
Hammond, Ind. . . . . Edward C. Minas Co.  
Harrisburg, Pa. . . . . M. Lee Goldsmith  
Harrisburg, Pa. . . . . Pomeroy's, Inc.  
Hartford, Conn. . . . . G. Fox & Co.  
Hazelton, Pa. . . . . Boston Hardware & Wallpaper Store  
Houston, Texas. . . . . Foley's  
Houston, Texas. . . . . G. A. Stowers Furniture Co.  
Houston, Texas. . . . . Suniland Furniture Co.  
Huntington, W. Va. . . . . Butler Furniture Co.  
Indianapolis, Ind. . . . . L. S. Ayres & Co.  
Indianapolis, Ind. . . . . The Wm. H. Block Company  
Jackson, Miss. . . . . Sid Jones Inc.  
Johnstown, Pa. . . . . The Geis Store, Inc.  
Johnstown, Pa. . . . . Penn Traffic Company  
Kansas City, Mo. . . . . Duff & Repp—Robert Keith  
Kinston, N. C. . . . . Oettinger Bros. Co.  
Knoxville, Tenn. . . . . Fowler Bros. Co.  
Lancaster, Pa. . . . . The Weave Shop  
Lincoln, Nebr. . . . . Miller & Paine  
Little Rock, Ark. . . . . Gus Blass Co.  
Long Beach, Calif. . . . . Carls Furniture Inc.  
Longview, Texas. . . . . McWilliams  
Los Angeles, Calif. . . . . Bullock's-Downtown  
Los Angeles, Calif. . . . . Barker Bros.—All Stores  
Los Angeles, Calif. . . . . J. W. Robinson Co.  
(Also Beverly Hills)  
Louisville, Ky. . . . . Stewart Dry Goods Co.  
Lynchburg, Va. . . . . Schewel Furniture Co.  
Madison, Wis. . . . . Black Furniture Co.  
Memphis, Tenn. . . . . J. Goldsmith & Sons Co.  
Miami, Florida. . . . . Burdines, Inc.  
Milwaukee, Wis. . . . . Hack's, Inc.—All Stores  
Milwaukee, Wis. . . . . Chester F. Hartung, Inc.  
Milwaukee, Wis. . . . . Milton Kerns Carpets—Both Stores  
Minneapolis, Minn. . . . . Boutells  
Minneapolis, Minn. . . . . The Dayton Co.  
Missoula, Mont. . . . . J. M. Lucy & Son  
Mobile, Ala. . . . . Gayfer's  
Modesto, Calif. . . . . House of Carpets  
Muncie, Ind. . . . . C. Cree Gable, Inc.  
Nashville, Tenn. . . . . Period Furniture Co.  
Newark, N. J. . . . . Allen Floor Covering Co.  
New Haven, Conn. . . . . The Edward Malley Co.  
New Orleans, La. . . . . Maison Blanche  
New Rochelle, N. Y. . . . . Thomas Thomasian, Inc.  
(Also Mount Vernon)  
New York, N. Y. . . . . Bloomingdale's  
New York, N. Y. . . . . Macy's  
Norfolk, Va. . . . . Cofer's Associates, Inc.  
(Also Cofer's Inc. of Virginia Beach)  
Oakland, Calif. . . . . Bonyne's Furniture Co.  
Oakland, Calif. . . . . Capwell's  
Oak Park, Ill. . . . . Lloyd's Inc.  
Ogden, Utah. . . . . Boyle Furniture and Carpet Co.  
Oklahoma City, Okla. . . . . John A. Brown Co.  
Omaha, Nebr. . . . . Orchard & Wilhelm Co.  
Orlando, Fla. . . . . Barnes Drapery & Floor Coverings  
Paramus, N. J. . . . . Modern Way Furniture & House of Carpet  
Pasadena, Calif. . . . . Bullock's Pasadena  
Pensacola, Fla. . . . . Gayfer's Pensacola  
Pensacola, Fla. . . . . King's Rug Styling In The Mayfair Shop  
Peoria, Ill. (And Branches) . . . . . Block & Kuhl Co.  
Philadelphia, Pa. . . . . Carpet Crafters Inc.  
Philadelphia, Pa. . . . . Colonial Floor Coverings  
Philadelphia, Pa. . . . . John Wanamaker  
(Also Wynnewood, Pa., Wilmington, Del., and Yonkers, N. Y.)  
Phoenix, Arizona. . . . . Coles Home Furnishings  
Pittsburgh, Pa. . . . . Joseph Horne Co.  
Pittsburgh, Pa. . . . . Kaufmann Dept. Store  
Port Chester, N. Y. . . . . Joseph Tunick & Sons Inc.  
Portland, Oregon. . . . . Meier & Frank Co.  
(Also Salem)  
Providence, R. I. . . . . The Shepard Company  
Quincy, Mass. . . . . Roger Kent Rug Co.  
Racine, Wis. . . . . Porters  
Raleigh, N. C. . . . . Ward-Markham Company  
Reading, Pa. . . . . Reading Rug Co.  
Richmond, Va. . . . . Thalheimer's Inc.  
Roanoke, Va. . . . . S. H. Heironimus Co.  
Rochester, N. Y. . . . . McCurdy's  
Rochester, N. Y. . . . . Sibley, Lindsay & Curr Co.  
Rockford, Ill. . . . . House of Lindberg  
Sacramento, Calif. . . . . Bowman and Long  
St. Louis, Mo. . . . . Stix Baer Fuller Co.  
St. Louis, Mo. . . . . The Lammert Furniture Co.  
(Also St. Louis Hills and Clayton)  
St. Petersburg, Fla. . . . . Carpet Fashions  
Salt Lake City, Utah. . . . . Z C M I  
San Angelo, Texas . . . . . Robert Massie Furniture Company  
San Antonio, Texas. . . . . Honigblums  
San Antonio, Texas. . . . . Karotkin Furniture Co.  
San Antonio, Texas. . . . . G. A. Stowers Furniture Co.  
San Francisco, Calif. . . . . The Emporium  
San Francisco, Calif. . . . . W. & J. Sloane  
San Jose, Calif. . . . . Golden's  
Santa Barbara, Calif. . . . . Henry Levy, Inc.  
Santa Cruz, Calif. . . . . Haber's Eastern Furn. Co.  
Scranton, Pa. . . . . Cleland Simpson  
Seattle, Wash. . . . . Baron's  
Seattle, Wash. . . . . Pitzer's Carpet Center  
Sharon, Pa. . . . . J. M. Willson & Sons  
Shelby, N. C. . . . . Perry Furniture & Carpet Company  
Sherman, Texas. . . . . Hall Furniture Co.  
Sioux City, Iowa. . . . . Younkers Inc.  
South Bend, Ind. . . . . Robertsons  
Spokane, Wash. . . . . Barclay & Brown Inc.  
Springfield, Ill. . . . . John Bressner Co.  
Springfield, Ill. . . . . A. Dirksen & Sons  
Springfield, N. J. . . . . Sandler & Worth  
(Also Paramus and Eatontown)  
Stockton, Calif. . . . . Burnham Bros.  
Summit, N. J. . . . . Center Carpet Corp.  
(Also Morristown)  
Swarthmore, Pa. . . . . Paulson & Co.  
Syracuse, N. Y. . . . . E. W. Edwards & Son  
Tallahassee, Fla. . . . . Shaw's, Inc.  
Toledo, Ohio. . . . . Kobacker Furniture Co.  
Toledo, Ohio. . . . . Treuhaff Brothers  
Tulsa, Okla. . . . . Cathey's Inc.  
Tyler, Texas. . . . . Broadway Furniture Co.  
Union, N. J. (Also Irvington) . . . . . M. Neuss & Sons  
Valdosta, Ga. . . . . C. C. Varndoe & Co.  
Washington, D. C. . . . . Diener's Inc.  
Washington, D. C. . . . . Woodward & Lothrop  
(Also Chevy Chase, Md.)  
Watertown, N. Y. . . . . Frank A. Empsall Co.  
W. Los Angeles, Calif. . . . . Bullock's-Westwood  
West Palm Beach, Fla. . . . . Hatfield Carpets  
Westport, Conn. . . . . United Carpet Stores  
Wheeling, W. Va. . . . . Stone and Thomas  
Wichita, Kansas. . . . . House of Carpet  
Winston-Salem, N. C. . . . . Colonial Furn. Shops  
Wilmington, Del. . . . . Wilmington Floor Covering Co.  
York, Pa. . . . . The Bon Ton for Homes  
Youngstown, Ohio. . . . . Lowry Furniture Carpet Co.



THE COMING CARPET COLORS ARE ALREADY HERE

Cabin Crafts —  
*Needletuft*<sup>®</sup>

## UNDERTONES

See displayed at your store  
the myriad of beautiful

Needletuft carpet colors inspiring today's smartest room  
schemes. All decorator-coordinated to harmonize with  
other home furnishings.

Top fashion favorites  
are these soft muted

Undertones...easy to work with and so flattering to  
you. As in this room, make a Needletuft Undertone  
such as Bronze your  
background...

then add accent

notes of bright accessories. Needletuft carpets  
are washable and long-wearing in an exciting  
variety of tex-  
tures and

fibers. The

prices are like music to your ears, from  
\$6.95 to \$14.95 sq. yd.

Wonderful as rugs for  
people on the move

Cabin Crafts  
*Needletuft*<sup>®</sup>  
RUGS AND CARPETS

For free illustrated decoratin,  
brochure write Cabin Crafts  
Needletuft Rug Mills, Dept.  
Dalton, Georgia

OWN OF W. M. SIMPSON BROADCLOTH



KEYNOTE COLORS

IN **CHROMSPUN**®

EASTMAN COLOR-LOCKED ACETATE



**K**ey to a beautiful bedroom... an exciting array of fabrics in Chromspun acetate. Coordinating your décor is easy with Keynote colors in Chromspun... and, happily, they're locked in the fiber against all normal fading hazards. This ensemble by **SCROLL PRODUCTS**

includes a coverlet of satin-check taffeta, about \$20, and a frosty taffeta dust ruffle, about \$8, both 100% Chromspun. Matching pinch-pleated café curtains in a casement sheer of Chromspun and high-strength rayon with glitter accents, about \$6. Draperies, 90" long, about \$8. Choice of six Keynote colors.

Headboard and chair by Dunbar

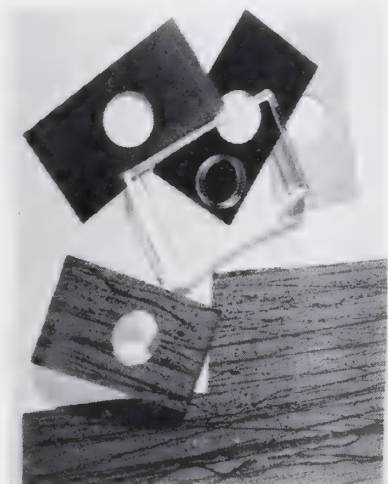
CHROMSPUN is the trademark for Eastman color-locked acetate fiber

At GIMBELS, New York, N. Y.; L. BAMBERGER & CO., Newark, Morristown, Plainfield, Princeton, N. J.; CAULKINS & POST, Middletown, Conn.; JULIUS GARFINKEL, Washington, D. C.; GIMBELS, Philadelphia, Pa.; KAUFMANN'S, Pittsburgh, Pa.; WIEBOLDT'S STORES, INC., Chicago, Evanston, Oak Park, Ill.; WM. H. BLOCK CO., Indianapolis, Ind.; RAIMI'S, Detroit, Mich.; JONES STORE CO., Kansas City, Mo.; LAMMERT FURNITURE CO., St. Louis, Mo.; THURIN'S, Canton, Ohio; W. A. GREEN'S, Dallas, Texas; McWILLIAMS FURNITURE CO., Longview, Texas; HEMPHILL WELLS CO., Lubbock, Texas

EASTMAN CHEMICAL PRODUCTS, INC., SUBSIDIARY OF EASTMAN KODAK COMPANY, 260 MADISON AVENUE, NEW YORK 10



# A new thing in '56 —the inconspicuous light switch



"Tap-Lite," a new, noiseless, non-obvious switch plate, has a clear plastic casing into which you can fit wallpaper or painted paper to match surrounding walls. Wallpaper from Murals, Inc.

A switch plate that blends inconspicuously into the background of the wall in which it is installed has long been a crying need—and here it is at long last. It is a trim, uncomplicated fixture called "Tap-Lite," ingeniously designed by Henry Dreyfuss for the Minneapolis-Honeywell Regulator Company. It's a matter of a Plexiglas sheet and a single round gilt button, designed so that inserts of matching wallpaper or wall paint can be slipped behind the clear Plexiglas, and you're hardly aware of the plastic covering. The small gilt button is the only evidence that a switch plate is there.

And that's a change from the usual obvious battery of finger-smudged plates and buttons. The clear plastic, of course, can be easily kept clean.

The plate itself snaps into the wall on a spring-type clip, so that there are no troublesome screws to indicate how it has been attached.

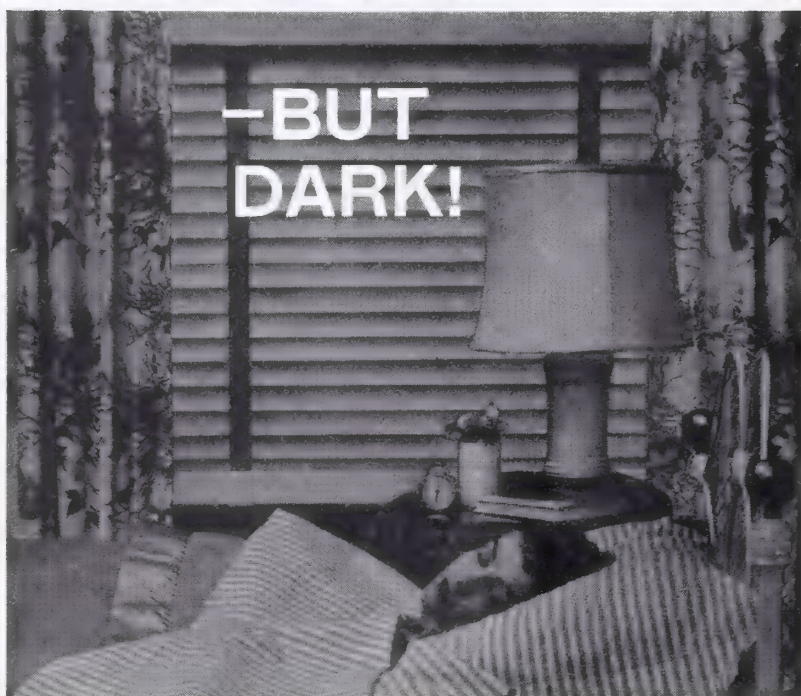
But there's an extra special bonus here, too. That pretty gilt actuator button does a solo job, switching lights both on and off. It works noiselessly and, because the button is dome-shaped and responds to a touch, you could even work the switch with your elbow, if your hands were occupied.

PHOTOGRAPHS BY WILLIAM HOWLAND



A gold button here turns lights on or off at a touch. Works on normal household current, needs no special wiring, comes for one, two or three buttons. Cost, about \$2 up.

## Now! A blind to make your room



## New *Flexalum* TWI-NIGHTER® keeps out 6 times more daylight\*

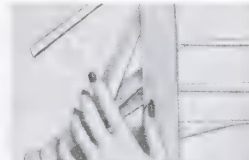
Only the new Flexalum Twi-Nighter gives you such complete light control, privacy, ventilation—and at no extra cost! New Flexalum design keeps out 6 times more daylight than conventional blinds—turns day into

night with the flick of a cord. Lets you sleep later in the morning. Helps along baby's nap. And no one can see in, from any angle. All the other famous Flexalum features, too!

\*Independent laboratory test



**WIPE-CLEAN PLASTIC TAPES.** A damp cloth is all you need to wipe them clean. Even sticky jam vanishes right off the non-porous surface. These Flexalum tapes won't fade, fray, shrink or stretch.



**SNAP-BACK ALUMINUM SLATS.** Bend them—abuse them. Flexalum aluminum slats are spring-tempered to snap back ruler-straight every time. Mar-resistant finish won't rust, chip or peel.

**FREE DECORATING BOOK,** in full color . . . by well-known decorator Marvin Culbreth. For your copy, write to Hunter Douglas Aluminum Corp., Dept. A-4, 150 Broadway, New York 38, N. Y. (In Canada: Hunter Douglas Ltd., 100 St. AC-4, 9500 St. Lawrence Blvd., Montreal, Quebec.)



*Flexalum*

FLEXALUM DRAW DRAPERIES

FLEXALUM ALUMINUM AWNINGS

FLEXALUM VENETIAN BLINDS

FLEXALUM AUDIO VISUAL BLINDS



CONTINUED FROM PAGE 183

## FOR DINING ROOM DECORS OF DISTINCTION!

- WILLIAMSBURG
- Schumacher's
- WEDGWOOD

INTRODUCE THE "Decorators' Group"  
OF MATCHING DINNERWARE  
AND DECORATIVE FABRICS

Williamsburg  
AVIARY



Looking for a dramatically different dining room decor? Here it is! For the first time, famous Wedgwood Queen's Ware dinnerware patterned and colored to match luxurious drapery and slipcover fabrics by Schumacher's.

These perfect companions for distinctive settings are available only through decorators and decorating departments of fine stores.

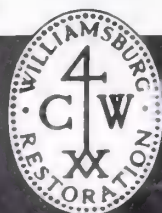
Choose from three elegant authentic design reproductions from COLONIAL WILLIAMSBURG.

Williamsburg  
WILDFLOWERS

Williamsburg  
POTPOURRI

F. SCHUMACHER & CO.  
NEW YORK, N.Y.

EDSALL WEDGWOOD & SONS, INC.  
24 E. 14th St. N.Y.C.



just *anyone's* house, more than a structure with bare walls and bare floors occupied for the moment by people without possessions or pursuits. Is this not a description of a cliché modern house tenanted by those who are fearful of adding anything that might disturb the blank-wall simplicity of the box-like architecture?

Unfortunately the same caution has crept into other houses in one form or another: cubist furniture with surfaces as plain as the plaster walls they find themselves against; a clinical décor that makes even an open book look terribly disorderly, not to mention a relaxed human being; an emptiness, in fact, that verges on the vacuous.

In driving toward simplicity many modernists made elimination the greatest virtue. Pulls and other hardware were made to disappear so as not to "break" the line or surface of a door or piece of furniture. Thus not only ornament tended to disappear, but frequently even function itself disappeared, since doors and drawers were difficult to open.

Now hardware is counting again. It does its job with efficiency and with delight. The new hardware functions well and handles easily, and it makes a pattern that is a pleasure in itself. (Many examples are shown in connection with this article. Note how striking they are even out of context. They are more

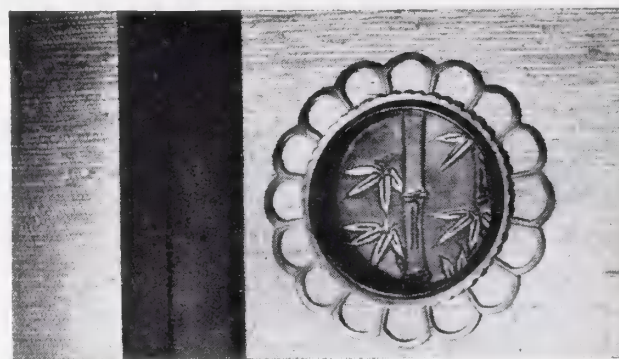
striking in their proper place.)

But the new romantic movement does not stop at making functional forms and useful objects more beautiful; it explores every surface for ways to enrich it without, of course, disfiguring it with the unappropriate, the florid, the gimcrackery of several generations ago.

A little enrichment, these days goes a long way, as the examples on pages 182 and 183 show. Often a single bold ornament—a carving above the door, a large-scaled escutcheon, an intricately worked pull—counts for far more than many small ones, which sometimes tend to cancel each other out.

At the same time, these decorative touches highlight and bring out by contrast the less noticeable richness of grain and texture of the material forming their background; for instance, the wood of the doors, the wall-covering of grass cloth.

So there is no blindness in the contemporary revolt against blank plain surfaces, in the current hunger for enrichment, in the natural urge to fill the vacuum created by modernism. It is not a return to Victorianism and ornateness. It is a movement forward to a new kind of beauty proper to our time and circumstances, but above all free and embracing, courageous, enthusiastic and alive. It has brought a breath of life not only to our plain surfaces, but to every corner of our homes.



Other antique "hikite" set in sliding doors show how intricate details can be enjoyed without creating distraction to the general scene, for over-all effect of each is quiet. They make a charming little feature out of a necessity.





Some lock manufacturers now sell decorative escutcheons, installed between the lock set and the door panel, by which you can add colorful interest to an otherwise plain door. These, by the Schlage Lock Co., come in all standard metal finishes and are provided with a template from which you can cut the decorative underlay inserts from any flat sheet material such as metal, moisture resistant wall-paper, cork or plastic.

*Please turn the page*

THREE PHOTOS BY WILLIAM HOWLAND



Showing the variety of effects possible, escutcheon in the center picture has an inset of one-eighth inch cork flooring. Round one (below) has sized burlap.



## Authentic Early American

### DINING ROOM GROUPINGS



Hungerford's new dining room groupings bring added warmth to a home that is truly traditionally American. This beautifully designed buffet and hutch has all the gleaming richness—the ageless simplicity—of early Colonial craftsmanship. Yours in “Emberlite” solid maple or “Firelight” solid cherry.



This beautiful Hungerford-crafted collection comes in a wide selection of very fine pieces for your bedroom, living and dining rooms. See it right away!

WRITE TODAY For your FREE Hungerford color folder and dealer nearest you.

S. R. HUNGERFORD CO., INC. Dept. HB-10 MEMPHIS, TENN.



# DON'T BE STUCK WITH WINDOWS THAT STICK!



## Truscon steel windows open



## easily every time!

Windows are there forever . . . at least in most houses. That's why it's so important to choose them with care.

With Truscon® Steel Windows there's never the problem of windows warping or swelling so tightly they refuse to budge — because steel can't possibly warp, swell, shrink or rot. You get effortless, finger-tip operation year 'round — in all kinds of weather.

Properly installed Truscon Double-Hung Steel Windows will give you a lifetime of trouble-free service with only normal maintenance. The slender, strong electrogalvanized sections are Bonderized to resist rust; and the baked-enamel finish provides a perfect surface for painting to match your interior decorations.

Truscon Steel Windows are fully weather-stripped with lifetime stainless steel; glide up and down on stainless steel tape balances that are guaranteed. For a lifetime of trouble-free window operation, ask your architect or builder about Truscon Steel Windows in double-hung, casement and ranch types, or Truscon Aluminum Casement and Awning types. Also enjoy the magic of Truscon's quiet, smooth steel sliding closet doors that glide silently on nylon rollers. Sizes for every room. Send coupon for colorful door and window idea booklet.

**TRUSCON  
STEEL  
DIVISION  
REPUBLIC  
STEEL**

Youngstown 1, Ohio



**TRUSCON STEEL DIVISION, REPUBLIC STEEL**  
1086 Albert St., Youngstown 1, Ohio

Please send me free metal window and door idea books.

I am planning ☐ to build ☐ to buy ☐ to remodel.

Name \_\_\_\_\_

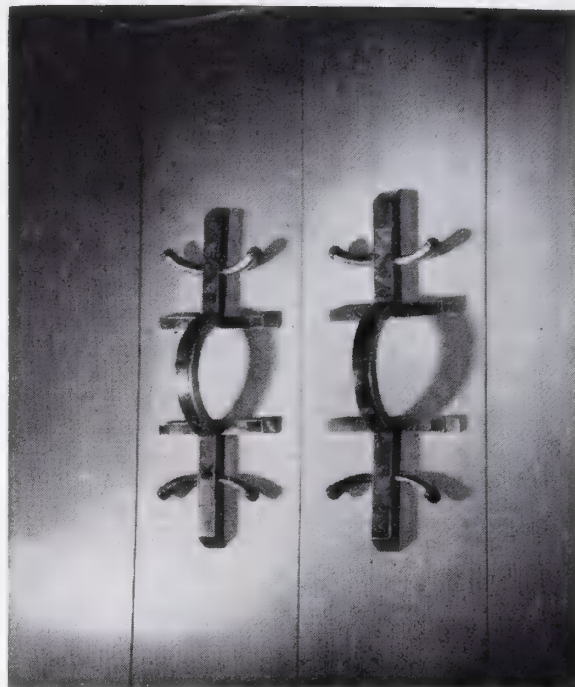
Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

K-9633

## THE ENRICHMENT OF PLAIN SURFACES

CONTINUED FROM PRECEDING PAGE

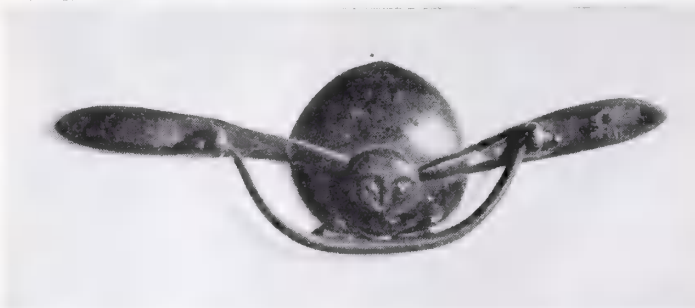


Heavy, bold door pulls of Mexican silver inlaid with blue lapis and green malachite are actually in the class of jewelry. Their role as enrichers is undeniable. Imported by Decorator William Parker McFadden.



This stylized chestnut leaf and flower in etched bronze was probably originally the emblem of one of the noble houses of Japan. Architect Albert Ives featured it as a decorative terminal on the framing of a doorway.

3 PICTURES BY MAYNARD PARKER

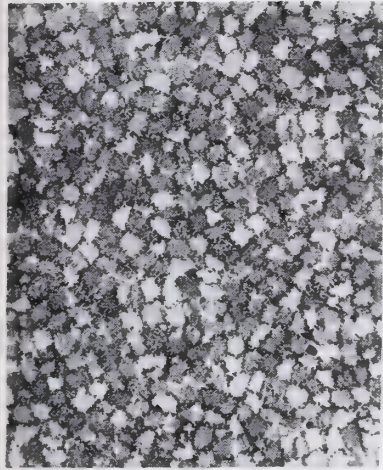


An antique drawer-pull from Japan, representing a highly stylized bat, was used to embellish a series of built-in drawers executed in the modern architectural idiom. Albert Ives, again, was the architect.



smooth-weave cotton antique satin, which combines brown, gray and black.

All of the weaves are yarn-dyed cotton or combinations of cotton and rayon. 54 inches wide, and are of weights that might be used interchangeably for draperies, upholstery or slipcovers. Appropriately enough, they call this pre-matched line "Quartet."



Carpet mosaic

Hadn't stopped to think until Helen Jensen pointed it out that

constant entertaining can be even tougher on a living-room carpet than a houseful of children. The childless but chronically hospitable Jensens in three years' time have gone through one pearl gray velvet and have pretty nearly finished off a two-tone beige twist. It isn't that the rugs actually wear out, but the constant cleaning up of spills and footmarks has made the rugs too tired-looking for beauty.

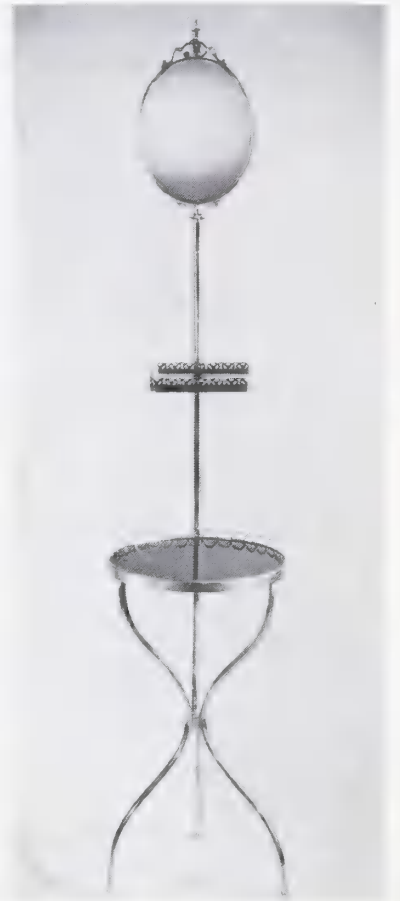
Helen's problem is furniture that's a little too dressy for such standard soil-camouflagers as random weaves and all-over florals. Moreover, her colors are rather restrained beiges that verge on gray and vice versa, so that a mad mess of color is hardly the solution.

To our mutual delight we have found the answer in one of Firth's "Tuftwoven" classic all-wool broadlooms. It's a pattern reminiscent of close-packed pebbles in a curious mingling of gray and beige which is called "Byzantine Mosaic." It's practically a made-to-order soil-swallower for the urbane Jensen living room and the gregarious life it leads, and is peculiarly appropriate because it echoes the beige

monotones of their new mosaic table top. It comes in widths from 27 inches to 15 feet.

Went over to Richard Sherrill's to have a few words about the "Wonderbrass" treatment which coats his entire line of brass and keeps all those bedsteads, tables, coat racks, umbrella stands, mirrors and what-not from losing their brilliance. But I got sidetracked almost at once by an amusing new development I saw over there—a gleaming brass shaving stand, 70" high, equipped with an adjustable oval mirror, a brass-galleried plastic soap dish and a round black Carrara glass table surface. Just the thing, I thought, for Frank Garfield, a man-in-the-gray-flannel-suit who could put this to excellent use in his new dressing room, for it's exactly the setup for modern electric-razor shaving. Soap dish holds razor, talcum, and sweet-smelling stuff, the mirror frames the face, and the table top is an ideal spot for the nightly turning out of pockets—holding keys, coins, and oddments. Takes practically no floor space either.

—M. G.



Versatile shaving stand

# Quality Styling Craftsmanship



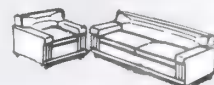
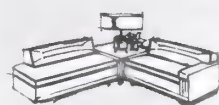
The Queen's Grouping



LIVING ROOM

CHATTANOOGA  
TENNESSEE

*furniture*



28  
Years  
of Fine Furniture



Write for the name of your nearest dealer.





Travel has changed  
since 1830...

but the  
good taste  
of  
Teacher's  
never  
changes!



*In a class by itself since 1830*

**TEACHER'S**  
**HIGHLAND CREAM**

BLENDING SCOTCH WHISKY • 86 PROOF • Schieffelin & Co., New York

## Shade and Shelter for camping out

*Here is a wonderful way to tame the sun and  
the wind that so often spoil the pleasure  
of a favorite camp site*



The materials to buy are simple—plastic clothesline, rough lumber and strips of awning canvas stitched three-wide for the roof and backdrop. More canvas is stitched to form a "bag" which, when leaf-filled, makes a comfortable mattress. Use 2" x 6"'s for mattress frame and 2" x 2"'s for shelter frame.

PHOTOGRAPHS BY MAYNARD PARKER

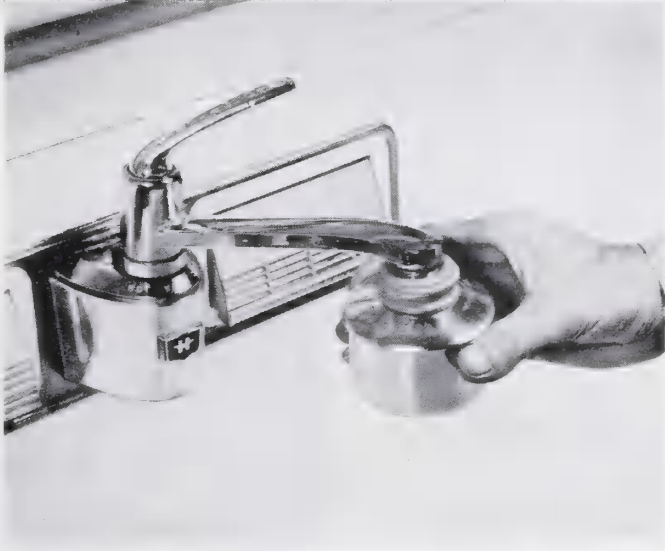


Drill quarter-inch holes two inches on center to lace clothesline through and form mattress base. Set tent poles free of mattress base, thus eliminating vibration from wind, and brace with clothesline. Connect wood members together with galvanized or brass fastenings which will eliminate rust problem.



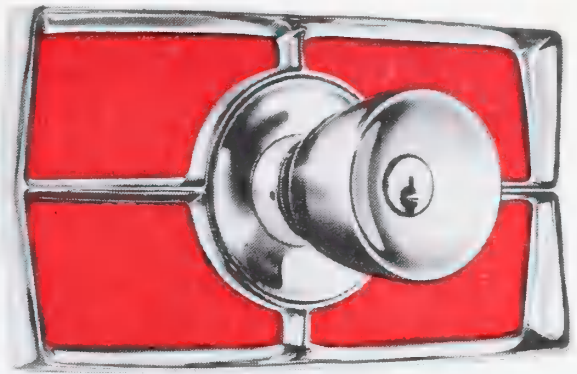
# You can have odorless water

STANLEY STUDIO

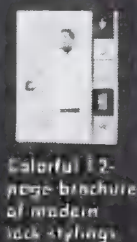
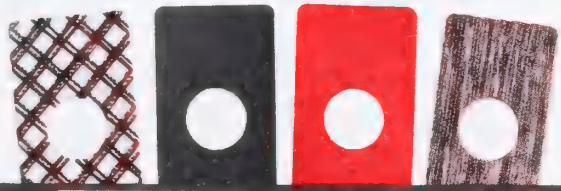


What little chlorine comes in the drinking water does you no harm, but its taste may bother you. You can rid the water of this taste, also of most odors, by running it through Tap Sprite. Activated carbon does the cleansing. Unit is lightweight and easily fitted to faucet without need for tools. Life of filter is 3 to 6 months; then replace whole unit. No tools needed to attach filter.

Begin your color styling plans at the doorway!



Pick Your "Color-Accent" Lock Background . . . and create your own colorfully modern doorway by placing new, pre-cut "Color-Accent" Backgrounds behind new Schlage open-back lock stylings. "Color-Accent" Backgrounds are so easy to apply on your new entrance door that you could "do-it-yourself" — in a matter of minutes.



Send today for free "Lock Fashions" brochure #651 J-9 plus complete information on "Color-Accent" Backgrounds.

Name \_\_\_\_\_

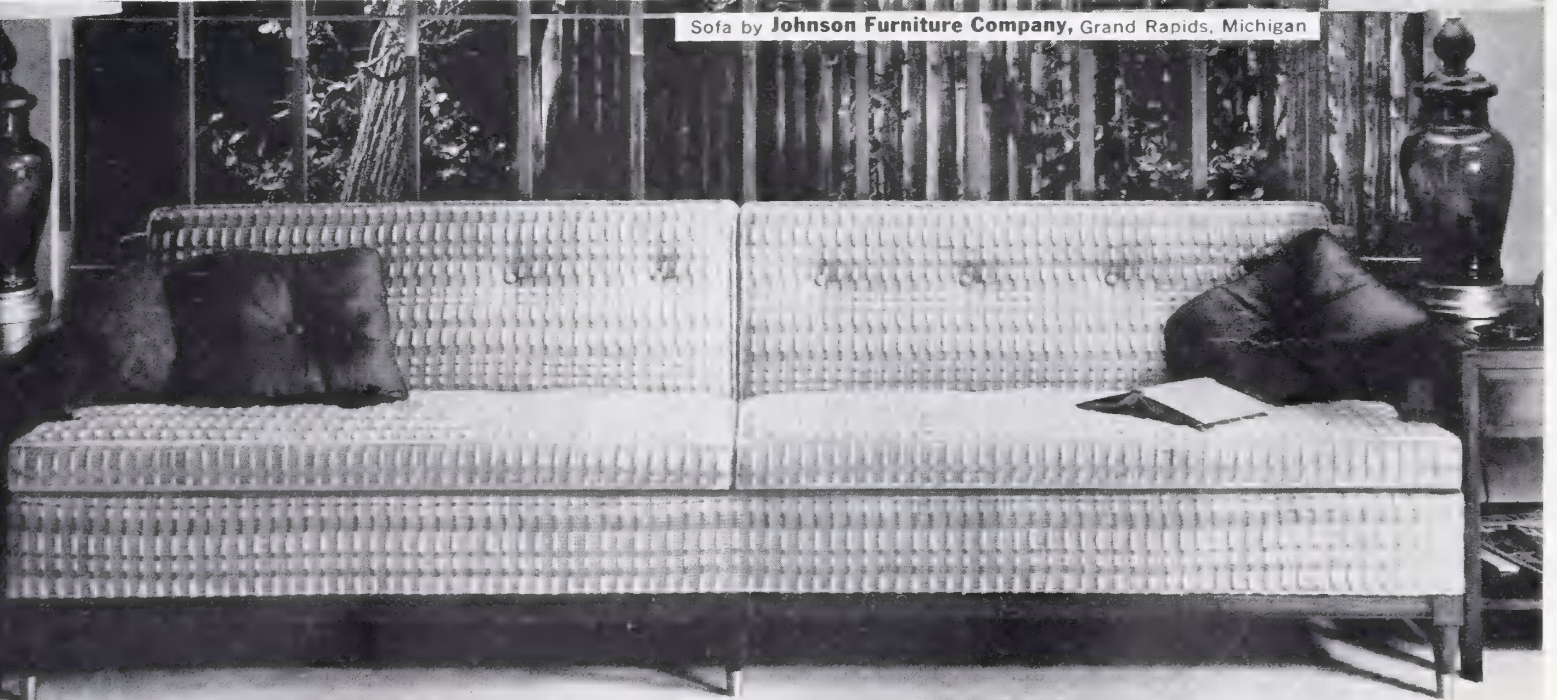
Address \_\_\_\_\_

City and State \_\_\_\_\_

**SCHLAGE**

**SCHLAGE LOCK COMPANY**  
2201 BAYSHORE BOULEVARD  
SAN FRANCISCO, CALIFORNIA

Sofa by **Johnson Furniture Company**, Grand Rapids, Michigan



*Luxurious comfort is made to last with U.S. Koylon Foam*

Note the perfect tailoring, the smoothly defined lines in this sofa by Johnson Furniture Company. And because it is made with U. S. Koylon Foam, its beautiful lines are as long-lasting as its matchless comfort. For Koylon smooths itself out sitting after sitting, year after year . . . is self-ventilating, non-allergenic. Yes, for your assurance of quality, look for the U. S. Koylon label on fine furniture.



**U.S. Koylon**  
FOAM  
*Cushioning*



**United States Rubber**

Rockefeller Center, New York 20, N. Y.



# FRANCONIA CHINA



*One of Europe's Finest . . .*



*"Palm Springs"*

## IN THE TRANSITIONAL STYLE

A lacy spray of pink Bougainvillea blossoms with Palmetto leaves in soft tones of grey-green . . . on pure white translucent china with dusty pink border . . . banded with finest Platinum. 5-pc. Place Setting with 10 1/2" dinner plate. \$17.95 (Slightly higher South & West)

\*New illustrated booklet available: "The Romance of Fine China" (Enclose 10¢ to cover cost of handling). Name of nearest dealer and complete price list upon request.

HERMAN C. KUPPER, Inc., 39-41 West 23rd St., N.Y. 10, N.Y.

\*Write Dept. HB-10



Live in greater comfort  
and health, decorate more freely with **BASE-RAY**

BASE-RAY® adds to the beauty of interiors, provides the most even, most draft-free, most healthful home heating known . . . comfort that only radiant hot water heating can give. BASE-RAY warms every part of every room with ankle-height radiant heat . . . making every inch of every room "living" room. Cold walls and windows are blanketed with sunlike warmth. You bask in solid comfort. Cast iron for long life. Get the exciting details NOW. "Comfortize" your home! Use the handy coupon.

"Comfortize" your home in summer too! Ask for details on Burnham's compact central cooling unit, HIDE-AWAY®.



FIRST IN THE MANUFACTURE OF BASEBOARD HEATING

**Burnham Corporation**  
SINCE 1873, MAKERS OF A COMPLETE LINE OF BOILERS

### MAIL COUPON TODAY

Burnham Corporation  
Irvington, New York  
Please send me complete information on  
BASE-RAY □ HIDE-AWAY □  
Literature on Burnham Boilers □ Oil □ Gas □

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

HB-106

## IT'S WORTH MENTIONING

CONTINUED FROM PAGE 264



For painting or grubby cleaning tasks, Poppins Scrubbers beat any household glove we know. Fashioned of fine cotton jersey finished on outside with rugged, moisture-resistant plastic that's easily cleansed of grime or paint. The plasticized fabric is as supple as soft leather; glove itself is cut for comfortable fit; a rosebud print supplies decorative embellishment. Small, medium, large, \$1, from Page & Biddle, Haverford, Pa.

Your saw *must* follow an accurate course when fitted with Tru-Cut magnetic miter. Powerful magnet secures miter against saw, affording a sawing guide that guarantees true-squared cuts every time. With this combination miter-protractor it's a cinch to skillfully transfer angles or work out complicated joining. Precision-made device adjusts to any angle; magnet has lifetime guarantee. \$2.95; Elron, 225 W. Erie, Chicago, Ill.



Sta-Rite supports drapery corners with rigid plastic formed into a three-fingered plate. Thus braced, the corners can't sag or curl. Even the softest drapery fabrics are kept erect and always neat. A few seconds of hand sewing tacks Sta-Rite's three fingers to drapery heading. Made of transparent crystal plastic in sizes for 3-inch or 4-inch drapery headings. Either costs \$1.45 for 5 pairs. From Hake Mfg. Co., Roanoke, Va.

Flush-Mount hangers support the weightiest wall cabinets. Whatever you hang is removable at will from the wall—a very desirable feature for flower boxes, cornices and the like. Screw one steel plate to the wall, the other to object being hung; sliding one plate downward into the other tightly interlocks them. You get an invisible mounting flush with the wall. \$1.50 for 4 hangers. Design Craft, Interurban Bldg., Dallas, Texas.



Revolving cupboard fixtures offer great convenience and automatically maintain orderly storage. Two shown are Magitwirl spice tray and Magitwirl bottle-condiment tray. Spice tray (10 1/2") hangs from shelf's underside occupying only 4 inches of between-shelf height. \$2.95. Bottle tray (10 1/2") screws to shelf's upper-side. \$1.95. All steel enameled white, red or yellow. From Metalcraft Corp., Memphis 7, Tenn.





## Her mirror tells you so much about her

Clean cut and modern, yet regal and rich, this furniture and its mirror reflect the same quiet dignity as these young, successful people who live with it.

It requires fine components to create a room of charm and beauty. That's why the furniture maker chose a mirror made of *Parallel-O-Plate*® Glass, the most distortion-free plate glass made in America. Look for this label on mirrors at your department or furniture store, or mirror dealer's.

For your copy of our 12-page, full-color mirror book, send 10 cents to Dept. 18106. Name of furniture manufacturer on request.



**LIBBEY • OWENS • FORD GLASS COMPANY, TOLEDO 3, OHIO**

**PARALLEL • O • PLATE GLASS**

*Twin Ground for the Truest Reflection*





## How to Plan a Double Feature Bath

Start with a versatile plan like this bathroom-powder room combination.

Then double the beauty with the sparkling freshness of American-Olean ceramic tile. It's fun to create original effects with standard tiles—and a dash of ingenuity.

You'll find that maintenance is twice as easy, too. Nothing is easier to clean than ceramic tile. Its colors are permanent, and it won't wear out—ever!

Your American-Olean Tile Contractor can adapt this installation to suit your home.

**TILE SPECIFICATIONS:** Bathroom: Color Plate 64. Plaid Wall: 34 Berry Brown, 60 Persimmon, 17 Maize, and 97 Gardenia. Rear Wall and Counter Top: 51 Jonquil. Floor: 1 1/4" Squares, Rust Brown.

Powder Room: Color Plate 65. Vanity Wall: 34 Berry Brown. Side Wall: 51 Jonquil. Counter Top: 97 Gardenia. Floor: 1 1/4" Squares, Rust Brown.

**Beautiful New Booklet** is packed with color illustrations of stylish and adaptable tile ideas. Clip and mail the coupon, with 10c in coin, today!



### Double-feature bathroom:

This compact, compartmented bath will relieve many a traffic jam for busy families. At party time, close the sliding door (at the left in the large picture), and you have a luxurious powder room!

## American-Olean Tile Company

1158 Cannon Avenue, Lansdale, Pennsylvania

AMERICAN-OLEAN TILE COMPANY  
1158 Cannon Avenue, Lansdale, Pennsylvania

- ☐ Please send me the new booklet, "New Ideas in Tile". I am enclosing 10c in coin.
- ☐ Please send me the name of my nearest American-Olean tile contractor.

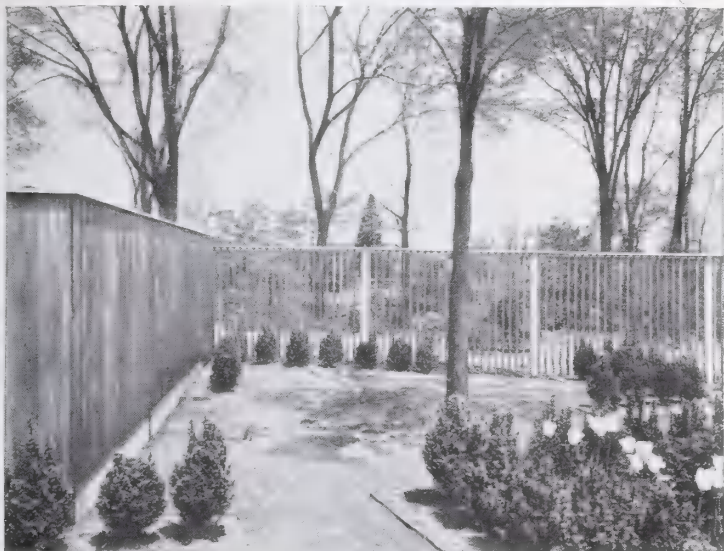
Name \_\_\_\_\_  
(Please print plainly)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_







See-through fence of vertical dowels defines tailored part of garden, but preserves view of orchard and untamed beauty beyond. Note how Landscape Architect Kiley made rock outcroppings an important part of the "floorplan" design. Fall-planted, little yews like these start to grow months earlier than those planted in spring. Garden gains a year's time.

planting in the northernmost states, and in the Deep South plants will start to stir within a few weeks.

Almost everywhere in America fall weather is ideal for the construction work that your garden remodeling may entail. Flies and mosquitoes are gone for the year. Carpenters and painters work in peace. Poison ivy, hidden enemy of the garden remodelers in the spring, now signals its presence by fiery red leaf colors. Dust storms are not a fall plague, so new construction stays clean long enough to get painted, and paint stays dust-free while drying. Paints dry quickly but not so fast that they bubble into blisters the way summer heat makes them misbehave. Blacktop and concrete paving get a cool breather which promotes the good, slow cure that scorching summer sun and quick use deny.

Best of all, fall suffers not from the rush-rush of spring. Fall is a leisurely time. Landscape architects have "time to think." Their spring-harried office force has more time to create wonderfully original designs which quickly lick baffling problems that often stall remodeling projects. Nurserymen can dig and plant with pride in what they do. Peat, plant food, high quality loam, all are plentiful, delivered when promised and often sold at inducement prices.

Lumber yards and paving contractors are distressed to realize that the big home-building market is about to slow to a creep for winter, so look more kindly, even eagerly, for the business of the gar-

den remodeler and his modest needs. Ready-mix concrete companies are happy to do business without disdain for an amateur's slowness or lack of skill in placing the mix, although these cut down the number of loads a truck can mix and deliver daily.

The last advice we have saved till now: Don't start remodeling without the help of a professional landscape architect. The cost will be the best dollar-stretcher of the whole project. The mistakes that don't happen will probably more than pay his fee. If you don't know where to find a landscape architect, see page 311 for the name of the landscape chairman of your state. He has a list of all the professional landscape architects in and around your area.

Go to see several landscape architects. Talk with them about your problem. Ask to see gardens they have designed. Get your garden remodeling under way this fall. Shrubs planted even this late in the year can fill your garden with bloom next spring. So can tulips and daffodils, planted any time until the ground freezes. Do you need extra summer shade? Move in a big tree now and enjoy the shade next summer—and every year thereafter. Garden remodeling pays off year after year.

For complete details on the order in which to do things this fall in your own garden remodeling project, see "The Lovely Old Grounds Were One Big Reason They Remodeled," in *House Beautiful's* 1956 Pace Setter, July 1956



for the best loved husbands only...

**clevelander**<sup>®</sup>

comfort



The Cleve-Lounger  
Style 515

Only the best loved husbands can expect this great new Clevelander. Pity, too—because all husbands should have one. Clevelander comfort puts a man in such a good humor so quickly. Worries vanish in a wink . . . or at least no longer than it takes him to settle back and let every weary muscle go limp. No tricky knobs or levers, either. This beautiful "Cleve-Lounger" model automatically assumes whatever position is most comfortable for him. You'll both love its graceful, compact "lounge chair lines." Cushioned in resilient Blocksom Paratex Rubberized Hair—will never shift nor sag. Why keep Clevelander from him any longer? Or from *yourself*, for that matter! See this great new chair at your Clevelander Dealer's now.

Recline—automatically—to your most comfortable position.



FREE! Send for new booklet, "Chair Harmony," and name of nearest dealer. Write Dept. HB-106, Cleveland Chair Co., Inc., P.O. Box 535, Cleveland, Tenn., manufacturers of fine chairs since 1917.

Your name \_\_\_\_\_

and address \_\_\_\_\_





Sheer, full draping curtains make your fireplace a showplace . . . provide absolute protection against flying sparks. Exclusive Unipull glides curtains open or shut with one hand — nothing to lift or move when tending your fire. Many attached and free-standing models and finishes available . . . plus a complete selection of matching Flexscreens, andirons, firesets and other accessories. Complete ensembles begin as low as \$39.75 (screens only, from \$19.75)—so why accept anything less than the true Flexscreen? Send 25c for 32-page style catalog.

BENNETT-IRELAND, INC.  
1056 Bank St., Norwich, N. Y.

*Flexscreen*  
REG. U.S. & CANADA PAT. OFF.

This Unipull Tab is found only on the true Flexscreen.

## Soften those sharp edges, hard corners and dreary outlooks

*You can use plants out-of-doors, as you would furniture or drapery inside, to solve the problems presented by bare, unattractive walls, awkward proportions and unpleasant angles, or vast expanses of overpowering paving*

12 PHOTOS BY MAYNARD PARKER



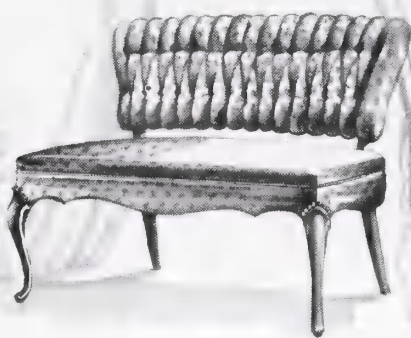
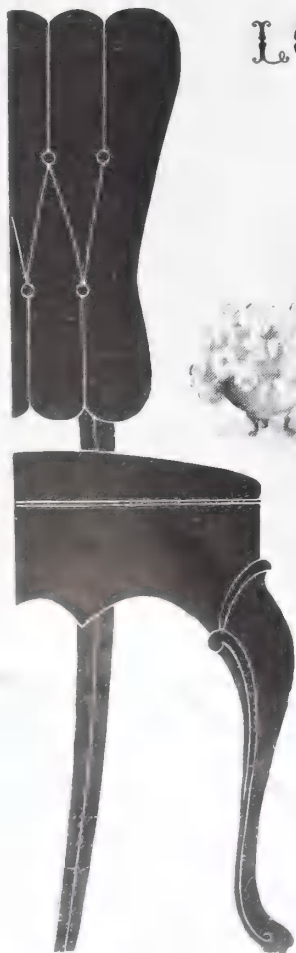
Shrubs, uniform and low, are a fine edging for the bold pattern of this flight of stairs and make a pleasing transition from the wall to the stairway.

VICTOR PINKNEY, LANDSCAPE ARCHITECT



An entrance hall planting is made more important by repetition. Identical plants, set on each side of window wall, help remove optical barrier between indoors and out.

## LOVE BENCH



Luxuriously lovely, exquisitely hand-tufted . . . a bench to grace the finest home. Send 10c for photographs. Make your selection from one of today's finest French Provincial Collections.  
Dept. HBO-56

**GILLIAM**  
DISTINCTIVE FURNITURE  
STATESVILLE, NORTH CAROLINA





Brick-high bed of petunias gives splash of bright color to both terrace and adjoining room. is appreciated more by being where it can be enjoyed daily, no matter what the weather. In winter bed could be filled with Pfitzer junipers in recessed containers.

ECKBO, ROYSTON AND WILLIAMS, LANDSCAPE ARCHITECTS



Even a side utility entrance benefits from the softening influence of well-chosen plants. Architectural details enhance plants' value; make few go far.



*Please turn the page*

The almost universal appeal of crisp, green foliage is used to advantage here with ivy in a built-in box, making the entrance to this house appear more friendly and inviting.

**hot water  
protects  
your most precious  
possessions...**



*buy the one water heater  
that has earned your*

**CONFIDENCE**

**Permaglas®**

THE GLASS-LINED WATER HEATER PROVED  
BY OVER 3,000,000 FAMILIES

Yes, wherever you use it, your hot water has to be *clean*! To be sure your hot water will *always* be clean... now, and for years to come... buy the *one* glass-lined water heater that really deserves your CONFIDENCE.

Of all glass-lined water heaters, only *Permaglas* has 17 years of success behind it... has the glass-lined tank proved by over 3,000,000 families... has the experience of the world's largest producer of glass-coated steel — A. O. Smith — behind it.

Added to that, only *Permaglas* gives you easy-to-use EYE-HI temperature control, patented fuel-saving HEETWALL construction, and stunning aqua-and-copper styling. Put YOUR confidence in *Permaglas*.

**Permaglas®**

Through research  ... a better way

**A.O. Smith**  
CORPORATION

Permaglas Div., Kankakee, Ill.  
International Div., Milwaukee, Wis.  
In Canada: John Inglis Co., Ltd., Toronto



**BETTER  
GLASS—  
LONGER  
LIFE**







Contura . . . dynamic new shape in  
**BARONET**

Phantom Leaves

A triumph of modern design in fine china . . . dinnerware  
of outstanding beauty for sophisticated tables today.

5-pc. place setting, \$8.50  
(slightly higher in the West).  
Send for name of dealer nearest you  
and free illustrated Baronet folders.

Exclusive U.S. Representative

**Fisher, Bruce & Co.**

221 Market Street, Phila. 6, Pa.



*The happiest homemaking  
starts with a floor like this*

FOR your sake we hope you'll investigate  
Dodge Vinyl-Cork tile before you decide on  
any flooring. The vinyl surface gives you easy  
maintenance (*no waxing needed*). The cork base  
gives you step-absorbing comfort and quietness.  
Dodge Vinyl-Cork tile is the *only* floor which  
combines all these advantages.

Write for free illustrated folder on Dodge  
Vinyl-Cork and Standard Cork Tile in regu-  
lar and specialty "wood floor" patterns.

DODGE CORK COMPANY, INC. • LANCASTER, PA.

**SOFTEN THOSE SHARP EDGES**

CONTINUED FROM PRECEDING PAGE



Elevated bed, filled with masses of daisies, aids  
care and appreciation. More fluid than most shrubs  
and faster growing, daisies soften sharp angles.



Even a postage stamp planting can relieve the cold-  
ness of a utilitarian service entrance. This all-  
green planting will grow lushly but stay in bounds.





A sharp corner gives emphasis to this well-trained loquat, whose large glossy foliage is pleasing contrast to the texture of paving and brick wall.

GOTTSCHE-SCHLEISNER



The soft needles of this shapely pine and the under-planting which builds up to it in pleasing sequence of scale and texture complement the wall behind.



An entrance with strong architectural features like this one needs the green flattery of the shade-loving plants which grow abundantly in this raised bed.

(Please turn the page)



## Habitant KNOTTY PINE "Co-ordinates"

A new kind of beauty that flatters tender budgets. Buy each piece separately... assemble your own groups. Delightful new designs in nostalgic Smokey Pine or suave Pewter Gray. It's exciting!



Write for our attractive brochure, full of idea-photos. Send 25c please. We will include name of nearest dealer.

*Habitant Shops, Inc.*

BAY CITY 3, MICHIGAN

For 35 years Habitant has been devoted exclusively to the creation of outstanding beauty and individuality in knotty pine furniture.

## Handy for Brandy!

### 4 Crystal Brandy Snifters to Serve Your Hennessy Cognac

Through special arrangements by the makers of famous \*\*\* Hennessy Cognac Brandy, you can now obtain these crystal, crest-engraved brandy snifters direct from France. Tap the rim with your fingernail and the clear ring reveals the exquisite perfection of this crystal glassware. A set of 4 glasses, shipped direct from Cognac, France, is yours for only \$1. The coupon below is for your convenience.

**BY LAW**, Cognac is distilled only in the Charente district of France. No other brandy is Cognac. And the world knows that the finest Cognac Brandy is \*\*\* Hennessy. You can enjoy \*\*\* Hennessy to the utmost, in these Hennessy snifter glasses, as can your guests. Mail Coupon Now.

**\*\*\* HENNESSY**

THE WORLD'S PREFERRED COGNAC BRANDY

84 Proof • Schieffelin & Co., New York

HENNESSY, Dept. 15X  
P.O. Box 15A, Mt. Vernon, New York

Here is my dollar for 4 Hennessy Brandy Snifters described in this offer. I will pay 15¢ U.S. Customs handling charge when my glasses arrive.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

NOTE: Sorry, this offer is limited to one set per person. Offer good in U.S.A. and possessions.

Direct to You from France!





WITH MODERN... a touch of the best in Regency



the  
**WEIMAN**  
touch

So masterfully does Weiman delineate the Regency mood—that it fits into settings modern or traditional with the same beautiful sense of belonging.

Here, a desk of mahogany solids, drawers inlaid with satinwood. Brass grilles and moldings.

Width 36", depth 19", height 61". No. 59127

**THE WEIMAN CO.**  
ROCKFORD, ILLINOIS

A WEIMAN CREATION IS SO MARKED, TO ASSURE YOU OF THE GENUINE

INSPIRED BY THE STARS



FINEST  
HAND SCULPTURED  
CRYSTAL  
FROM FRANCE

ORION  
8" wide bowl: \$16.00  
10" high vase: \$29.00

Prices slightly higher west of the Mississippi

\* Write for illustrated brochure & name of nearest dealer

**Dawn**

CRYSTALLERIE, INC., 225 Fifth Avenue, New York 10

**SOFTEN THOSE SHARP EDGES**

CONTINUED FROM PRECEDING PAGE

THOMAS CHURCH, LANDSCAPE ARCHITECT



When a fence marks a boundary, you can improve the view from the other side without sacrificing ground space by planting an attractive, low upkeep vine such as ivy, to give the fence a neat, "well-dressed" look.



A raised bed along walk presents wonderful opportunity for displaying fine plants, chosen for their visual affinity to the scale and texture of rock.



The narrow strip between walk and building was all the space needed for this luxuriant year-round California planting of acanthus and ivy.



The Slight "High-Lo" table, made by the Grand Rapids Chair Co. and shown on pages 190 and 191, can be found in the following stores:

## HOUSE BEAUTIFUL CLASSIC NO. 10

CONTINUED FROM PAGE 191

### CALIFORNIA

Beverly Hills.....*W. & J. Sloane*  
Fresno.....*Turpin's*  
Los Angeles.....*Barker Bros.*  
San Diego.....*H. L. Benbough Co.*

### COLORADO

Colorado Springs.....*Home Furniture Co.*  
Denver.....*Daniels & Fisher*  
Durango.....*Durango Furn. Mart*  
Grand Junction.....*Empire Furniture Co.*

### CONNECTICUT

Hartford.....*The Nassau Furniture Co.*  
New Britain.....*D. C. Porter Sons, Inc.*  
New Haven.....*Bullards*

### DISTRICT OF COLUMBIA

Washington.....*Mayer and Co.*

### FLORIDA

Jacksonville.....*Cohen Bros.*

### GEORGIA

Atlanta.....*Davison-Paxon Co.*

### IDAHO

Boise.....*Sherm Perry Furniture*  
Jerome.....*L. Herissons Furniture*  
Pocatello.....*Petersen Furniture Co.*

### ILLINOIS

Chicago.....*S. R. Schwartz and Co.*  
*John M. Smyth Co.*  
Evanston.....*Pond's, Inc.*  
Springfield.....*The John Bressmer Co.*

### INDIANA

Indianapolis.....*L. S. Ayres & Co.*  
South Bend.....*Reis Furniture Co.*

### IOWA

Cedar Rapids.....*Luberger's*  
Davenport.....*Healey-Eckmann*  
*M. L. Parker Co.*  
Des Moines.....*Davidsons*  
*Younker's*

### KANSAS

Wichita.....*Innes*

### LOUISIANA

New Orleans.....*Nu-Idea Furniture Co.*  
Shreveport.....*Bundrick*

### MARYLAND

Hagerstown.....*Maidstone, Inc.*

### MASSACHUSETTS

Boston.....*Pray's*  
Fall River.....*Mason Furniture Co.*

### MICHIGAN

Detroit.....*The J. L. Hudson Co.*  
*Scott-Shuptrine Co., Inc.*  
Flint.....*Earl J. Trembert*  
Grand Rapids.....*Klingman's*

### MINNESOTA

Minneapolis.....*Dayton's*  
St. Paul.....*R. N. Cardozo & Brother, Inc.*

### MISSISSIPPI

Jackson.....*Batte Furniture Co.*

### MISSOURI

Kansas City.....*Cousins, Inc.*  
St. Louis.....*Scruggs-Landervoort-Barney*

### MONTANA

Billings.....*Elliot's, Inc.*  
Butte.....*Christie Furniture Co.*  
Helena.....*Grand Street Furniture Co.*

### NEBRASKA

Lincoln.....*Hardy Furniture Co.*  
Omaha.....*Orchard & Wilhelm Co.*

### NEW MEXICO

Albuquerque.....*American Furniture Co.*

### NEW YORK

Binghamton.....*The Fair Store*  
New York.....*Bloomingdale's*  
*W. & J. Sloane*  
Syracuse.....*E. W. Edwards & Son*

### NORTH CAROLINA

Charlotte.....*J. B. Ivey and Co.*

### OHIO

Akron.....*M. O'Neil Co.*  
Canton.....*Thurin's*  
Cincinnati.....*The H. & S. Pogue Co.*  
Cleveland.....*The Higbee Co.*  
Columbus.....*F. & R. Lazarus*  
Dayton.....*The Rike-Kumler Co.*

### OKLAHOMA

Tulsa.....*Brown-Dunkin Co.*

### PENNSYLVANIA

Allentown.....*A. Dorney Furniture Co.*  
New Castle.....*J. R. Frew Company, Inc.*  
Philadelphia.....*Shaw Decorating Corp.*  
Pittsburgh.....*Colonial Art Furniture Co.*

### TENNESSEE

Knoxville.....*Miller's*

### TEXAS

Amarillo.....*Hughes Home Beautiful*  
El Paso.....*American Furniture Co.*  
Fort Worth.....*Ellison's*  
Houston.....*Joske's of Houston*  
*G. A. Stowers Furniture Co.*  
San Antonio.....*Fisher's Furniture Studio*

### UTAH

Provo.....*Utah Valley Furniture Co.*  
Salt Lake City.....*Axelrad Furniture Co.*  
*Crawford and Day*  
*ZCMI*

### VIRGINIA

Norfolk.....*W. F. Smith Furniture Co.*

### WASHINGTON

Tacoma.....*Saxton's*

### WISCONSIN

Madison.....*Frautschi's, Inc.*  
Milwaukee.....*Klode Furniture Co.*  
Racine.....*Porter Furniture Co.*

### CANADA

Montreal.....*Henry Morgan & Co., Ltd.*  
Toronto.....*R. Simpson Co., Ltd.*

## mural by grandma moses



Anna Mary Robertson Moses, an American farmwife, was born on September seventh, in the year eighteen hundred and sixty. At the age of seventy-seven already a great grandmother, she began to paint.

With a direct simplicity, she put the fullness of her life on canvas. Today her pictures of the countryside and life on the farm can be found in the foremost private collections and museums throughout the world.

Now, for the first time, a Grandma Moses painting has been reproduced as a mural by a hand printing method which retains every subtlety and detail of the sensitive artist's work.

A full color hand printed mural on scrubbable canvas.

Can be easily applied in less than an hour.

Decorate 11 feet of wall for **\$39.50**

Other designs from **\$29.50**

For full color brochure, send 25c to Dept.

**"Easy Apply"** Corp.

134-12 Atlantic Ave., Richmond Hill 19, N.Y.





## "Our New FIREPLACE

**Circulates heat...  
warms all the room"**

Build your fireplace around the new Heatilator unit, the only fireplace especially designed for modern homes. It is the fireplace that gives you all 3 of these features...

**Circulates Heat.** Cool air from floor level is warmed in the double walled firebox—then circulates gently to every corner of the room.

**Will Not Smoke.** A scientifically designed steel form, the Heatilator unit does away with guess-work and rule-of-thumb construction methods. Adds little to cost of finished fireplace.

**Damper Seals Air-Tight.** The new Pressure-Seal Damper seals the chimney throat air-tight when the fireplace is not in use. No costly house heat escapes up the chimney. No chimney downdrafts can chill the room. And in the air-conditioned home, it prevents the loss of expensive summer cooling as well as winter warmth.



**Ideal for every purpose...** homes, basement rooms, camps. Insist on the genuine Heatilator unit. Look for the name on the damper handle and dome. Sold by building material dealers. Mail coupon for free booklet.

### HEATILATOR® FIREPLACE

HEATILATOR INC.  
10 E. Brighton Ave.  
Syracuse 5, N.Y.

Send free booklet on new  
Heatilator Fireplace.

Name.....  
Street.....  
City.....Zone.....State.....



## CALIFORNIA WINES

CONTINUED FROM PAGE 268

### The Big Change

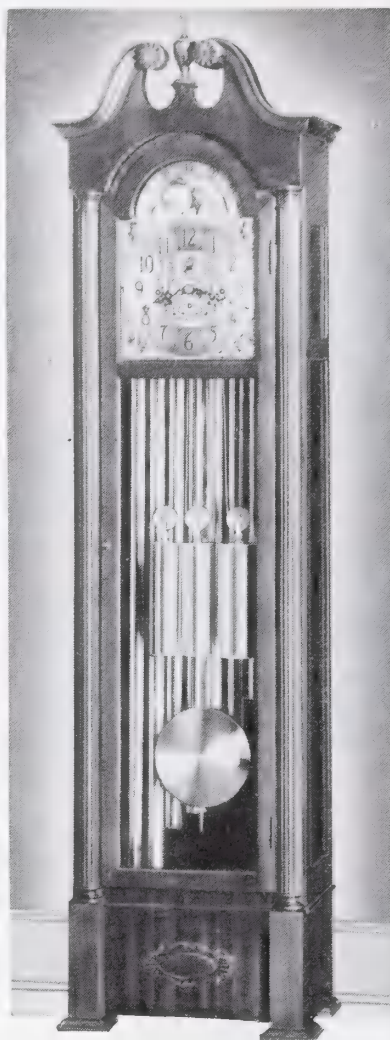
Writing in the early forties, Julian Street described what happened in the clamorous days immediately following prohibition—how wines were made of any grapes in California, aged "by whatever means could be thought up in a hurry and put on the market young, hard and raw. Potential friends," he wrote, "drew back and would have been lost to California wines forever but for an improvement in quality which began immediately. Then with the coming of the Second World War, when a boom hit the market, not only were young wines sold off at high prices, but too many of the wines began to taste like those made in the middle 1930's—thin, sometimes bitter and nearly always disappointing."

In addition to haste and greed, there was another important reason why California wines did not improve as swiftly as some hoped they would. Too much wine continued to be made from inferior grapes—knowingly and unknowingly, too. Even when our vintners tried to buy the best cuttings from Europe, what they received was often fraudulently misnamed and inferior. The work of men like Dr. Maynard Amerine of the University of California's Division of Viticulture at Davis has been of the greatest value in discovering frauds, helping to dispel ignorance and encouraging the propagation and use of the right grape in the right place for the right wine.

Now that the pendulum has swung, some people would have you believe that all varietal California wines, meaning those that are labeled with the name of the grape, are always superior to a wine called Burgundy, claret or what-not. This is not true. Some very fine California wines are produced by blending a number of choice grape varieties, so that each lends its own characteristics to the wine, but no one grape predominates. Such wines are well worth knowing and may in time acquire some of the prestige of the varietals. But unless you have some evidence to the contrary, at the present time it is better to rely upon wines that carry the grape as well as the vineyard name.

### Answers on the Label

When you buy a bottle of California wine, look carefully at the label. It should answer three, possibly four, questions. First, what



## Heirloom of the FUTURE!

The rich, distinguished beauty of a Herschede floor clock will give a lifetime of quiet pleasure to you and your family, while it marks the hours and minutes of your days with unerring accuracy.

More, its enduring elegance, its remarkably long-lived movement, make it a treasured heirloom that will just as gracefully and faithfully mark the passing hours for your grandchildren—and their children. It is a proud possession that you know will be admired and cherished by the generations to come.

**MODEL 217, Colonial style, cased in Honduras mahogany. 80" high, 20½" wide. Eight-day, key-wound, weight-driven movement. Available with Westminster chimes alone, or with three chime melodies—Westminster, Canterbury and Whittington.**

Write for Color Brochure of All

HERSCHEDE CLOCKS

**THE HERSCHEDE HALL  
CLOCK CO.**

CINCINNATI 6, OHIO

grapes were used to make it? What district did the wine come from? Who made the wine? When?

Appellations of origin on the label mean by law that the wine has been produced from grapes grown and fermented in the district. The four names of good California wine-producing areas—Napa, Sonoma, Livermore and Santa Clara—have a musical lilt and a world of significance for the connoisseur.

Who made the wine? The grape and the locale are meaningless without the maker. On page 292 you will find a list of the premium wine companies of California; notable wine labels on pages 194-195. But for quick remembering and to stand you in good stead in restaurants or in the wine shop, we quote a little litany which somebody murmured one day at lunch:

There's Almeden and Beaulieu  
Cresta Blanca and Charles Krug  
Louis Martini  
Old Paul Masson  
And Martin Ray  
But for white wines, Wente.

When was it made? The vintage may not be too important in California, but it does provide a means of identification. And the proudest wines in America, as well as in Europe, do carry vintage marks.

No doubt you have heard the enthusiastic remark: "Every year is a vintage year in California." Not quite true!

In California, the differences between one year and another (as to the amount of rainfall, the total hours of sunlight, the ups and downs of temperature) are not as marked as they are in many other wine-growing regions—in Germany, for instance, or even in the Finger Lakes district in New York. Nevertheless, years are different. Some are warmer, some are cooler. Vintages can never be exactly alike, because summers are never exactly the same.

Even if there were very little difference in climatic conditions, a vintage mark on the bottle would still be useful, for it shows at a glance the age of the wine. It is a guarantee of origin, since every "dated" wine must, according to law, be bottled at the winery. Moreover, the vintage year can be an assurance of quality, not merely for those wines, particularly the heavier red wines, which need some age to achieve character, but also because the year on the bottle is an assurance that the wines which *should* be young, *are* young. This is particularly important among the white wines and the Rosés, for they are definitely at their best



When they are only a year old, or two or three. Even though it is well known that the wines of different years have different characteristics and that some, because of the vagaries of nature, will be better than others, the vintages in California seem to vary greatly from line to wine and from region to region. Up to now, no vintage chart has been compiled. (It would be very useful to know, for instance, what 1947, 1948 and 1949 appear to be years to remember in the red wines; 1952 and 1953 for white wines.)

In general, however, you must taste for yourself and, having tasted, remember; then hope you can find your love again. This is a part of the California adventure.

As a general rule, it has been observed that American wines do not need, nor can they often take, many years upon them.

Frank Schoonmaker has said that almost every table wine, red or white, is as good as it ever will be before its tenth birthday.

In some instances bulk wines are pasteurized. Then they are no longer living wines. They are stable, but "embalmed."

Although some excellent beers are pasteurized and retain at least a time their characteristic goodness, no fine wines can endure the indignity of such high temperatures. Pasteurization in the case of wines and beers is not a sanitation measure, but strictly for preservation to increase shelf life and insure shipability.

None of the premium wines of California is pasteurized.

Naturally the great name wines of California are more expensive than the run of the presses. Varietal grapes are reluctant bearers; they need expensive coddling. Fine wine making, in whatever part of the world, is a long, patient, painstaking job. All things considered, and even including state and federal taxes, the prices of even the best California table wines are astonishingly moderate, rarely more than \$2; often less than \$1.50. In several recent tastings, a Gold Medal Cabernet Sauvignon, selling for \$1.39 in New York City, was preferred by a knowledgeable group over a Chateaux Margaux 1952 at \$4.49.

#### California Ways with Wine

For generations Californians have been wine drinkers. Wine seems to hang to the graceful, informal California way of life. In general they adhere to the classic formulae: red wines with red meats; white

wines with poultry and with fish. But often they are more inclined to consider flavor rather than color. They try to bring together food and wines of comparable intensities. A robust white wine often goes with lamb; a light red wine with broiled chicken. Generally one wine suffices and it is served only with the main course. At the buffet suppers which are so popular, many hostesses provide a choice of red and white wines. Often a Rosé is served, but in some of the more sophisticated circles the Rosé is considered "an easy way out."

Says one well-known party-giver, "At its best, served with the right food, like a cheese soufflé, for instance, a Rosé can be most delightful, but shouldn't be used just to straddle when you can't decide whether to serve white or red."

#### Outstanding Wine List

A carefully chosen list of outstanding California wines appears in the appendix of Baron Melville's *Guide to California Wines* (Doubleday, \$4). In this informative and well-documented book, over a hundred red and white table wines are listed according to wine types and also according to district. Vintage wines are indicated by a "V." Special excellence is denoted by an asterisk. As for its judgments, our own HOUSE BEAUTIFUL tasters agree in general, except that we would give more acclaim to the finer Mountain Zinfandels, especially Louis Martini's 1947.

Speaking of Zinfandel, it is our one truly Californian wine. There are those who say that it has a Hungarian ancestry and that the label was lost in transit. Whatever its origin may be, it has become a native, a large producer planted widely all over the state. This was the grape used most frequently in "dago red" wines and so ruined its reputation by wrong association. It is at its best in the cool mountainous Northern counties, where it becomes the Mountain Zinfandel. Sometimes it is light; sometimes rich and full bodied; generally it is a soft wine, with a distinctive fruitiness. Like a Chianti, it is suited to a grilled steak or barbecue or to Italian, Mexican or Basque dishes.

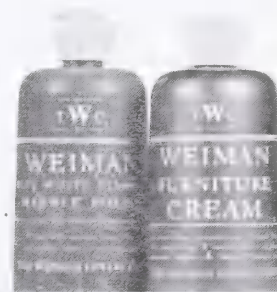
Angelo Pellegrini describes the Louis Martini Zinfandel 47:

"Five years old—a grand old age for a wine that matures fast and is often best at the end of its first year. It passed the visual test with flying colors: an intense deep red with a slight brownish cast, absorbing (Please turn the page)

fine furniture needs a furniture-maker's polish

## WEIMAN

### furniture polish



Because our craftsmen could find no polish effective enough to care for Weiman creations—we developed our own. We recommend it for fine furniture you simply can't trust to ordinary polish. Every ingredient is choice . . . aimed at preserving the beauty of your treasured pieces.

#### For Marble

Weiman Blue White Diamond Marble Polish, 12 Oz. "Squeeze" Container, \$2.00

#### For Leather and Wood

Weiman Furniture Cream, 12 Oz. Plastic "Squeeze" Container, \$1.50

If your furniture store can't supply you—write to the Weiman Company

THE WEIMAN COMPANY  
ROCKFORD, ILLINOIS



## Create new space!



Instead of swinging into the room, PELLA DOORS fold right inside their own doorways...save valuable floor and wall space. Use them for closet and storage closures, regular doorways, room dividers, too. Beautiful birch, oak, pine or Philippine mahogany veneers blend with or match your furniture and woodwork. Sturdily constructed of solid wood laminated panels...spring hinged. Factory assembled, complete with all hardware. Easily installed. Finished or unfinished. Stock or custom sizes.

SEND FOR FREE LITERATURE TODAY



ROLSCREEN COMPANY, Dept. H-97, Pella, Iowa

Gentlemen: Please send free literature on PELLA WOOD FOLDING DOORS and name of nearest Pella dealer.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

Made by makers of famous PELLA CASEMENT and MULTI-PURPOSE WINDOWS



# Pronunciation Guide

## to FRENCH Wines

From a poster by Toulouse-Lautrec



Note: Phonetic English can only approximate Parisian French!

Beaujolais	<i>Bow Joe lay</i>
Chablis	<i>Shah blee</i>
Chateau Yquem	<i>Shot-oh Ee-Kem</i>
Chateaneuf	<i>Shot-oh Neff</i>
du Pape	<i>du Pop</i>
Chambertin	<i>Sham bear tan</i>
Graves	<i>Grahv</i>
Haut Sauternes	<i>Oh So tairn</i>
Macon	<i>Mah kon</i>
Medoc	<i>May dock</i>
Montrachet	<i>Mawn Rah Shay</i>
Pommard	<i>Poe mahr</i>
Pontet-Canet	<i>Pon tay Kan nay</i>
Pouilly Fuisse	<i>Poo yee Fweesay</i>
Prince Blanc	<i>Prance Blahn</i>
Prince Noir	<i>Prance Nwahr</i>
Sauternes	<i>So tairn</i>
St. Emilion	<i>Sant Ay mee lee on</i>
St. Julien	<i>San Jeu lee en</i>

### Yours for the asking—

#### FRENCH WINE SELECTOR

Handy pocket dial to help you choose wine. Send stamped, self-addressed envelope to B&G, Dept. HP, 500 Fifth Ave., N. Y. 36, N. Y.

# B&G

(The finest wines)  
of FRANCE

By BARTON & GUESTIER  
BROWN VINTNERS CO., Inc., N. Y. C.  
Sole Distributors for U. S. A.

## CALIFORNIA WINES

CONTINUED FROM PRECEDING PAGE

lutely clean and translucent. The nose sniffed rapidly in approval. And the taste? The taste was such that one glass made a second an esthetic imperative. Have you ever had an ordinary Cabernet (neither vintage nor pure) that you thought was quite good? You have? Well, you are perfectly right, but the 1947 Zinfandel is even better. None of the subtleties of those pampered French Greats 'so slow and gentle in their diffusion through the soul.' Certainly not! But, then, not ordinary either."

### The Winners

Another guide or pair of guides to aid you in the selection of California wines are little books listing the wine awards at the California State Fair in Sacramento and the Los Angeles County Fair. All the top vintners do not always participate in both, or even one of the Fairs. Nor do the judgments necessarily agree, but in some cases the same wine is chosen by both groups. This happened last year in the case of Charles Krug's Cabernet Sauvignon, which won both Gold Medals. The State Fair, in general, represents expert opinion. The Los Angeles County Fair relies rather more for its judges on members of wine and food societies. Not so professional, but more enthusiastic. In addition to listing awards in each class, the books show the number of exhibits and also indicate the quantity of the wine on hand, which may vary from about 100 to 50,000 gallons. Listing of wine awards may be secured by writing to the Wine Advisory Board, 717 Market Street, San Francisco, Calif.

### The Top Wine-Makers

Here are the companies whose names you will find on the best table wines of California. We are not listing those which make only dessert wines or only champagne.

1. The following brands have fairly general national distribution:

Almaden	Inglenook
Asti	Korbel
Ambassador	LeJon
Beaulien	Louis Martini
Beringer	Novitiate
Charles Krug	Paul Masson
Christian Brothers	Signature
Concannon	Valliance
Cresta Blanca	Wente
L.V.C.	

2. The following brands have local distribution in California and in a few other parts of the country:



**BOSTON  
ROCKER**  
72-6DC

## Early American Chairs...

All of a century-old charm is yours in these lovely reproductions. Just look at that Boston Rocker! Note its high back, gracefully turned spindles, low slung seat. Your great-great-grandmother probably rocked her babies in one of the originals. It's really the *perfect* colonial fireside chair.

**CHILD'S  
BOSTON ROCKER**  
X55-6DC



For your little boy or girl, a miniature replica of the Boston Rocker to match your own... also an ideal gift for that favorite nephew or niece who seems to *have* everything.



**DUXBURY  
SIDE CHAIR**  
1993-1

Trace this sturdy brace-back Windsor variation back to those of the practical Pilgrims. If you're buying a set for your dining room be sure to include a master's armchair.

**HITCHCOCK  
CHAIR**  
2057-10C



Lambert Hitchcock designed this ornamental chair... faithfully copied here in every detail. Even the seat, broadleaved flag—a rush of enduring qualities—is hand twisted and woven *exactly* as it was in colonial times.



**Nichols  
&  
Stone**  
*The Home of Windsor Chairs*

### Send for Booklet!

"How To Choose The Right Colonial Chair," with helpful ideas, interesting illustrations, and historical information.

**NICHOLS & STONE CO.**  
Box 107, Gardner, Mass.

Please send me your 32-page booklet "How To Choose The Right Colonial Chair." Enclosed is 25c in coin.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



Buena Vista	Mirassou
Castler	Monte Carlo
Castlewood	Napa
Digardi	Only One (Girgno lino only)
Freemark Abbey	S & S
Golden Pheasant	Schrams-berger
Hallerest	Souverein
Hollis Black	Stoney Hill
Martin Ray	Weibel
Mayacamas	

### Of Men and Wines

In tasting and judging California wines, it is important to judge them on their own for what they are. They are not copies and yet on the other hand, unlike the wines of New York State, they are not an entirely different genre. California wines are made in the classic European tradition, of the same classic grapes. So far, few have attained greatness. But then again there are few greats anywhere, and those of France and of the German Rhineland represent the flowering of 400 years. So perhaps Louis Martini is right when he says we should not expect to produce the noblest red wines for another 25 years. "As for white wines, it may take 50 years."

In the meantime, what we have deserves serious consideration and a good deal of respect. Getting to know California wines represents a real challenge. For they are an expression not only of a new climate geographically but also of a new climate of thinking. They differ not only with the character of the land, but also with the character of the makers—their backgrounds, their points of view.

With apologies to many others who deserve at least as much attention, here are seven to prove a point:

### Beautiful Place—Beautiful Wine

You can almost taste the aristocracy of France in the wines of Beaulieu Vineyards, often designated as BV. If your palate is sensitive, you could take a glass of this Special Reserve Cabernet, named after the founder of the vineyard, Georges de La Tour, and know that he belonged to a family deeply rooted in the traditions of Bordeaux and Burgundy.

His widow, who took over after his death in 1940, was the Great Lady of the California Wine Industry. She, too, has left her imprint upon the wines, as well as upon the exquisite little gem of a country house and the gardens with their boxwood hedges and sculptured topiary.

Now Beaulieu is owned by the daughter of its founders, Hélène de Pins, who, with her husband



he Marquis, continues to deepen the close relationship between France and California. As someone has pointed out, there is even the imperial quality of Czarist Russia in Beaulieu wines. The winemaker who has been in charge since 1938 is André Tchelitscheff, who has a special genius for combining the grace of the Old World with the technology of the New.

### Elegant Almaden

Elegant is the word for the wines of Almaden, but it is a Franco-California elegance. These wines remember the Frenchman Étienne Théé, farmer from Bordeaux, who was lured by gold in '49, but remained rooted through his vines. His Parisian son-in-law, Charles Drefranc, brought to the new vineyards cuttings from Champagne, Bordeaux, Burgundy and the valley of the Rhone, along with oak cooperage sent from Spain and France around Cape Horn.

The French influence continues under the proprietorship of the Benoists, Louis and Kay, native San Franciscans with a French heritage. They are ably assisted by a winemaker renowned on both continents, Oliver Goulet.

In the old ranch house built more than a hundred years ago, we were served a lunch that would have done honor to the proudest chateau in Epernay. But the ham was Virginian; the pâté was made from their own Californian-bred pheasant; the rainbow trout came from their own streams, the lettuce was Bibb, and the *crêpes au citron* were served on a platter garished with lemon leaves accompanied with sections of fruit picked only minutes before and still fragrantly warm from the California sun.

The champagnes of Almaden are noteworthy, but probably the most famous and popular wine of this vineyard is the Grenache Rosé.

French connoisseur recently called it "a triumph, mass produced!" For the Grenache grape is relatively prolific, a heavy bearer among varietals. The wine is bottled young as it should be, and sent by the hundred thousands to all parts of the United States. Within the past year some cases have even been exported to France, where the Almaden Grenache Rosé appears on the menu at Maxim's, along with Rock Cornish game hen.

"A gag perhaps," says Louis Benoist modestly, "or perhaps a gesture of appreciation. My friends tell me it makes them feel at home."

Completely American in the pioneer spirit is the recent planting of more than 1,300 acres of grapes of the most treasured varieties. Here several startling innovations are being tried. "If successful, it is possible that the wine industry of the whole world may be altered by Almaden."

### The Dean

"Dean of Wine Growers," Angelo Pellegrini calls Louis Martini in a lyrical chapter of his recent best seller, *Americans by Choice*. If one can taste France in Beaulieu and Almaden, then surely in these wines there is a gusto of Italy. Louis Martini looks more like President Eisenhower than the President's own pictures and is in every essential just as American, but neither he nor his wines forget his Italian ancestry, or his training as a young man at the University of Genoa and Piedmont.

Even in his sixties Louis Martini is a constant innovator. His most ardent admirers as well as his critics agree that "he can never let well enough alone. He is always trying something new . . . reaching out, dreaming of perfection but always of a perfection that has an Italian accent and a high acidity."

What is known as the Martini Kingdom includes three great vineyards. The one of which he is proudest is in the high mountains of Sonoma County. He named it Monte Rosso, because of its red volcanic soil, which is said to give a special quality to his cool mountain grapes.

In addition to a number of vintage varietal table wines, the Louis Martini table wines include a Monte Rosso that, as might be expected, resembles a fine red Chianti and is even put up in the traditional basket—wrapped fiaschi.

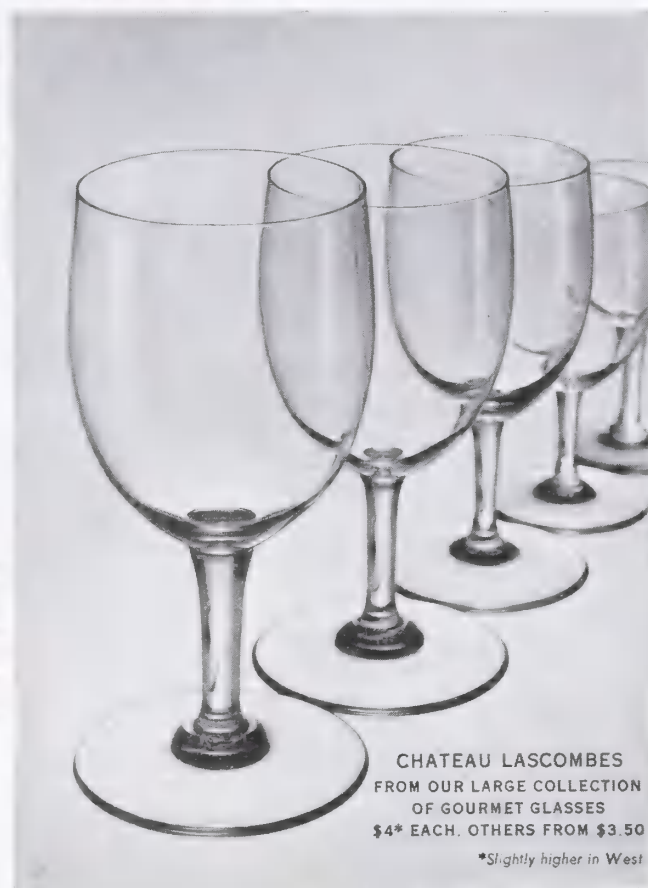
### The White Wine Wentes

Although they do make some red wine and a Rosé, the name of Wente is synonymous with the best of California white wines. Their background is German. The founder, Carl H. Wente, came from Hanover, but he did not in the new land remain too wedded to the wines of the Rhine. He imported and acclimated in the Livermore Valley the finest sauterne grapes and also the Pinot Chardonnay used in the making of white burgundy and champagne. Always known and prized as quality wines, Wente standards have never wavered. The two sons now in command, Ernest and Herman, continue.

(Please turn the page)

## BACCARAT...Imported from France

BACCARAT ...The Crystal of Kings



BACCARAT ...Founded in 1764

CHATEAU LASCOMBES  
FROM OUR LARGE COLLECTION  
OF GOURMET GLASSES  
\$4\* EACH. OTHERS FROM \$3.50

\*Slightly higher in West

At fine stores...and at  
55 EAST 57th STREET, NEW YORK 22

BACCARAT



Action photo of "round-the-bowl" mixing action

## there's a BIG DIFFERENCE in mixers!

The best has to be different...and KitchenAid is both! There's a difference in mixing action. No other food preparer can match the thoroughness, the consistent, true-to-recipe results you get with "round-the-bowl" mixing action. There's a difference in looks. Beautiful decorator colors—Sunny Yellow, Island Green, Petal Pink or Antique Copper, Satin Chrome or gleaming

White—assure you of perfect color harmony in your kitchen. And there's a difference in the time and work saved with the full line of practical attachments.

Ask your favorite store for a demonstration, or write Dept. KH, KitchenAid Electric Housewares Div., The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175 George St., Toronto 2.

KitchenAid®

The Finest Made...by 

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

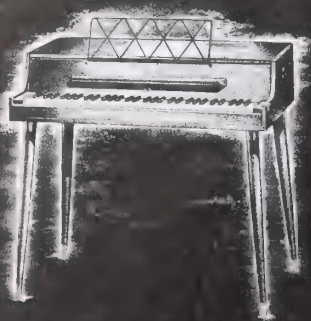


**SENSATIONAL!**

**NEW**

**WURLITZER  
ELECTRONIC PIANO**

**AMAZING LOW COST!**



You've seen it on television—  
You've heard it on the radio—  
NOW you can enjoy it in your home

**PORTABLE**

Move it from room to room—carry it easily in your car.



**BUILT-IN  
VOLUME CONTROL**

Play loud or soft—or  
plug in the earphones and  
only you hear the music.



**SEE IT—HEAR IT—PLAY IT**  
Exclusively at your  
Wurlitzer Piano Dealer

Learn to play  
for pennies a day!

The Wurlitzer Lesson-Loan  
Plan gives you:

- This excitingly new piano in your home
- Weekly lessons
- All music material

THE RUDOLPH WURLITZER CO.  
KALB, ILLINOIS, DEPT. HB-1056

Please send information on the Wurlitzer  
Electronic Piano.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**CALIFORNIA WINES**

CONTINUED FROM PRECEDING PAGE

tinue to concentrate only on table wines. Those who appreciate real sauternes will find Wente's Sweet Semillon unsurpassed. It is a true spätlese made from the last late picking of selected grapes which have the maximum richness and sweetness.

**Masson, the Man and the Vineyard**

One of the more colorful characters in the California wine industry was another Frenchman, another enterprising son-in-law, the lusty Burgundian, Paul Masson. He came in the eighties to work at Almaden for Charles Lefrane, speedily married the boss's daughter, became his partner, then his successor and embarked on a long and merry life. So the legend goes.

It was in his golden champagne and in one of his high claw-footed bath tubs that Anna Held is supposed to have taken her celebrated bath. The whereabouts of this bath tub is still being questioned. The Louis Benoists insist that they have it in their powder room. And on the day we saw it, there were three Anna Held bouquets on its shining mahogany rim. But others say that the champagne bath party would not have occurred at the family ranch house, since Paul Masson had erected for himself on the very top of the mountain at Saratoga a winery pleasure dome as fabulous as Kubla Khan.

His name soon became, and still remains, one of the most respected in California champagnes.

Today the Paul Masson vineyards have been taken over by two well-known wine families of Germany: the Fromms and Sichels. The Fromms have been wine growers on the Rhine for five generations, and the Sichels are well known as vintners and shippers, not only in Germany, but also in Bordeaux.

**Rugged on a Mountain Top**

Stormiest vintner of them all and most controversial is Martin Ray, known as Rusty, an all-American individualist who, in his fifties, still looks and talks like the hero of a football game. He was born and brought up literally in the shadow and under the spell of the great Paul Masson in the little town of Saratoga, California. In his boyhood, his eyes were on the vineyards on the mountain, which, later, as a successful refugee from the stockmarket, he was able to buy.

See New Dimensions Fabrics with

**Celaneese**

Contemporary Fibers, by-the-yard  
and in ready-mades, at these  
fine stores this fall. Watch for  
local announcement. All fabrics  
(ready-mades) shown on pages  
64-65 not necessarily at all stores.

Akron, Ohio.....M. O'Neil Co.  
Albany, N. Y.....W. M. Whitney & Co.  
Austin, Texas.....E. M. Scarbrough & Sons  
Bakersfield, Calif.....Barker Bros.  
Beaumont, Texas.....The White House  
Birmingham, Ala.....Burger-Phillips Co.  
Boston, Mass.....Jordan Marsh Co.  
Charlotte, N. C.....J. B. Ivey  
Chicago, Ill.....The Fair  
Cleveland, Ohio.....William Taylors Son  
Columbia, S. C.....James L. Tapp Co.  
Corpus Christi, Texas.....Lichtenstein's, Inc.  
Dallas, Texas.....Sanger's  
Denver, Colo.....Denver Dry Goods Co.  
 Fargo, N. D.....The Store Without A Name  
 Ft. Wayne, Ind.....Earl Groth  
 Ft. Worth, Texas.....Monnig's  
 Grand Rapids, Mich.....Wurzburg Co.  
 Green Bay, Wisc.....Prange's Wisconsin  
 Greenville, S. C.....Ivey Keith Co.  
 Harrisburg, Pa.....Pomeroy's, Inc.  
 Hartford, Conn.....G. Fox & Co.  
 Hutchinson, Kans.....Wiley's, Inc.  
 Indianapolis, Ind.....The Wm. H. Block Co.  
 Jacksonville, Fla.....Cohen Bros.  
 Johnstown, Pa.....Penn Traffic Co.  
 Kansas City, Mo.....

Emery, Bird, Thayer Dry Goods Co.  
 Lincoln, Neb.....Gold & Co.  
 Little Rock, Ark.....Pfeifers of Arkansas  
 Los Angeles, Calif.....Barker Bros., All Stores  
 Louisville, Ky.....Stewart Dry Goods Co.  
 Madison, Wisc.....Harry S. Manchester  
 Miami, Fla.....Burdine's, Inc., All Stores  
 Milwaukee, Wisc.....Schuster's  
 Minneapolis, Minn.....Dayton's  
 New Orleans, La.....Maison Blanche Co.  
 New York, N. Y.....B. Altman & Co.  
 Oakland, Calif.....

Jackson Furniture Co., All Stores  
 Oklahoma City, Okla.....John A. Brown Co.  
 Omaha, Nebr.....Orchard & Wilhelm Co.  
 Orlando, Fla.....Ivey's of Orlando  
 Parkington, Va.....The Hecht Co.  
 Philadelphia, Pa.....John Wanamaker  
 Pittsburgh, Pa.....Joseph Horne Co.  
 Portland, Ore.....Meier & Frank Co., Inc.  
 Portsmouth, Ohio.....The Marting Bros. Co.  
 Providence, R. I.....The Outlet Co.  
 Racine, Wisc.....Zahn's, Inc.  
 Reading, Pa.....Pomeroy's, Inc.  
 Richmond, Va.....Thalhimer Bros.  
 Rochester, N. Y.....Sibley, Lindsay & Curr  
 Rockford, Ill.....Block & Kuhl  
 Sacramento, Calif.....Weinstock-Lubin  
 St. Louis, Mo.....

Scruggs-Vandervoort-Barney, Inc.  
 St. Paul, Minn.....Emporium of St. Paul  
 St. Petersburg, Fla.....Maas Bros.  
 Salem, Ore.....Meier & Frank  
 Salt Lake City, Utah.....Auerbach Co.  
 San Diego, Calif.....Walker-Scott Co.  
 San Francisco, Calif.....

Sterling Furniture Co., All Stores  
 Seattle, Wash.....The Bon Marche  
 Silver Spring, Md.....The Hecht Co.  
 South Bend, Ind.....Robertson's  
 Spokane, Wash.....Bon Marche-Palace  
 Springfield, Mass.....Forbes & Wallace  
 Syracuse, N. Y.....C. E. Chappell & Sons, Inc.  
 Tacoma, Wash.....Rhodes Bros.  
 Tampa, Fla.....Maas Bros., All Stores  
 Toledo, Ohio.....LaSalle & Koch  
 Tulsa, Okla.....Brown Dunkin Co.  
 Utica, N. Y.....Berger's Dept. Store  
 Washington, D. C.....The Hecht Co.  
 West Palm Beach, Fla.....Burdine's, Inc.  
 Wilkes-Barre, Pa.....Pomeroy's, Inc.  
 York, Pa.....The Bon Ton Department Store

His methods are a curious mixture of tradition and innovation. All his table wines go into champagne bottles with champagne corks.

"Pure swank," some people say. "Better aging," says Martin Ray.

His are the most personal wines—hand-made in every sense of the word. All the work of the vineyard is done by Martin Ray, his writer-wife and two sons, one of whom is a plant physiologist who flies back from Harvard each year to help with the vintage. Production is extremely limited. Only the best of years appear under the Martin Ray label. Lesser vintages are sold. Prices are high, just a high and sometimes higher than French imports.

Martin Ray does not approve of modern methods of filtering or fining. His wines are clarified according to the most ancient usage. No sulphur-dioxide is used, not even a sulphur candle burned in the casks, as it has been immemorially in France. Often his wine will throw a sediment like the Burgundies to which they are related. Right now Martin Ray wines are a Hollywood sensation, and actor Burgess Meredith is about to become his colleague.

His Madame Pinot Champagne has many ardent admirers. A surprising wine! It is a blanc de noir, a "white" wine (really amber rose) which is made entirely of black (Pinot Noir) grapes, the exact opposite of the current rage in Paris where they esteem most highly the blanc de blanc champagne, made of all white grapes.

Martin Ray's Cabernet Sauvignon 1947 would be admired anywhere, and the '48 is fine too. Perhaps he is proudest of his Pinot Noir 1951. There is only one Martin Ray white wine, Pinot Chardonnay 1952—all Chardonnay grapes, pure and unblended.

Only a very few shops, like Sherry Wine & Spirits in New York, carry Martin Ray wines, but the Rays are accustomed to special orders and well versed in local and state laws. A letter addressed to them at Mt. Eden, Saratoga, California, will bring you information as to where and how you can buy their wines.

Here is the information on decanters and glasses shown on page 194.

Modern French Verseau crystal wine decanter, Daum Crystallerie, Inc., New York. Antique English decanter, Charles Hall, Inc., New York. Crystal wine glasses, Baccaret & Porthault, New York.

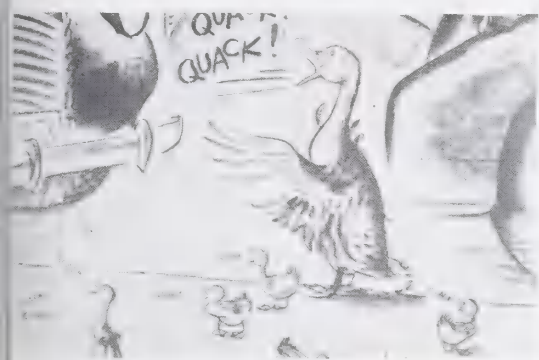


## FICTION, FANTASY AND FAIRY TALES ON FILM

CONTINUED FROM PAGE 213



*Millions of cats, in black and white, is a favorite with younger children.*



*Robert McCloskey's *Make Way for Ducklings* is also lots of fun.*

In *Bungled Bungalow* and *Trouble Indemnity*, we are introduced to UPA's original character, the far-sighted Mr. Magoo. It may be that the world is divided, unevenly, between those people who enjoy Mr. Magoo and those who do not. Possibly there is a third kind: those who do not enjoy him very much, but not enough to hate him. Mr. Magoo is a round little man with a rough voice and an imperious manner; his most characteristic pose is that of a man on the brink of disaster. He is perpetually walking a plank, but unlike other cartoon characters who appeal to our savage humors for the ways in which they survive every imaginable pummeling, Mr. Magoo's appeal is less primitive. We laugh at him and with him for the way in which he unwittingly outwits each calamity. He talks to himself and to other people whom he has mistaken for some other person or object. When he looks out the glass door of a washing machine he thinks it is a television set; the long underwear churning in the tub is to him a picture of Florence Chadwick swimming in the English Channel. He is always at odds with reality. *Bungled Bungalow* deals with Mr. Magoo's efforts to buy a house, and in *Trouble Indemnity* he tips his hat to disaster one time after another while on his way to collect an insurance claim.

These five UPA cartoons are each one-reel long (about ten minutes) and in color (wonderful color). They are leased through Columbia Pictures to a number of authorized 16mm dealers. Rental price is \$5 for each film. The source with which I am most familiar is Cinema Guild, at 10 Fiske Place, Mount Vernon, N. Y. Affiliated offices are at the Audio Film Center, 522 Clement Street, San Francisco 18, California, and at the Audio Film Center, 2209 East 75th Street, Chicago 49, Illinois.

A number of UPA cartoons have been made for industrial sponsors. My favorite at the moment is a bit of fancy called *Look Who's Driving*. It's a pretty good lesson in driver safety for teen-age and adult audiences, but there would be no harm in showing it to youngsters too. Charlie Younghead, the film's hero, notices the stupid things people do when they're driving—jumping the lights, arguing over a right of way, acting like kids instead of grownups. But when Charlie gets into a jam, he too reverts to infancy and loses control.

The film has a happy ending. It is eight minutes long, in color, and can be obtained free of charge from its sponsor, the Aetna Casualty and Surety Company, Public Education Department, Hartford, Connecticut.

(Please turn the page)



**SIKES**

### Quality that Looks the Part

Sikes-Trend radiates an instant impression of permanence,—of fine construction and custom cabinet making. Patient, hand-rubbed finishing imparts a highly prized, deep-glowing richness to the native beauty of selected, solid cherry wood. Distinctive, specially cast solid brass and copper hardware is cushioned against "clatter". Send 10 cents (coin) for brochure showing dining and bedrooms; include dealer's name.  
The Sikes Co., Inc., 22 Churchill St., Buffalo 7, N. Y.

*Also makers of Sikes Solid Cherry Colonial... and "Butterscotch" Furniture*

## Butterfly BY HULL IS BEAUTIFUL

Choose from 23 exciting pieces in this gay artware pattern... in fascinating new white-on-white or velvety turquoise. Crafted by HULL POTTERY CO., Crooksville, Ohio, to make yours the house beautiful.

*Sold by Leading  
Stores Everywhere*





# PURE LUXURY

No. 2369  
H 33" • W 72" • D 22"  
Also in Smaller Sizes

In its generous size, its lavishly carved motifs and rich brass fittings, its unstinting use of finest deep grained cherry, and its soft hand-rubbed finish, this French Provincial Bombé Dresser is luxury personified. A thing to pamper yourself with and to enjoy for a lifetime.



GUIDE TO FINE FURNITURE "Treasure House" Book shows the Colonial line. Glorious illustrations, a wealth of information about clocks and furniture. Send 25c.

OF MICHIGAN  
**Colonial MANUFACTURING COMPANY**  
140 COLONIAL AVENUE • ZEELAND, MICHIGAN

## FICTION, FANTASY AND FAIRY TALES ON FILM

CONTINUED FROM PRECEDING PAGE

or through local Aetna representatives.

A wholly new idea for children's films, which many parents will immediately welcome, is Morton Schindel's series entitled Picture Book Parade. Mr. Schindel, himself the father of three youngsters, has evolved a simple technique for bringing to life the original illustrations of children's books that has proved enormously successful over the years with young and old. My favorite, among the first seven to be released in the film series, is *Stone Soup*, a French folk tale. This version was written and illustrated by Marcia Brown, who also reads the story for the film. And what a charming story it is, with its three hungry soldiers who arrive in a small village one day only to be told by the distrusting villagers that there is no food available. The soldiers show the villagers how to make soup from stones—and when they depart the next day, the whole village is impressed with what the

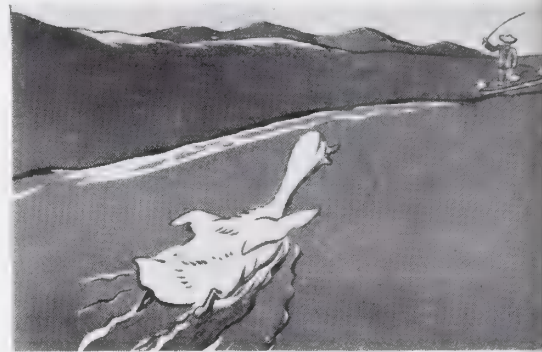
soldiers have accomplished. *Stone Soup* is eleven minutes long and available in color or in black-and-white. Don't miss it!

*The Story of Ping* is another fine story, written by Marjorie Flack, illustrated by Kurt Wiese, and spoken in the film by Beman Lord. It's about a little duck who lives on a house-boat in China. One day Ping wanders away to see how the rest of the world lives, but he ends up safe at home with his own family. The film is ten minutes long and available in color only.

*Make Way for Ducklings*, by Robert McCloskey, is also about a duck family, this one living on a lake in the park of a big, big American city. The drawings are quite life-like, but their realism in no way deprives the story of its charm. The reader here is Owen Jordan. The film is eleven minutes long and available in color or black-and-white.

Wanda Gag's *Millions of Cats* (ten minutes, black-and-white) is

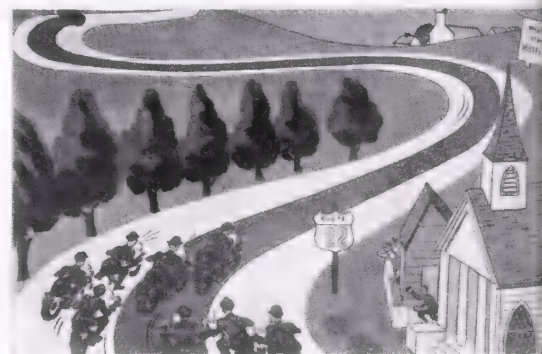
Available in color only.  
*The Story of Ping* will entertain any child.



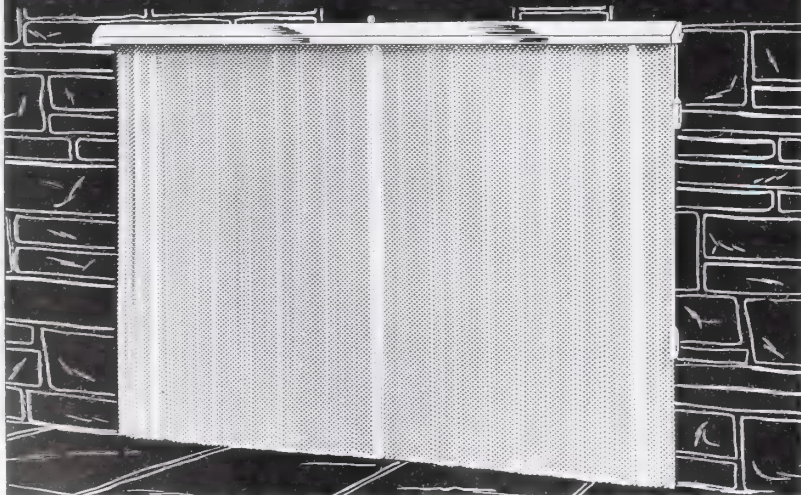
*Andy and the Lion* is a modern Androcles story to delight all ages.



Fast-moving and bright,  
*The Red Carpet* is enhanced by animation.



## MASTERSCREEN DESIGNED FOR YOUR FIREPLACE



Adjusts to fit YOUR fireplace. Gleaming solid brass canopy, with black or brass finished curtain. Easily and quickly attached to your fireplace. No holes to drill. Smartly styled canopy top. Selection of 16 finishes.

NEW IDEAS

in screening your fireplace

Send 10c for our informative booklet... "New Ideas in Screening Your Fireplace"

Discovering ideas, colorful finishes, etc., showing hints, measuring instructions for regular and unusual fireplaces.

Model 50T/30 fits fireplaces 30" to 40" wide by 26" to 30" high.....\$29.80

Enclose 10c

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

**PORTLAND WILLAMETTE CO.**

806 S. E. Alder St., Portland, Ore.

LOOK FOR THIS TAG





another charmer, also narrated by Owen Jordan. It's about a little old man who goes off to find the prettiest cat in the world to take home to his little old wife. Out on a hill he sees dozens of cats, hundreds, thousands, millions of cats. Because each one claims to be the prettiest, he takes them all home with him. Wanda Gag's heavy black lines are a bit old-fashioned or perhaps too sophisticated for today's comic-strip generation, but the story is direct and simple enough to compensate. There is a considerable amount of repetition in the story, which may annoy older children, but it certainly will enhance the enjoyment of the younger ones. In black-and-white only.

**F**OR up-to-dateness, Rex Parkins's *The Red Carpet* is fast-moving and brightly colored. It's about a hotel carpet that ups and runs away, out of the city, over the highway and down to the river, where it just so happens that an important foreign dignitary is arriving at the moment. It's lots of fun, nine minutes long and in color.

Hardie Granatky's *Hercules* is about an old-fashioned steam-smoking fire-engine which becomes a hero when its modern counterparts fail to get to the fire. The colors are boisterous and the drawing evokes the spirit of turn-of-the-century America. *Andy and the Lion*, by James Daugherty, is a modern Androcles story about an American farm boy who befriends a circus lion and later reaps the reward for his kindnesses.

The films are eleven minutes and ten minutes long, respectively; the *Hercules* story is told by Owen Jordan. *Andy*, by Ralph Camargo.

Music for the Picture Book Parade series was composed by Arthur Kleiner, who plans and plays the music accompanying the silent films at the Museum films at the Museum of Modern Art.

Sound effects also add to the liveliness of the films, which all in all are executed with fidelity, good fun and good taste. Rental price for each film is \$5 for color versions, \$3 for those that are available in black-and-white. Sales prices are \$100 and \$50 respectively. The films are produced and distributed by Weston Woods Studios, Weston, Connecticut.

Six more picture-book films are near enough to completion to begin thinking about when planning programs for the fall and winter. They are *Jenny's Birthday Book* by Esther Averill; *Little Red Lighthouse* by Swift and Ward; *Georgie* by Robert Bright; *Circus Baby* by the Petershams; *Lentil* by Robert McCloskey; and *Mike Mulligan and His Steamshovel* by Virginia Lee Burton. You can be sure, even before seeing them, that the film versions will be true—in word, picture and spirit—to the original children's books, all of which are modern classics.

**F**AIRY tales galore are to be found in the collection of Lotte Reiniger films recently released in the U.S. They include such familiar ones as *Cinderella*, *Puss in Boots*, *Hansel and Gretel* and *Sleeping Beauty*, along with the less famous stories of *Thumbelina*, *The Gallant Little Tailor* and *The Frog Prince*. In all there are 13 titles, each abounding in wicked giants, lovely princesses and magic spells.

Lotte Reiniger's silhouette animation films have a charm of their own, unlike anything that has yet been done on film. Lifelike and delicate, her characters move only in profile, ensuring that much of the romantic make-believe quality of the original fairy stories is retained in this translation into a visual medium. There are no other fairy-tale films that hold a candle to these. In fact, most of the others

(Please turn the page)



so deserving  
of your  
pride

TUSCAN  
FINE ENGLISH  
BONE CHINA  
MADE IN  
ENGLAND



This is "Windswept", English Fine Bone China by TUSCAN, a time-honored-name since 1775.

"Windswept" is a brisk, free pattern with wind-tossed leaves in pink and grey on a background of subtle pink, accented in coin gold. Truly a source of pride on your table.

Sixteen dollars  
Five piece place setting  
Complete Open Stock

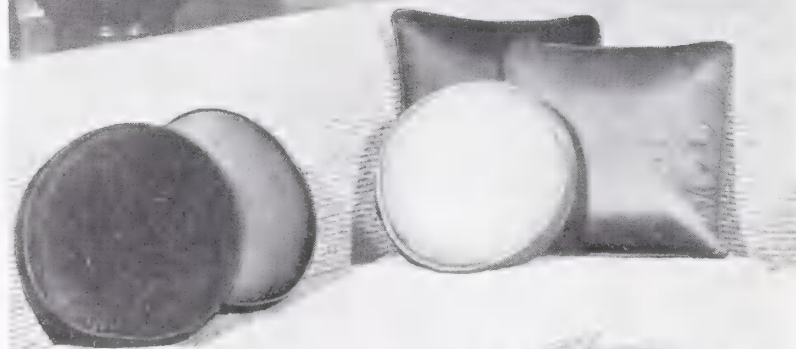
Ask to see "Windswept" at your favorite dealer. If he does not carry this pattern, write to Dept. HB-10 for the name of your nearest dealer.

EBELING & REUSS CO.  
Since 1886

707 Chestnut Street  
Philadelphia 6, Pa.

Pillows

are so important!



Pillows are the first noticed accents of your decor. They reflect your taste and creative talent. Be confident... know you have the best... insist on Lazyback, the finest pillows made. At fine stores everywhere.

NETTLE CREEK INDUSTRIES, Richmond, Ind.



stain, wax  
and seal  
in one  
operation



Cabot's Stain Wax used in this house in Los Altos, California. Architects: Bolton White and Jack Herman, San Francisco.

easily  
and quickly

## Cabot's STAIN WAX

For all interior paneling, woodwork and furniture. Seals the wood — protects as well as beautifies. This durable finish combines the penetrating color of stain with the luster of wax to bring out the natural beauty of grain and texture. Cabot's Stain Wax is so easy to apply . . . so easy to keep clean.

Choose from 9 beautiful colors,  
Black, White and Natural

A quality product from Cabot Laboratories  
...manufacturing chemists since 1877

Samuel Cabot

Send for color card and  
name of nearest dealer  
in U. S. or Canada



**SAMUEL CABOT INC.**  
1015 Oliver Building, Boston 9, Mass.

Please send color card on Stain Wax

## FICTION, FANTASY AND FAIRY TALES ON FILM

CONTINUED FROM PRECEDING PAGE

(puppets and live-action and cartoons alike) are unacceptable by any standards which involve good taste. Each of the Reiniger films is ten minutes long and in black-and-white, with original music that is gay or ominous as the occasion demands.

Rental price for each film is a mere \$3; sale price is \$50. They were produced by Primrose Productions in London and are available from Contemporary Films, 13 East 37th Street, New York 16, New York.

A number of Lotte Reiniger productions of earlier vintage are also available from Contemporary Films, but I think they require some consideration and personal decision before being shown to youngsters. Adults, however, may be interested in the rather snappy, and quite dated, treatment she gives to *Carmen*, *Galatea* and *Papageno* (each ten minutes long). *Aladdin* (12-minute excerpt from the feature film, *Adventures of Prince Achmet*) and *Harlequin* (18 minutes). Plans are also under way to release *The Adventures of Prince Achmet*, which you may be surprised to learn is the first feature-length animated film to be recorded in motion picture history: it dates from the period 1923-26. For further information about its availability, write to Contemporary Films at the address above.

ANOTHER cartoon film of distinction, that recently has been given 16mm release, is *The Town Musicians*. The familiar story about the donkey, dog, cat and rooster who set out for Bremen to become town musicians is here quite faithfully translated into a color cartoon with excellent music and voices, delightful characters and a fairly fierce rendition of the fight between the animals and the robbers. The film is nine minutes long and in color. Rental is \$5, sale \$100. The film is distributed by Brandon Films, 200 West 57th Street, New York 19, New York.

The full-length Disney cartoon, *Dumbo*, is one that seems never to lose its appeal for young and old, year after year. It is about a baby elephant with big ears, who is the laughing stock among the circus animals until he proves his value by learning to fly. The characters,

## COLLECTORS' ITEMS

FOR HOME DECOR  
AND MANY AFTER  
USES.

Another Cresca first . . . we call it "Bar-Hop" . . . this brass plated unit holds any 2 of the 12 beautifully decorated Apothecary jars . . . each filled with famous imported Pascall English Sweets.

Two Jars and Bar-Hop  
complete ..... \$7.50  
Jars alone ..... \$2.95 each



Available thru leading candy, department stores and specialty shops. Write for free color brochure and name of store nearest you.

**Cresca** OF COURSE!

CRESCA CO. INC.  
Dept. 2 • 111 Eighth Ave. • New York, N. Y.

particularly Dumbo and his mother, are romantic and sentimental as all get-out, so you may give way to a tear or two along with a good many smiles, chuckles, oohs and ahs. One of Disney's all-time highs is the scene where Dumbo gets wonderfully intoxicated by drinking a barrel of "spiked" lemonade. I doubt that you can go wrong with this film, whatever the ages or interests of your audience. *Dumbo* is 64 minutes long, in color, and rent for \$22.50. It is not available for purchase.

In addition, Disney has released another of his nature films on 16mm—*The Olympic Elk* (*Sea Island*, *Beaver Valley*, and *Nature's Half Acre* are already available)—which is 30 minutes long and rent for \$10. Half a dozen short cartoons featuring Mickey Mouse, Donald Duck and other animation dignitaries were also recently released for 16mm showings.

The entire selection of Disney 16mm films is available for rental from a number of libraries. Among them are Films, Incorporated, which has its main office at 115 Wilmette Avenue, Wilmette, Ill., and Associated Films, whose headquarters are at 347 Madison Avenue, New York 17, N. Y.



## Bins by the shelf full

STANLEY STUD



These Stak-Up cabinets interlock for safe stacking. The drawers, including fronts, are transparent plastic, so everything is easily seen. Drawers subdivide into three sections or come as double-width drawers. Unit shown sells for about \$2.50 in local hardware store.



THE WATER CLOSET  
THAT FLUSHES POLITELY

IN A RAINBOW OF **COLORS!**

**THE CASE**—and only the CASE—Non-Overflow One Piece\* Water Closet is produced in 32 decorator colors as well as sparkling black and white.

THIS  
WATER CLOSET  
IS

**NON-OVERFLOW**

**COLORS FOR  
ANY  
BATHROOM DECOR**

**WHISPERING FLUSH  
DOES NOT DISTURB  
YOUR PEACE OF MIND**



Here is the finest time tested water closet available. Matchless in quality, efficiency, beauty, comfort and protection. This water closet will not overflow. Produced in a rainbow of colors. Where the best is demanded, CASE vitreous china plumbing fixtures in **white and colors** are chosen. The CASE Non-Overflow One-Piece\* Water Closet is an example.

CASE MANUFACTURING CORPORATION  
34 Main Street, Buffalo 3, New York

Please send me complete information on this time-tested famous water closet.

Name

Address

City

\*Patented





# For an Enjoyable Occasion... or Occasional Enjoyment

*"Pick Piper for Pleasure."*

Throughout the world,

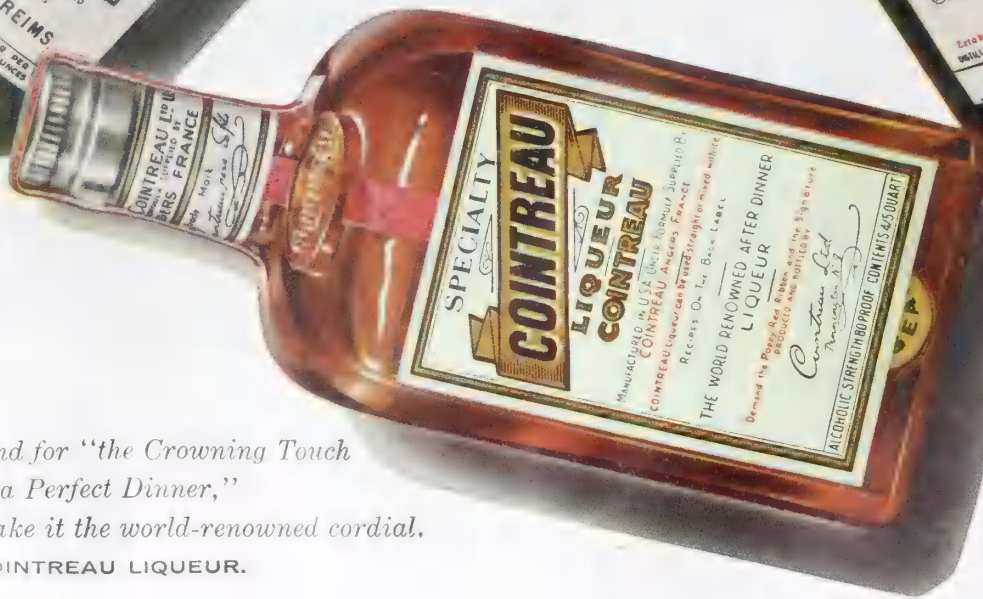
PIPER-HEIDSIECK is regarded as the  
outstanding French Champagne.



Choose REMY MARTIN,  
the magnificent Cognac Brand  
"Beyond Question  
the Finest"...



And for "the Crowning Touch  
to a Perfect Dinner,"  
make it the world-renowned cordial.  
COINTREAU LIQUEUR.



REMY MARTIN 80 PROOF • RENFIELD IMPORTERS, LTD., NEW YORK, N.Y. • COINTREAU 80 PROOF

COINTREAU PRODUCED AND BOTTLED BY COINTREAU LTD., PENNINGTON, N. J.





CONTINUED FROM PAGE 211

if your guests are amusing, and you don't tire so fast when you are enjoying things.

The next secret is to make the cocktail part of the party a do-it-yourself proposition. When the guests arrive I greet them with enthusiasm, and see to it that they know everyone and see that they get their first drink. Then I tell them, "You know where the bar is, so when you want another drink, please help yourself." This puts the guest on his own. I carry this over to the food, too, as you will see shortly. Now you will be less tired, for your job has not been one of trying to be a combination of waitress, bartender and cook. You are saving yourself to enjoy your own party and to be up to giving those lingerers some hearty food before they leave.

For the do-it-yourself food, I have trays of various things, so the guests can assemble their own "Dagwoods." A tray of smoked salmon (either sliced or half a salmon ready to be sliced by each person) placed beside a choice of things to put the salmon on, such as pumpnickel and crackers ("Tavern Appetizers" Pumpnickel crackers made by Southern Biscuit Co., Richmond, Va.), together with wedges of lemon, a bowl of capers and a big pepper grinder. A tray of assorted cheeses is easy, too, for people to use. I prefer bread with cheese, so I provide sourdough rolls sliced thin, pumpnickel and Russian rye with caraway seeds. Also a crock of mustard.

**H**AVE another hearty tray of one or several sliced cold meats—any you wish from smoked turkey to a whole filet of beef, sliced thin. (Don't have ham or chicken, though, for they are so trite at cocktail parties.) To go with the cold meats, slice thin a large loaf of French bread. Put it on the table beside a crock of creamed butter, and a crock of home-made mustard (recipe later). The creamed butter spreads so easily and everyone thinks he is eating country butter. Whipped butter, which you can buy in some parts of the country, gives you this effect. Put it in a pretty old-fashioned crock and you'll heighten the effect.

Add to this hearty fare a big bowl of nuts, seasoned to your taste, and a bowl of olives (pitted or stuffed but not the kind with

seeds, for who wants to look at the seeds piling up in the ash trays!), soaked in your favorite French dressing for several hours. Add a bowl of Japanese rice crackers (made with rice flour and seaweed and deliciously crispy) and a bowl of hard-boiled eggs (shelled, natch), sprinkled with salt, pepper and your favorite seasoning, such as Beau Monde. These always vanish like snow in August. I also find that a platter of raw vegetables, asparagus tips, artichoke hearts or prawns, served with a bowl of mayonnaise, goes over big. (I dress up store-bought mayonnaise with the yolk of an egg, cream, and a slight flurry of curry powder and people always think it is some delicious homemade rarity.)

So you see, you really have enough food to rescue the famished. And if they are really hungry they don't mind making their own pet compositions. And you haven't wasted hours spreading and trimming and chopping and slicing. You're rested and free to be the hostess. And you have the time and peace of mind to see whether replenishments need to be brought in from the kitchen, whether the ice is running out and other useful but not arduous chores.

**F**OR THE guests who are lingering on, and the late ones who "really must go," now that it is after eight, I like to give them what I call "one for the road"—a big coffee cup of hearty soup. I ask them to come to the kitchen to get it. The change of pace of moving to another room is agreeable, and there is a warmth and coziness about a kitchen that everyone seems to like. This gives you a chance to clear away the remains in the living room or wherever your party went on, so the house is fit to live in again. And the remaining guests will drift back in there very soon to a spruced up atmosphere, while you bring out the meal which has been coasting in the oven all this while.

There are two wonderful soups to have at such a time: French onion soup and black bean. How to make onion soup? Just get Hormel's canned onion soup, and add two cans of Campbell's consommé for every can of onion soup. Have a bowl of toasted French bread and a bowl of Parmesan cheese. As easy as the opening of a tin.

The other soup (it takes a little more time to mix) is black bean (Please turn the page)



## Mother's Darling by K. Tutter

Made by Lorenz Hutschenreuther of Bavaria

A delightfully endearing work of art . . . exquisite in every detail. Hand sculptured of the finest white porcelain. This unbelievably life-like figurine is inspired by the timeless theme of mother-love and tenderness.



8 1/2" high . . . \$30.00  
slightly higher South and West

Write for illustrated booklets of other porcelain sculpture by famous European artists . . . and name of nearest dealer.

PAUL A. STRAUB & CO., INC. 19 EAST 26TH ST., DEPT. B-10, NEW YORK 10, N. Y.

## ROMWEBER

Furniture of Timeless Beauty



The Legato Group

## ROMWEBER

Batesville, Indiana

American Furniture Co.

Batesville Cabinet Co.

New York: 305 East 63rd Street  
Chicago: 6-166 Merchandise Mart  
Cleveland: 1240 Huron Road  
Dallas: Decorative Center  
Detroit: 629 Gratiot Avenue  
St. Louis: 1718 Washington Boulevard  
Los Angeles: 8820 Beverly Boulevard  
Batesville: Batesville, Indiana



**For You...**



*Beautiful*

**PICTURE WINDOWS**  
that  
*Slide Open*

When planning your new home include the most advanced window engineering. Costs are about the same. Ask for the facts on beautiful extruded aluminum Fleetlite Sliding and Double Hung Windows that insulate or ventilate at the touch of your finger.

Write for literature

**Fleetlite**  
AMERICA'S TITANIC WINDOW

**FLEET OF AMERICA, INC.**  
2030 Walden Ave., Buffalo 25, N. Y.

## MAKE MONEY WRITING .. short paragraphs!

You don't have to be a trained author to make money writing. Hundreds now making money every day on short paragraphs. I tell you what to write, where and how to sell; and supply big list of editors who buy from beginners. Lots of small checks in a hurry bring cash that adds up quickly. No tedious study. Write to sell, right away. Send for free facts. **BENSON BARRETT**, Dept. 197-X, 7464 Clark St., Chicago 26, Ill.



There's a VERITY SOUTHALL pepper mill for every home... made in stainless steel, copper, brass, pewter, sterling, rare woods... and fitted with adjustable Sheffield steel grinders.

At all fine stores; for dealer nearest you, write:

**VERITY SOUTHALL LTD.**  
ALTADENA, CALIF.

## CAT LOVERS' CALENDAR

NEW, clever 1957 desk size, with plastic binding, appealing photos of adorable felines. A fine gift. Send 10c now with bottom flaps from 2 bags of KITTY LITTER, or 25c in coin... while supply lasts.

**LOWE'S KITTY LITTER Absorbs, Deodorizes**. Eliminates messy sandbox routine. Obtain where pet supplies are sold. Write for folder. **LOWE'S, INC.**, Dept. 1012, Cassopolis, Mich.



**Dalton 25 Jewel**  
Shockproof—Waterproof—  
Lifetime guarantee



Dust-proof—Anti-magnetic. Unbreakable main spring. Combination leather expansion band. All stainless steel or yellow gold filled.

At better jewelers everywhere.

## ROLL OUT THE RED CARPET

CONTINUED FROM PRECEDING PAGE

by Campbell. Lace it well with sherry (don't you love that expression; I don't know where it came from but it sounds attractive). Anyway, pour in a good sherry, allowing 1 tablespoon of sherry per cup and have bowls of sliced lemon, sieved egg white and sieved egg yolks. When you are boiling the eggs for the party, just save out four or six and sieve them and store in refrigerator boxes until ready to serve. It can be done the day before.

Let the guests help themselves and sit anywhere, for they can manage the soup in the oversize coffee cups.

The menu I often use at such a time is baked corned beef, one of several casseroles, a mixed green salad, and a bowl of mixed fresh fruit (whatever is in season that is fine), pots full of coffee, and doughnuts.

I gussy up a corned beef sans cabbage, until it becomes a dreamy item. It is baked like a ham after it has been simmered in a *court bouillon*. This has to be done ahead of time for that good flavor, and anyway then it is off your mind.

### Baked Corned Beef

- 1 large, lean, boneless piece of corned beef
- 4 carrots
- 1 large or 2 small onions
- 4 stalks celery, with leaves
- 10 to 12 pepper corns

Put the corned beef in a large kettle and cover it with cold water. Bring it to a boil slowly, and when it has reached the boiling point, remove it from the stove and pour the liquid down the drain. Refill the kettle with hot water and again return it to the stove. Add the carrots cut in large pieces, the celery and celery leaves, the large onion cut in half (or two small) with five cloves stuck in each half, and ten pepper corns. Bring it again slowly to a boil. Turn down the heat to the simmer level and simmer until tender, allowing an hour to each pound. Do not test for tenderness by puncturing meat with a fork. Remove from the heat and allow to cool in the liquor. Then refrigerate until an hour before the party. Allowing it to stand in the broth for two days improves it tremendously, and it must have at least twenty-four hours to bask

**FASHION NEWS**



**YOU**  
should see  
what's happening\*  
in wallpapers!

\* New collections  
now being shown  
wherever  
wallpaper is sold.

• WALLPAPER COUNCIL



people are  
talking  
about  
**BEAU MONDE**

...because there's *haut* goût zest in every shake of Beau Monde Seasoning. Improves chicken, steaks, roasts, stews. Sparks the flavor of salads, casseroles, soup, fish and barbecue... a seasoning lift for almost anything.

For exciting uses of seasonings and **FREE** Herb Chart write to:

**SPICE ISLANDS**  
Dept. MB, So. San Francisco, Calif.

in its delightfully fragrant bath. Take the corned beef out of the pot and taste the broth. (If it is not too salty, you can use it for soup for the family.) Wipe the top fat with a paper towel. Put the meat in a buttered casserole that can go from oven to table. Then scatter four tablespoons of dark brown sugar over the top. Remember, fat side up, for this adds juiciness to the meat. Toss on a few cassia buds, and six to eight tablespoons of good sherry. Heat thoroughly in a 300° F. oven. It takes from one to two hours depending on the size of your roast. The top should be a golden glazed brown.

You can fix the corned beef with the sugar and sherry well ahead of the party, then pop it into the oven an hour or so before you wish to serve it.

Your guests will feel that your bounty and hospitality are truly genuine and unlimited if you are this thoughtful of their inner needs. Of course, food is not the only thing that makes a party, but when the food is not right for the situation it can spoil a party.

An amusing stunt that I saw my friends use the other night is worth reporting here. It got the party off to a gay start, for all the guests came in laughing. They had a red carpet outside the front door—yes, literally, a red carpet.

Get a cheap cotton string one at some store like your J. C. Penney. It should be nearly as wide as your front door, and at least a yard long. I got mine small enough to go into the Bendix, for I am always looking for the easy way, and yet I want things to be gay and spanking clean. I won't roll out my red carpet for every party, for the gag would wear off too soon. I'll save it so the folks will see it only once or twice a year, but I'll certainly use it during the holidays.

P.S. Oh yes, the mustard recipe! It was given to me by a friend, and is known around our house as "Mary's Mustard."

- 1/4 pound of Colman's mustard
- 2 tablespoons flour
- 2 tablespoons sugar
- 1 teaspoon salt

Mix dry ingredients well, add enough water to make a thin paste. Cook in a double boiler, stirring constantly until it has thickened. Remove from fire and thin down with equal parts of vinegar and olive oil. Tarragon vinegar adds a good flavor. Keep in a covered jar in the refrigerator.



of Naples besides Capri. This is Ischia, a volcanic rock of green hills and sandy beaches, equipped by nature with a benign, temperate climate, radio-active springs, fertile vineyards (they mix their cement with wine here), and an unspoiled, lonely charm which in some parts reminds us of Cape Cod. It's about two hours from Naples by steamers of the Societa di Navigazione Partenopea, leaving Naples daily at 9:00 A.M.

Totally innocent of the merry, mad didoes of Capri, it is favored by Italian vacationists for a relaxing, unpretentious holiday. They come *en famille* to bathe in its sunshine and in its mineral baths. These hot mud baths you can take for the fun of it, of course, when you're not sea-bathing or otherwise disporting yourself, but they're especially renowned for relieving arthritis and rheumatism. All are given under medical supervision. Most famous baths on the island are the Thermae Regina Isabella on the shores of Lacco Ameno, where a brand new hotel, the Regina Isabella, opened this past summer. (Double room, bath and meals about \$7 a day.) Big feature here is that guests can enjoy their hot mud bathing in the privacy of their own bathrooms.

Beaches on this northern side of the island are excellent at Lacco Ameno, Casamicciola and Porto d'Ischia. The Grande Albergo e dei Pini, a sleek little modern hotel set in a pine grove a few miles outside of Porto d'Ischia, offers guests beach, sleepy pine-fragrant air, an American bar, and modern Italian décor, and, in the three years since it has been open, it has developed a reputation for unusually good food.

Incidental Ischian information includes the intelligence that Ulysses is supposed to have stopped off here; that Caesar Augustus's daughter, Julia, unenlightenedly persuaded the emperor to swap this island for Capri; that Italy's precocious sixteenth-century poetess, Vittoria Colonna, lived here in a castle you may still see, carrying on her correspondence with Michelangelo, Ghiberti and Castiglione;

that Richard the Lion-Hearted visited the place with his Crusaders; that capers grow wild here before they get into those skinny little bottles; that the wines are superb, often mistaken for the much-touted Capri wines; and that, if you're lucky, you may get to taste a walnut liqueur in Forio, or a flowery local nectar which the natives with romantic accuracy call *sorriso del sole*, the smile of the sun.

## Dream Cruise to the Orient

Seems to us that the real sparkler among this winter's all-expense trips to the Orient is a 62-day sea-air cruise that's heading for some of the most exotic lands you've ever seen in a daydream. And what appeals most to us is that it gives you plenty of time in each place to get to know it.

We, for instance, can just picture ourselves sailing leisurely across the Pacific to Japan, aboard the American President Lines' "S. S. President Wilson." Then, instead of just stopping off at Japan, as so many trips do, intimately touring the countryside, rice paddies, Fujiyama and all, for ten days by car, Nikko, Kamakura, Miyano-shita, Nara, with its picturesque deer park and the greatest collection of Oriental art in the world, and Kyoto, the ancient capital of Japan, are all included, as well as Japan's principal cities.

Then, by Japan Airlines plane to Hong Kong, for five days of this cosmopolitan shopper's paradise where, we hear, you can order up anything from a dining room buffet to a hand-embroidered nightgown and have it perfectly made in a matter of days. Besides the opportunity to sample the famous Hong Kong cuisine on one of the floating restaurants, there's a junket by steamer, among the sampans, along the South China coast to the fascinating, smuggling, gambling Portuguese port of Macao.

Next stop, via Pan American plane from Hong Kong, is Bangkok in Thailand, identified in our home-conscious dreams with the fabulous richness and color of Thai silk, precious lacquerwork, and that

(Please turn the page)



## Tables-to love and to live with



No. 1124F  
**STOWAY TABLE**, Cherry & Birch, Fruitwood finish, 26" x 19" x 24" high. Contains 4 folding snack tables 21" x 13" x 17" high. Available in mahogany and with finest leather top.

Crafted with consummate skill and the integrity of artisans who are proud of the Grand Rapids tradition of fine quality and timeless good taste. Whatever your decor, there are Hekman tables not only to match, but enhance the harmony of your home - inexpensively priced . . . tables you'll love to live with. There's a Hekman dealer near you, let us give you his name.

Write for free folders: (A) Complete showing of Traditional designs, (B) Town & Country (Italian Provincial).



**Hekman FURNITURE COMPANY**  
Grand Rapids, Michigan

30 NEW HOUSES AND PLANS  
FOR FAMILIES WITH MOD-  
ERATE INCOMES

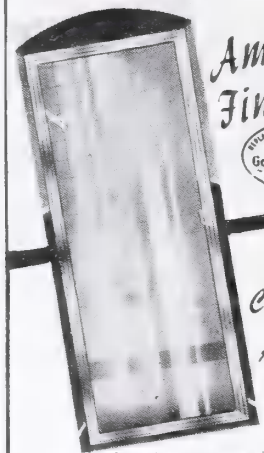
SEE HOUSES in Fall-  
Winter issue of House  
Beautiful's BUILDING  
MANUAL. Split-levels,  
contemporary, tradi-  
tional. Costing from  
\$10,000 to \$36,000.

BUY PLANS AND SPECI-  
FICATIONS for \$8.50  
per set (2 for \$17)

Get the BUILDING MANUAL  
at your newsstand. Now  
on sale. \$1 a copy.  
If not available at  
your newsstand, send  
\$1 to BUILDING MANUAL,  
572 Madison Ave.,  
New York 22, N.Y.

LUXURY AT A MODEST COST

**Show-Rite®**  
**SHOWER DOORS**



America's  
Finest

Guaranteed by  
Good Housekeeping  
NOT AN ADVERTISED PRODUCT

Completely  
Assembled

Standard Door: Beautifully de-  
signed in attractive lustrous  
special finish aluminum. Com-  
pletely assembled for easy in-  
stallation with frost-  
ed glass. Available  
for 24" or 26" open-  
ings. Height 64".

**\$39.95**

FOR NAME OF YOUR NEAREST DEALER WRITE:

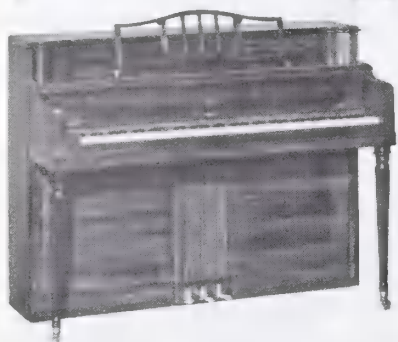
**THEODORE EFRON MFG. CO.**  
6434 S. Wentworth Ave.  
Chicago 21, Illinois Dept. HB 5

☐ Send Name of Nearest Dealer  
☐ Send Illustrated Circular

Name .....  
Address .....  
City ..... State .....



his  
happiest  
hours  
are  
spent  
at a  
Hardman  
piano



For more than a century, a name synonymous with fine pianos. Write for FREE illustrated catalog and booklet, "Answers to questions parents ask about music" Dept. HB-10.

**Hardman, Peck & Co.**  
35 West 57th St., New York



## Enjoy A FALL VACATION IN QUÉBEC

Come when the hillside blazes with unbelievable colour, when the highways and hotels are less crowded, when the days are bright and warm, and the nights are long and cool. You will indeed enjoy visiting historic, picturesque French-Canada, where you will be welcomed with old-time hospitality, in comfortable inns and hotels.

For free road maps and booklets, write: Provinces, P.O. Box 100, Parliament Buildings, Québec City, Canada or the Rockefeller Plaza, New York 20, N. Y.

LA PROVINCE DE  
**Québec**

## HOW TO LEAVE HOME

CONTINUED FROM PRECEDING PAGE

handsome black-handle gilt cutlery. This is the land of Anna and the King, gold-encrusted barges, floating markets, pearl-inlaid temples, and temple dancers crowned with spired caps of gold. And there are four days of all this glamour on the schedule.

After this, one of those extraordinary travel experiences you can hardly believe could happen to you—a motor trip through Cambodia to the ancient, now jungle-ringed city of Angkor and its phenomenal temple city of Angkor-Wat, that magnificent masterpiece of stone carvings and mystery. And if we were doing it, we wouldn't leave the place until we'd acquired a cement casting of a carved goddess. Then, a unique excursion by jeep which few travelers have the chance to make—a drive into the jungle to Banteay Srei. The names alone make us want to go.

Flying back to Hong Kong, via Bangkok, you voyage home restfully aboard the "S. S. President Cleveland." As extra lagniappe, you stop over for 14 hours in Hawaii, going and coming.

The trip leaves San Francisco on November 23 and returns on January 23. Cost: \$2,875, all-inclusive. All accommodations are First Class, and a seasoned traveler-shopper accompanies the group. For more information write the sponsors of the trip: American President Lines, 29 Broadway, New York, or Bankers and Merchants Travel Service, 511 Fifth Avenue, New York City. For reservations, see your travel agent.

### Queen Frederica

One of the most enthusiastic sea-going reports of the season comes from a couple who restfully interrupted their continental sight-seeing by going down to Gibraltar and embarking on a ten-day cruise to Greece via the Home Lines' "S. S. Queen Frederica." (Eastbound trip originates in New York, calls at Gibraltar, Palermo, Naples and Piraeus. First-class fare to Piraeus, about \$415; Tourist, about \$240; rates to nearer ports are less.)

Just hear what they have to say. "This was a magical, leisurely interlude in the typical hectic life of a tourist. What we liked best about it, besides the lovely gentle calmness of the sea itself, was the size of the ship—not too big so that you feel swallowed up, and not too small so that you feel forced to

Chicago

*Marshall Field & Company*



our little dippers:

### private pools for lobsters

Individual melted butter servers, sure to star at your table next time you serve lobster. Specially made for us in crystal-clear glass, their simple classic shape fits in with any way of life. By the dozen, \$3. Glassware—Second Floor. Or write us, HB-1056, 111 North State St., Chicago 90, Illinois.

### The ONE Wine that Goes with Everything



## ALMADÉN California GRENACHE ROSÉ

This is America's most popular rosé—fresh and fragrant as a spring garden!

FREE—Quarterly News on wines and recipes. Write Almadén Vineyards, P. O. Box 906 Los Gatos, California

surrender your privacy. It carries 1,050 passengers, and every one of them is treated as if he were a special guest in a large and well-ordered home. It's a home with a swimming pool, a choice of three menus at each meal (American, Greek and what they call Continental—sometimes French, sometimes Italian), and a rare aura of hospitality.

"Part of the fun of the trip was that you could poke around behind the scenes as much as you wanted. And we wanted. We marched right into the kitchen, watched the men at work, all 63 of them, and made friends with Master Chef John Danglis. We even accompanied him on his inspection as he tasted the *pasticcio* (macaroni with layers of veal and lots of cheese) and the artichokes and lamb, which are daily favorites on the menu.

"The hostess—and she really behaves with all the charm and diplomacy of a hostess in her own home—is Miss Maria Fidaio, a handsome woman of remarkable energy who is just as capable of teaching guests the Greek language and Greek folk dancing as she is of getting up an impromptu children's party. She's the organizer of the ship's social life, plans entertainments, cocktail parties and games, but does it all with such discretion, such leisureliness and grace, that you never feel you *have* to participate. (Would that more social directors were like her!)

"The host here is a man of distinction and special dignity. Admiral Constantine Condoyannis, former chief of staff in the Greek Navy and now the captain of the 'Queen Frederica.' He rules his ship with efficiency, inspires a sense of confidence, as every sea captain should. But he is also a congenial man who devotes a part of every day to making himself known to his guests, answering questions or exchanging a joke. We felt as if he were a far cry from some of the lofty, inaccessible captains we've seen on other ships. 'I am the father here,' he said one day, smiling, and he said something quite close to fact, for when the time came to shake hands with him in Piraeus, we felt as if we were house-guests saying good-bye to the head of the house.

### Bread and Butter

These days, we're told, the most welcome thank-you gift you can send to people who have befriended you abroad is a nice fat bundle of American cake mixes. Our labor-saving blueberry muffins, angel



food, brownies, gingerbread and hot roll mix seem to have acquired an edge on nylon stockings. But nylons are still highly acceptable, too, not because they're scarce, but because the American version is usually sheerer and better made.

### Swedish Rhapsody

According to the traveler's law of averages there is always bound to be "One Memorable Day" in every trip. A bemused returnee from a Swedish summer cites the sunny June Sunday he spent on the little-known Kinda Canal, drifting idyllically for 50 miles from Lynköping to Horn, through the very heart of forest and farmland in the fertile southern province of Östergötland. He says he never felt more peacefully in tune with the universe, nor closer to the spirit of a land, than he did aboard the old-fashioned canal boat, eating his galley-cooked lunch of *sild*, meat balls and Three Crowns Beer, while the country slipped placidly by, almost within reach of his hand. The canal was finished in 1871, as was the canal boat (he thinks), and furnishes 15 exciting moments as you pass through its 15 locks.

The personable old boat leaves Lynköping (Swedes say something like "linchirping") at 8:00 A.M. Sundays, Tuesdays and Thursdays, gets to Horn about 6:45 P.M. Then from the nearby railway station at Kisa you can take a one-hour train trip back to Lynköping. Canal trip costs about \$2, as does the lunch.

### Bus to Copenhagen

Other bright-eyed travelers report ecstatically on Linjebuss International's four-day and three-night trip from Stockholm to Copenhagen, via bus, Göta Canal boat, and steamer. First day out from Stockholm you drive by bus to Lynköping, where next morning you board a boat for a trip through the Göta Canal to Jonköping. At Jonköping it's back on the bus again for a day's drive through Vaxjo to Kalmar. On the fourth day you pass through the Swedish chateau country, through Karlskrona, with a stop at Orrefors to see the famous crystal made, then through the university town of Lund and on to Malmo where a steamer takes you right into the quays of Copenhagen. Annals of this trip are replete with tales of charming country inns where stops are made for lunch. Cost, \$48. This is a summertime trip, but we bring it to your attention now just in case you're working on plans for a Scandinavian jaunt next year.

### Tokyo over the Pole

If you're in a hurry to get to Tokyo, Scandinavian Airlines System will be ready by February 25, 1957, to transport you by a new route, right over the North Pole. Flights are from Copenhagen or Stockholm in DC-7C's get you to Japan via Anchorage, Alaska, in a matter of 30 hours. Subject to government approval, one-way rates are: First Class, \$957.60; Tourist, \$658. SAS is an old hand at this polar business, regularly running over-the-pole flights from Los Angeles to Copenhagen, every day in the week. First Class one-way, \$613.70, plus tax; Tourist, \$409, plus tax.

### Perfect Present

If we were planning a sojourn in Florida, Colorado, New York, Cuba or Puerto Rico, the best bon voyage you could lavish on us would be a Couture National Car Rental System gift certificate. In other words, instead of sending fruit, flowers or good books, you'd deposit a nice little chunk of car-rental money with Couture; they'd send us a certificate, and when we got to any of the above places, we'd present the ducat to the local Couture man and enjoy the luxury of driving a car as long as your money lasted. What a brilliant Christmas present for Florida-bound friends and relatives! Since rates vary in different places, write for more detailed information to Couture, 825 Fifth Street, Miami Beach, Florida.

### South Jersey Arts and Crafts

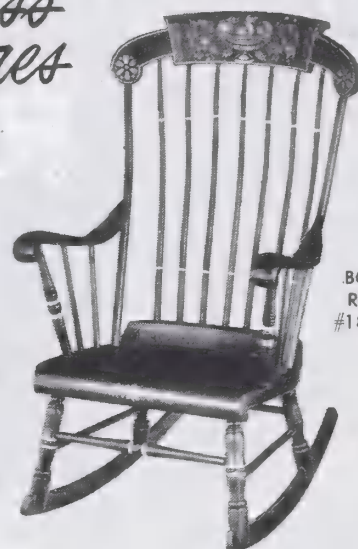
From November 27 through 29, in Haddonfield, N. J., 32 master craftsmen will be demonstrating their skills from 12 noon to 10 P.M. each day in the Eighth Annual South Jersey Arts and Crafts Show. Silversmithing, weaving, potting, enameling, rug hooking, ironwork, leather tooling and painting in oil and water color will be represented. And it's nice to know that while visitors are looking on and getting better acquainted with the techniques of handcrafts, their ticket money will be helping the medical research supported by the Junior Section of the Haddon Fortnightly, the organization which sponsors the show in their clubhouse at Kings Highway and Grove Street, Haddonfield, N. J.

(Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies and hotels.)

since 1867 "AUTHENTICITY"



TODAY  
America's most  
popular chair



BOSTON  
ROCKER  
#1842-8D5

Write for free catalog



Superior Product of

**S. Bent & Bros.**

INCORPORATED  
GARDNER, MASS.

mfrs. of authentic chair reproductions of collector's originals.

famous  
modern  
artist  
designs  
for you  
in

*Suntile* ceramics

Add new zest to your decorative scheme with these distinctive modern patterns in economical Suntile ceramics... designed by famed ceramic mural artist Max Spivak... made up of 1" x 1" unglazed tile in nine different 2' x 1' motifs

Call your authorized Suntile Dealer, or  
SEND FOR FREE FOLDER IN FULL COLOR!

THE CAMBRIDGE TILE  
MFG. CO., Dept. 106, P. O. Box 71  
Cincinnati 15, Ohio.

Please send me folder showing Suntile patterns by Max Spivak in full color.

Name \_\_\_\_\_

Address \_\_\_\_\_

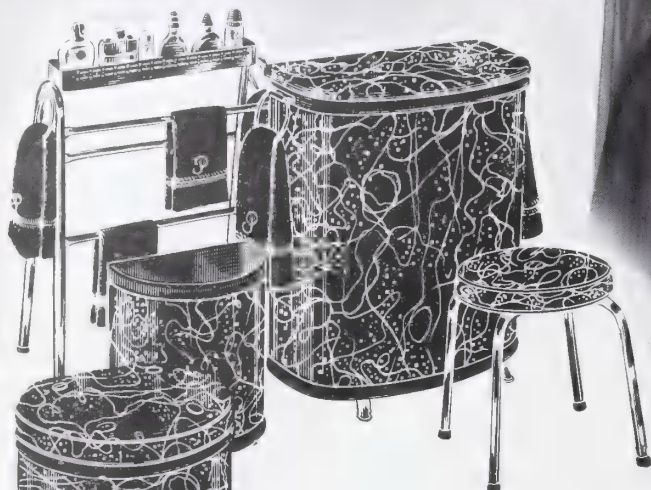
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





*Golden Glow*  
by **PEARL-WICK**

Your Bathroom and Bedroom can have Golden Elegance with this wondrous Matched Ensemble.



PEARL-WICK, world's largest makers of hampers, creates the most exquisite, ensemble ever conceived; "Golden Glow" with myriad golden strands and nuggets electronically embedded in a miracle fabric for everlasting brilliance. Washable, stain-resistant, scuff-dent-proof. Fabulously beautiful, yet modestly priced. In 7 lovely decorator colors.

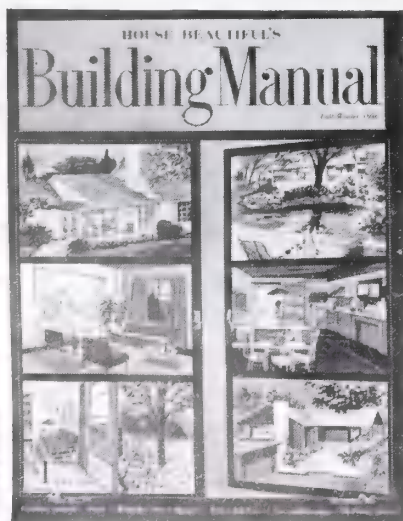
HAMPER about \$15.98, COMBINATION TOWEL AND SHELF RACK about \$10.98, VANITY STOOL about \$9.49, BASKET about \$5.49, UPHOLSTERED "HASSOCK"-HAMPER about \$16.98.

AVAILABLE AT YOUR FAVORITE STORE

PEARL-WICK LONG ISLAND CITY 2, N. Y.

## 587 ways to make home the most wonderful place in the world

Whether you're *building, remodeling* or just *dreaming*, the new Fall-Winter BUILDING MANUAL is meant for you. Turn to it for help and inspiration for projects minor as adding storage shelves—major as new home construction.



Now on sale at Newsstands, \$1 a copy.  
If not available send \$1 to  
**BUILDING MANUAL,**  
572 Madison Ave. NY22

## Where to put your hi fi

*To get the most out of your built-in hi fi, why not pick a place of particular interest in your home? Here are some suggestions*

EZRA STOLLER



If you've got a fireplace wall free for use (and you're seriously limited on space), then here's one way to build in your hi-fi units, giving the speaker the openness it needs for best acoustics.

Almost an entire home entertainment system can be contained on shelves of a book-case wall: books themselves, high-fidelity sound-reproducing equipment and a custom television installation (by Fleetwood, here).



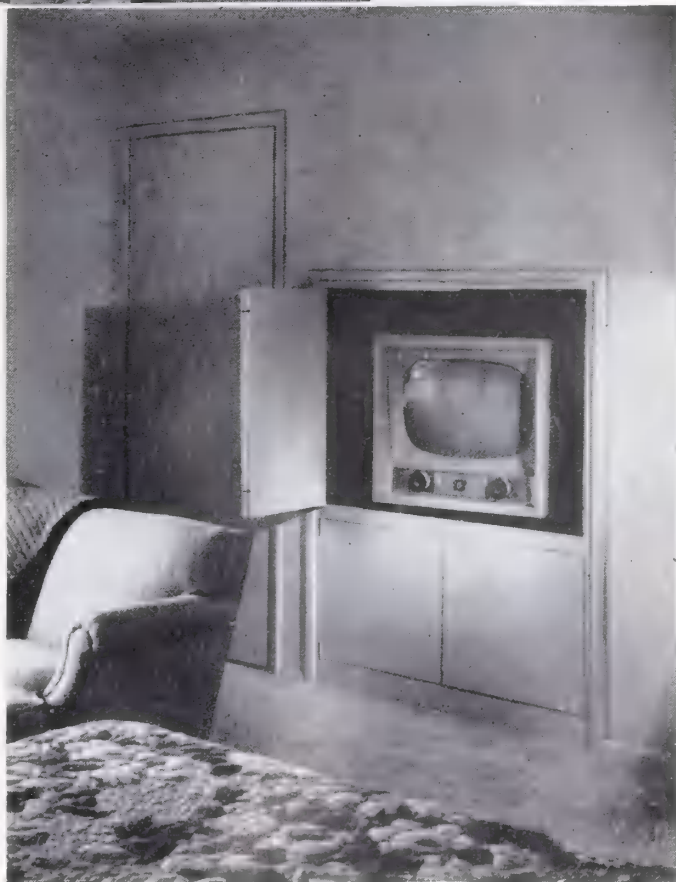




MAYNARD PARKER



Here is another fireplace wall high fidelity setup, all of it fitted behind closed doors to keep the room clear of the feeling of clutter. Added feature is the TV set on a swivel. Same Motorola set swivels from living room (above) to bedroom (below). Fireplace wall is the natural center of room interest.



AS FEATURED EDITORIALY IN THIS ISSUE

the smartest decorating is done with

## MULTIPLES UNLIMITED

Designed by F. B. Arthur... with more basic pieces for unlimited flexibility... this most versatile, practical, beautiful group of modern walnut units works space magic in your home. Come in with your room plans and your decorating problems... or write.

F.B. **ARTHUR** *modern interiors*  
INCORPORATED

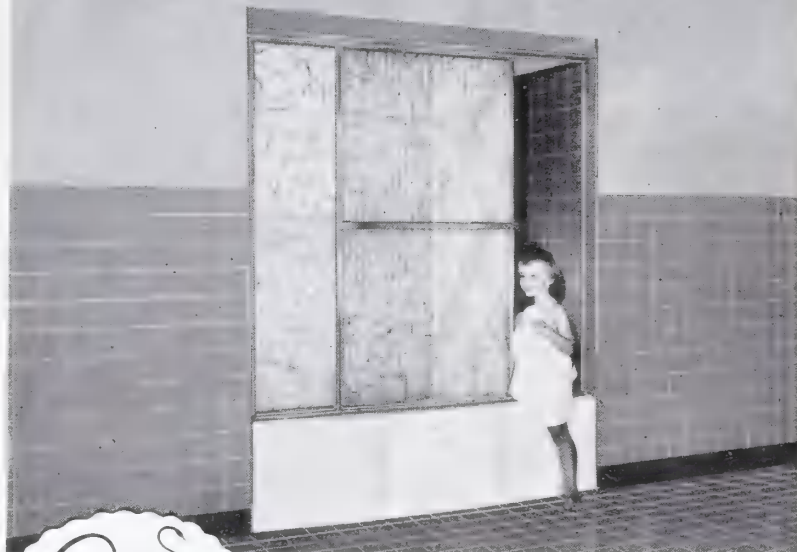
149 East 57th Street, New York 22, N. Y. • MU 8-2162

Daily and Saturday 10 A.M. to 6 P.M., Tuesday and Thursday to 9 P.M.

Send 25c for complete illustrated brochure

\*T. M. Reg. ©1956 F. B. Arthur

## Now... ANYONE CAN AFFORD New Bathroom Glamour



**bath enclosures**

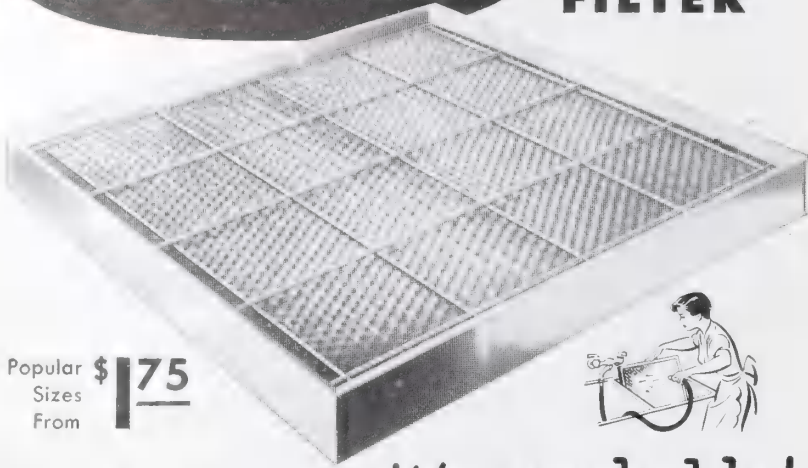
*Safer... easy to clean*

Glamorous swirling threads in crystalline, shatter-proof fiber-glas gives you completely SAFE... more beautiful bath protection. Finger width bottom rail makes for easy cleaning. Yet a Cygnet enclosure costs so little — looks so expensive.

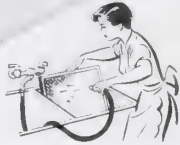
Write for name of your nearest dealer

VENTAIRE CO. P. O. Box 5098 • Tulsa, Oklahoma



**E Z KLEEN****AIR  
FILTER**

Popular  
Sizes  
From **\$1.75**



it's aluminum! it's washable!  
**it saves you money!**

**FOR A CLEANER, MORE COMFORTABLE HOME**—Clean filters in your forced air furnace or air conditioner mean better air circulation, lower fuel and power costs, greater comfort. Simply wash E Z Kleens with water...re-coat with convenient Handi-Koter (or Super Handi-Koter for odor-removal, too)...they're good as new...last for years. Insist on E Z Kleens for comfort, cleanliness, convenience. RESEARCH PRODUCTS CORP. Dept. 225, Madison 10, Wis.



At Your Dealer, or Consult Your Classified Telephone Directory

IN Hicks-Baker, Ltd., 234 Madison St., Winnipeg  
CANADA Durable Oil Equipment Ltd., 80 Summit Ave., Toronto

PHOTOGRAPHS BY PHIL FEIN



Use a neat groundcover such as pachysandra to edge plantings of upright annuals and perennials. The foliage gives bed a more luxuriant look than bare ground, and soil doesn't puddle when watered. Shown at the San Mateo Floral Fiesta.

MAYNARD PARKER



One fine plant in a simple setting can be as important as a work of art. This is especially true of plants trained by the ancient Japanese techniques of bonsai. Many have the quality of fine sculpture. Oakland Flower Show.



Nothing saves so much time in gardening as having needed materials handy. At this Oakland Flower Show bench, preparing soil mixtures and repotting plants is a mere matter of reaching down for soil ingredients, left for pots.

**FASHION  
NEWS**

**YOU SHOULD  
SEE  
WHAT'S  
HAPPENING\*  
IN  
WALLPAPERS**

\* New collections now being shown wherever wallpaper is sold.

WALLPAPER COUNCIL

*Candlelight by  
Colonial*



*"Masterpieces In Wax"*

... is an apt name given to these gracefully tapered, dripless candles which come in 32 beautiful hues... Solid color throughout, they maintain the tradition of quality descended from Pilgrim days... Be sure to ask for these and other genuine Colonial Candles at your favorite dealer... Send for Brochure 569.

**Colonial Candle Co.**  
*of Cape Cod, Inc.*

Mfg. of Menzies, Spirilla, Bayberry,  
Scent-O-Pine and Navelle Candles

HYANNIS, MASSACHUSETTS



GOTTSCHO-SCHLEISNER

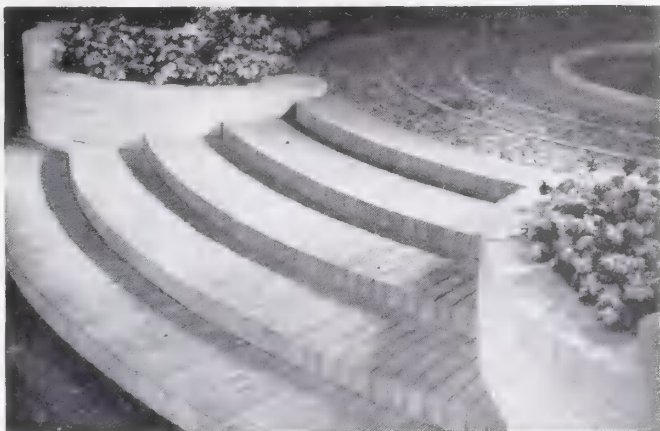


Flowers appearing in early spring, before there is much foliage, are more effective when planted together in drifts. Alone they seem sparse; together they are impressively colorful. New York Flower Show.

PHOTOGRAPHS BY MAYNARD PARKER

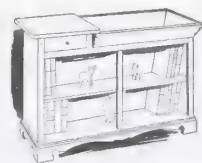


A small pool set in a terrace provides a cooling element for hot summer days. This one, designed by landscape architect Vernon Dean for the Oakland Flower show, has a curbing high enough to sit upon.



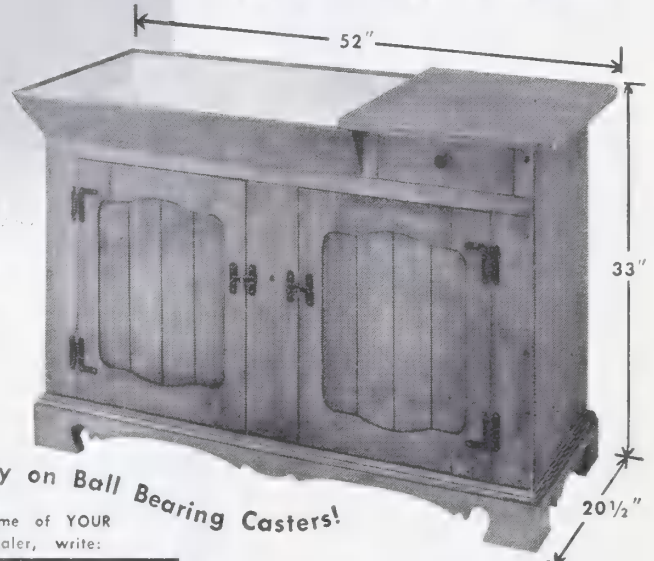
Fine architectural details are always worth noting for future use. Here, concentric brick strips radiate from a path around pool, define the paving of washed stones and terminate in handsome steps and raised planting beds. California Garden Show.  
(Please turn the page)

Tastefully designed in the proper length to break up space most effectively. Deep bookshelves on one side, roomy cabinets on the other. Topped with removable copper tray for plants or flower arrangements or ideal for rolling bar.



## long division with *O'Hearn's* ROOM DIVIDER

#4880



Rolls Easily on Ball Bearing Casters!  
For the name of YOUR  
O'Hearn dealer, write:

*O'Hearn*

.....  
**manufacturing co.**  
GARDNER, MASSACHUSETTS

USE GENUINE

**MOLLY**



**THE  
PERFECT  
FASTENER**  
To hold ANYTHING  
Securely in Hollow Walls,  
Floors and Ceilings

Unlike nails and screws, Molly allows you to install fixtures securely and exactly where you want them — not where studs are. Molly ends loose fixtures, crumbled plaster, broken walls. Molly reinforces the area in which used, won't pull through. Unlike other types of fasteners, Molly anchorage is permanent — fixtures can be removed and replaced in the same anchor. Molly is inexpensive, money-back guaranteed.

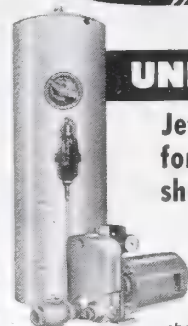
Write for Free Folder  
Available Wherever Hardware Is Sold

ALWAYS ASK FOR GENUINE  
**MOLLY**  
**SCREW ANCHORS**  
MOLLY CORP. ■ DEPT. J10 ■ READING, PA.

**CHEAP  
WATER**

New  
**UNIVERSAL**

**Jet System  
for deep or  
shallow wells**



If you pump your own water, it will pay you to find out about UNIVERSAL'S new fully-automatic jet water systems. They operate with only one moving part and no mechanism of any kind below ground to cause trouble. They convert easily from shallow to deep well use. Eliminate excessive power bills by shutting off whenever well gets pumped down. Come ready to plug in without costly installation. Rugged built for long years of dependable service.

**FREE!**

SEND FOR  
INFORMATIVE  
BOOKLET.

**UNIVERSAL PUMP**

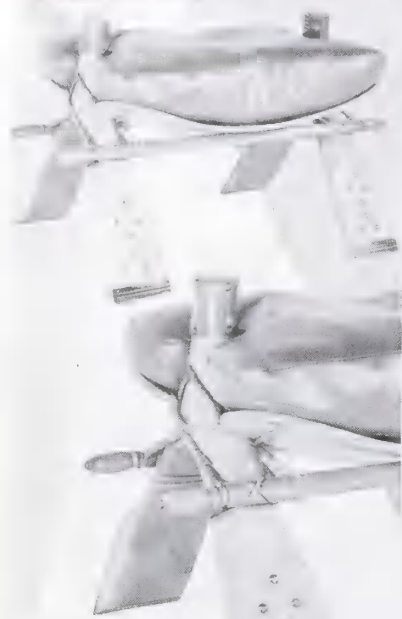
4108 Hoffmeister Ave., St. Louis 23, Mo.  
P. O. Box 514, Toronto 15, Ontario, Canada  
Please send free bulletin and name of nearest  
dealer. Depth of my well is \_\_\_\_\_ feet.

Name \_\_\_\_\_  
Address \_\_\_\_\_



# IMPORTED RIMINI CAMEL SADDLE

THE PERFECT TV SEAT  
A VERSATILE FURNITURE PIECE



From Egypt comes this magnificent furniture of finest hardwood, it is made with all the original detail, rawhide thongs, brass trim, crack-proof sheepskin cushion. Natural or walnut finish, red or green leather cushion.

F.O.B. N.Y.—Immediate Delivery **39<sup>95</sup>**

Write to **Rimini Imports, 390 Fifth Ave N. Y.**  
—for the name of the store nearest you.

# GARDEN IDEAS FROM THE FLOWER SHOWS

CONTINUED FROM PRECEDING PAGE

PHOTOGRAPHS BY MAYNARD PARKER



A screen which ends in an acute angle seems less abrupt than usual right angle. Use this to block a view with least amount of screening. By Clarence E. Rovianek for Oakland Flower Show.



The moon gate can be used as a device for opening up a wall to a view. Fitted with glass or clear plastic, it could be a windbreak. Pasadena Floral Show.

GOTTSCHE-SCHLEISNER



Here's proof that bird baths needn't be eyesores. Nestled in the planting, this metal basin (it could be a surplus boiler end) is unobtrusive. Shown at New York Flower Show.

# MULTIPLES UNLIMITED

from these units you can decorate any room, later change groupings as your needs change. Matched natural-grained walnut, beautifully finished, burnished pulls.



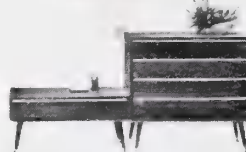
living room



dining room



bedroom

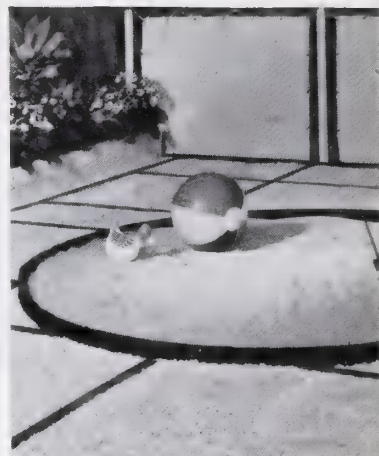


Send 25¢ for 16 pg. booklet, "Small Space Magic."

**Brown-Saltman CALIFORNIA**  
Div. 10, 2570 Tweedy, South Gate, Calif.



Baffled walls provide privacy without doors—the angle shuts off the view. Good for storage, service areas, bath house. Designed by Henry C. Soto, Los Angeles Flower Show.



Children usually prefer shelter to an exposed area. Here is a good temporary screen—canvas laced through gromets to wood frame. By Armstrong Nursery for the Los Angeles Flower Show.

# MODERN INDOOR PLANTS



**Blechnum brasiliense:** Upright in habit, this is an excellent choice where space is limited. Fronds are narrow, dark green and 2 to 3 feet long. Although one of these tree ferns has been in the conservatory of San Francisco's Golden Gate Park 44 years, its trunk is no more than 3 feet long. This particular plant is probably the most beautiful specimen on the West Coast.

Habitat: Brazil and Peru.

HAT BY JOHN FREDERICKS



you should see what's happening\* in Wallpapers!

\* New collections now being shown wherever wallpaper is sold.  
WALLPAPER COUNCIL

# TENSE NERVOUS HEADACHES call for STRONGER Yet SAFER ANACIN

Won't Upset The Stomach

Anacin® not only gives stronger, faster relief from pain of headache but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet such safe relief as Anacin Tablets.

**BIG NEW WHOLESALE CATALOG FREE!**  
Use this big, new FREE CATALOG to buy all kinds of gifts and merchandise for yourself, family, friends, neighbors. Terrific savings on big-name items. Also, make money spare time taking orders from others!  
**EVERGREEN STUDIOS**  
Dept. 13, Box 846, Chicago 42, Illinois

**Learn INTERIOR DECORATION at Home**  
Fascinating field for men and women. Excellent starting point for career. Practical basic training. Approved supervised method. Low tuition. Easy payments. Send for FREE 24-page illustrated booklet, "Adventures in Interior Design." No obligation.  
**CHICAGO SCHOOL OF INTERIOR DECORATION**  
835 Diversey Pkwy., Dept. 2117, Chicago 14, Ill.



# Looking for a landscape architect?

It's no longer a major project to find a local person professionally trained to design your garden. Now, thanks to a program set up by the National Council of State Garden Clubs, you can get the names and addresses of all the members of the American Society of Landscape Architects in your area by contacting one person: the landscape chairman for your state whose address is given below. Or, if your state does not yet have a landscape program and is therefore not listed here, your request will be handled at the office of Professor Hubert Owens, Chairman of Landscape Architecture for the National Council of State Garden Clubs, University of Georgia, Athens, Georgia.

**Alabama:** Mrs. French Craddock, 103 S. Broadway, Sylacauga, Ala.  
**Arizona:** Mrs. Cliff Maddox, 3326 La Clesta Drive North, Phoenix, Arizona.

**Arkansas:** Mrs. R. D. Sanford, Winchester, Arkansas.

**California:** Mrs. Hanna M. Stricker, 750 Wendt Terrace, Laguna Beach, California.

**Colorado:** Col. F. S. Mattocks, Rt. 1, Box 114, Boulder, Colorado.

**Connecticut:** Mrs. Lawrence L. Aldrich, Nod Road, Ridgefield, Connecticut.

**Florida:** Mrs. John Connery, 1100 Talton Avenue, DeLand, Fla.

**Georgia:** Mrs. Everett Flournoy, 274 Calloway Drive, Macon, Ga.

**Illinois:** Walter Keith, Landscape Architecture Department, University of Illinois, Urbana, Ill.

**Indiana:** Argel Pion, R.R. No. 1, Leo Road, Fort Wayne, Ind.

**Iowa:** Miss Margherita Tarr, Iowa State College of Agriculture, Ames, Iowa.

**Kansas:** Mrs. Williams Gibson, Rt. 5, Clafin Road, Manhattan, Kan.

**Kentucky:** Mrs. John Crosby, 316 Cassidy Avenue, Lexington, Ky.

**Louisiana:** Mrs. Vincent Daigle,

524 North Avenue, Crowley, La.  
**Massachusetts:** Mrs. Samuel B. Kirkwood, 7 Swan Road, Winchester, Mass.

**Michigan:** Prof. Carl Gerlach, Michigan State University, East Lansing, Mich.

**Mississippi:** Mrs. L. L. Brown, Kosciusko, Mississippi.

**Missouri:** Mrs. Milton Duvall, Clarkesville, Missouri.

**Montana:** Leonard A. Yager, Agricultural Extension Service, Bozeman, Montana.

**Nebraska:** Wayne C. Whitney, Department of Horticulture, University of Nebraska, Lincoln, Neb.

**New Jersey:** Miss Alice L. Dustan, 27 De Hart Street, Morristown, New Jersey.

**New Mexico:** Mrs. Truman Sanders, Rt. 2, Box 164, Roswell, N. M.

**North Carolina:** Mrs. E. A. Palmgren, 2312 Crescent Avenue, Charlotte, North Carolina.

**Oklahoma:** J. C. Garrett, Extension Division, Oklahoma A & M College, Stillwater, Oklahoma.

**Pennsylvania:** Mrs. Maurice Goldsmith, 5423 Darlington Rd., Pittsburgh 17, Pennsylvania.

**South Carolina:** Miss E. A. Kelley, Bennettsville, S. C.

**South Dakota:** J. M. Atkinson, Rapid City, South Dakota.

**Tennessee:** Mrs. Fred C. Brown, 1159 Greenlaw, Memphis, Tenn.

**Texas:** Mrs. A. Randolph Wilson, Rt. 5, Box 102, Waco, Texas.

**Utah:** Mr. Bruce Folsom, 1593 S. 12th Street, East Salt Lake City, Utah.

**Vermont:** Miss Elizabeth Dickerman Jones, 18 Iranistan Road, Burlington, Vermont.

**Virginia:** Mrs. Gerald J. Pierce, 7700 Hillview Avenue, Richmond, Virginia.

**Washington:** Mrs. Harry Klemp, 508 6th Street, Mukilteo, Wash.

**West Virginia:** T. D. Gray, Extension Landscape Architect, Morgantown, West Virginia.



# How OLSON Carpet Magic Saves You up to 1/2

## AMAZING BROADLOOM OFFER

Direct from FACTORY!



If you will Send Your Old Rugs, Carpets, Clothing, etc. (at my expense) I Guarantee to send you the finest, deepest textured Reversible Broadloom Rugs or Wall-to-Wall Carpeting you ever had for so little money.

President World's largest Weavers Dealing Direct

Walter Olson

### Over 3 Million Customers

... have made the thrilling discovery of how, by the famous Olson Process, the valuable wools and material in their old carpets, rugs, clothing, etc., are reclaimed like new, sterilized, shredded, merged, pickered, bleached, carded and combed with choice new wools, re-dyed, re-spun and woven into ... **Lovely, Thick, Luxurious**

### Two-sided BROADLOOM

... with the popular twist-weave beauty of heavy, luxury-priced wool rugs—at one-half the cost. (Example: a 9x12 ft. Olson Rug weighs 46 lbs., not 32 or 35 lbs.)

### Your Choice of 44 Colors, Patterns

... regardless of the colors in your materials. Any size—up to 18 feet wide, Seamless and any length in a week or less.

SOLID COLORS  
TWEED BLENDS  
FLORALS, OVALS

EMBOSSED EFFECTS  
EARLY AMERICAN  
ORIENTAL DESIGNS

**It's All So Easy.** You risk nothing by a trial. Satisfaction Guaranteed. 82nd Year.

TEAR OUT, MAIL COUPON or POSTCARD

## FREE Beautiful Rug & Carpet Book in Colors — Model Rooms — Gift Offer

Your Name.....

Address.....

Town.....

State.....

**ALSO For Your Friends.** Write each name, address in margin or on postcard and we will mail Book, FREE.

**OLSON RUG CO. Dept. K-63**

©ORC

Mail To Nearby Address

CHICAGO — 2800 N. Pulaski  
NEW YORK — 15 W. 34th Street  
SAN FRANCISCO — 209 Post St.  
LOS ANGELES — 707 S. Broadway  
DETROIT — 1249 Washington Blvd.  
CLEVELAND — 423 Euclid Ave.  
MILWAUKEE — 152 W. Wisconsin Ave.  
MINNEAPOLIS — 719 Nicollet  
WASHINGTON, D.C. 1319 F. St., N.W.

### INFORMATION, PLEASE . . .

When sending requests to HOUSE BEAUTIFUL for further details on products, sources, ideas or company names you've seen on these pages, please include your full name and address, a full description of the product, idea, etc., the issue and page number (if known).



VENTILATES WITHOUT EXPOSURE

**WINCO**

TRADEMARK REGISTERED U. S. PAT. OFF.

Draft free, keeps out rain and provides complete privacy even with window fully open. Have your architect include this idea in your plans.

Preferred over  
any other ventilator

WINCO VENTILATOR COMPANY  
St. Louis, Mo.

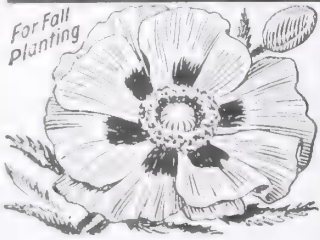


# GIGANTIC STOCK SELLOUT!

# PLAN NOW FOR CHRYSANTHEMUMS

CONTINUED FROM PAGE 221

For Fall  
Planting



10 Oriental POPPIES \$1.00\*

25 for \$2.00\*

\*C.O.D. postage extra. Cash Orders add 35c and we ship postage paid

**Beautiful Showpieces  
That Are Easy To Grow**

Our mammoth stock of gorgeous Oriental Poppies (*Papaver Orientalis*) is now being offered for recommended fall planting at nearly half price... 10 for \$1.00, or 25 for \$2.00. This is an amazing opportunity to beautify your garden and home with lovely strong poppies that bloom in a brilliant scarlet color every June with large blossoms up to 6 inches across. These hardy beauties are easy to grow and reach heights up to 3-4 feet... Positively guaranteed. If not satisfied return for refund of purchase price. Cash orders add 35c and we ship postage paid. C.O.D. orders pay postman amount plus postage. This is an absolute close out! Get a six months start on your spring garden and save big money by ordering now. Write:

**MICHIGAN BULB COMPANY, Dept. OP-1475, Grand Rapids 2, Michigan**



**Sweep it clean...  
sweep it green**

Sweep your lawn *clean* in one easy pass with a PARKER LAWN SWEEPER. Sweep it *green* by removing matted grass and cut crabgrass. Quality construction—quality performance—a complete line of powered and manual models. See them at your lawn equipment dealer.

**Parker  
LAWN SWEEPERS**

Parker Sweeper Company, Bechtle Ave.  
Springfield, Ohio

For sale throughout U.S. and Canada

**GIFT for  
GARDENERS!  
GARDEN LABEL  
EMBOSSER**

Makes RAISED LETTER LABELS  
of Indestructible Metal

for plants, trees,  
shrubs, tools, etc. Pat-  
ent built-in hole-  
punching feature. In-  
structions included.  
Money back  
guarantee. Sent  
Postpaid in U.S.  
and Canada.

\$29.16 TAX  
INCL.

**ROOVERS** DR. JOSEPH M. LOTSCH  
PRESIDENT  
221 BROADWAY NEW YORK 7, N. Y.

## LIVING FENCE



**AMAZING FAST-GROWING  
"RED ROBIN" ROSE HEDGE**

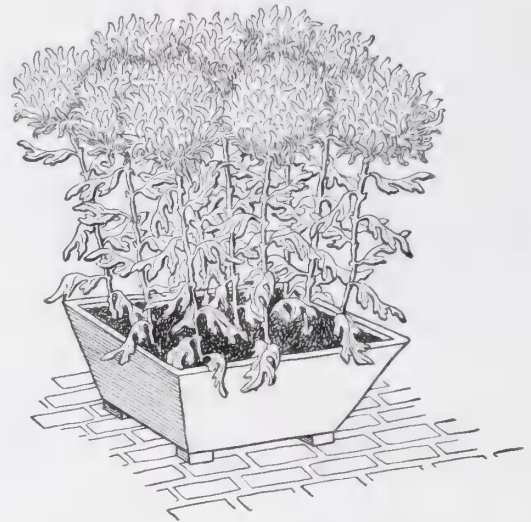
Featured in leading magazines! Surround your property with beauty and protection. Enhance its value. Keep children and pets in greater safety. Plant NOW; in a few short months have a vigorous LIVING FENCE bursting with fragrant red roses. Grows to 6 feet; less if desired. Keeps out intruders, noise. Costs as little as 12¢ PER FOOT! Grows rapidly even in poor soil, banishes upkeep. Mends itself, paints itself month after month with fragrant red blooms. Guaranteed! Thousands in use on homes, estates. Not available elsewhere. Write for FREE full-color booklet today.

**GINDEN NURSERY CO.**  
138-A El Camino, San Bruno, Calif.

**Burpee GIANT  
SNAPDRAGONS**  
SPECIAL 3 PACKETS  
Pink, Yellow and Red  
3 best colors, 25¢ Pkt. of  
each, to show you the high  
quality of Burpee Seeds.  
**10¢**  
RUST-RESISTANT  
Giant flower spikes 3 to  
3 ft. tall. All 3 Pkts. 10¢—Send Dime Today.  
Burpee Seed Catalog FREE.  
**W. ATLEE BURPEE CO.**  
314 Burpee Building—at nearest city:  
Phila. 32, Pa. or Clinton, Iowa or Riverside, Calif.

**HYPONEX®**  
SOLUBLE PLANT FOOD COMPLETE  
Grows Better Plants in Soil, Sand or Water  
Simply dissolve and water all your house  
plants, garden flowers, vegetables, shrubs  
and lawn. Feeds instantly. If dealer can't  
supply send \$1 for 1 lb. Makes 100 Gals.  
HYDROPONIC CHEM. CO., Copley, Ohio, U.S.A.

**You Are Their Hope**  
**CP**  
Give to  
**UNITED  
CEREBRAL  
PALSY**



With new varieties developed for home gardeners, it is no trick to grow chrysanthemums almost as large as those florists sell. Allow just one to three of the strongest shoots of young plant to grow, removing competing side buds so energy goes to one at top.

second spring. (More about multi-  
plying your plants later.)

Chrysanthemums are predictable, too. With a flowering mechanism regulated primarily by length of day (or more accurately, by length of night), you can count on a variety being in bloom in the garden on the same date, year after year. This, in spite of a late spring or some other circumstance which might determine whether your chrysanthemums were planted in April or in June.

Thus, since the flowers remain in good condition for two weeks or more, it's a simple matter to plan for either one big display with all the chrysanthemums blooming at the same time, or to combine early, midseason and late varieties to extend the flowering period from August until hard frosts blacken the plants. The catalog descriptions usually indicate flowering dates.

Because chrysanthemums will not form and develop flowers until the day length is 13½ hours or less, commercial growers classify them according to the length of time, needed from bud formation until flowering. In the garden, where the length of the day is governed by nature, only those varieties which require seven or eight weeks to mature will flower in the far north before frost comes. These are the early and midseason varieties listed in most catalogs.

However, it is possible to flower chrysanthemums, even in the northernmost areas of the country, by

creating long nights (or short days) artificially before they would normally occur in August. Just set a box or a frame covered with black cloth, canvas or tar paper over the plant or plants at 5:00 p.m. and remove it the next day at 7:00 or 8:00 a.m.

Figuring backward, the artificial shading should begin seven, eight or nine weeks (according to variety) before the flowers are wanted. All light must be excluded from the plants during the shading periods, but it won't matter if you forget to cover the plants one night a week.

Another pleasant fact about chrysanthemums is the ease with which their growth can be controlled. To a considerable extent the height of the flowering plant can be determined by the date on which it was started from a cutting or division. Obviously, the longer a plant has had to grow, the bigger it will be when fall comes.

Chrysanthemums to be trained upright into treelike or espaliered forms or downward as cascades must be started early, preferably in a greenhouse in February or March, if there is to be sufficient growth by fall. Pot plants, on the other hand, which are best kept low and compact, needn't be set out until May or later.

More effective in controlling the form a plant will take is the technique known as "pinching" or removing with your thumbnail the growing tip of the plant. This en-



courages the lower buds on the stem to develop and so makes a shorter, more compact plant with many more flower-bearing stems.

A pinched plant has greater stability, too. Most garden varieties will not need staking if pinched at three- to four-week intervals until the end of July. In contrast to leggy, unpinched plants, which tend to fall flat or spread out like spokes in a wheel when the wind blows, pinched chrysanthemums have been known to come through severe storms without damage.

**M**OST gardeners who have had some experience with chrysanthemums like to combine another technique with that of pinching. By "disbudding" or removing all but one select flower bud at the top of a stem they channel the plant's energy into making fewer, but much larger, flowers.

The traditional football chrysanthemum is grown this way, and, while it takes great care to produce flowers of florist's perfection in the garden, there are large-flowered varieties which respond satisfactorily to amateur efforts. You might try growing a few disbudded spider or anemone chrysanthemums for cut flowers while you get the hang of this technique.

Because they are by nature vigorous, flexible plants, chrysanthemums are sometimes trained into special forms to fill particular needs in the landscape. Basically, whether they are grown as cascades, as shown on page 220, as short-lived bonsai, trees or screens, the plants are disciplined into shape by a combination of the two simple techniques, pinching and disbudding.

Nowadays chrysanthemum enthusiasts believe in growing their plants "fast" without the traditional drying or hardening periods which

were once thought necessary. From rooted cutting to flowering plant, everything possible is done to develop quickly a fine quality plant with crisp green leaves all down the stems.

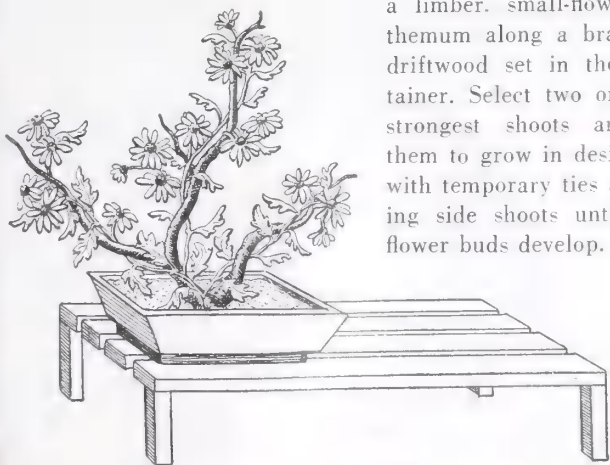
While chrysanthemums will grow in any soil which yields good vegetables, it usually pays home gardeners to give most of their efforts to increasing the humus content of their soil. More than anything else, chrysanthemums are apt to be held back by a lack of moisture in the soil. By working in peat or other organic material as deeply as possible, the condition of the soil is improved and more moisture will be held available to thirsty plant roots. Good drainage is absolutely essential, however, especially where chrysanthemums sometimes winter-kill. Don't set your plants in a bog or in hollows where water collects.

Once they have begun growth, chrysanthemums should never be allowed to dry out. Even a single, brief wilting will cause stems to become hard and woody. Future growth will be inhibited and flowers may be fewer and smaller. As with other plants in the garden, one heavy watering of chrysanthemums is more beneficial than daily sprinklings. You can conserve moisture with a one-inch mulch of peat or similar material applied when the plants are six inches high.

**B**ECAUSE they are such leafy, vigorous plants, chrysanthemums tend to use food, as well as water in rather large amounts. However, it's easy to overfeed chrysanthemums, so don't overdo it. The average garden soil will need no more than a monthly application of a balanced plant food, begun once the young plants have become established. On sandy soils, or where there are

(Please turn the page)

As a novelty, you might try training a limber, small-flowered chrysanthemum along a branch, stone or driftwood set in the plant's container. Select two or three of the strongest shoots and encourage them to grow in desired directions with temporary ties and by removing side shoots until time to let flower buds develop.



## Because you enjoy your trees so much...

*give them Davey protection now against winter*

Your garden screen, your summer shade, the leafy brilliance which is the precious privacy of your outdoor living room are the reward from your trees.

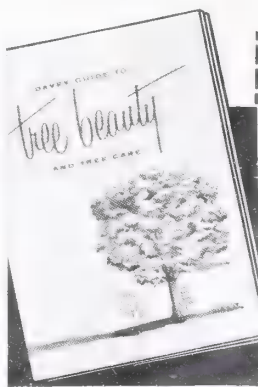
How much are your trees worth to you? Surely worth a little care, expert care.

This is the time to have Davey Tree Experts feed, prune and do any necessary bracing for winter. *Feeding?* Your giant trees need a lot more nourishment than shrubs and flowers and they go on feeding long after their leaves have fallen. *Pruning?* Branches that are dead, or dying, or broken by storms, should be removed now for your safety and the beauty of the tree. *Bracing or cabling?* Splitting from the weight of ice and snow can be prevented by expert support.

Davey is the world's oldest and largest tree-saving organization. Call or write *now* for inspection and Fall service—

### This 36-Page Beautifully Illustrated Book Yours by Special Offer . . . Only 25¢

You'll find a treasury of ideas on tree care in this handsome volume. Wonderfully helpful for Fall gardening. Also lists of trees for "difficult" locations, for new ranch homes, for patio screen and special color effects; suggestions on evaluating trees, and protecting the trees already on the lot while a house is being built. Every lot owner, every homeowner should have a copy.



## DAVEY TREE EXPERT CO.

111 South Water St., Kent 1, Ohio, U.S.A.

Enclosed is 25c in coin. Please send me "Davey Guide to Tree Care".

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# Can We See Ourselves As Clearly As Others See Us?

Next month, the entire November issue of *HOUSE BEAUTIFUL* will be devoted to a "Report to the World on How Americans Live"! So important—and impressive—is this November issue that it will be distributed abroad, by the thousands, through the United States Information Agency.

But the November issue does not address Europeans or Asians.

It is a direct report to America on:

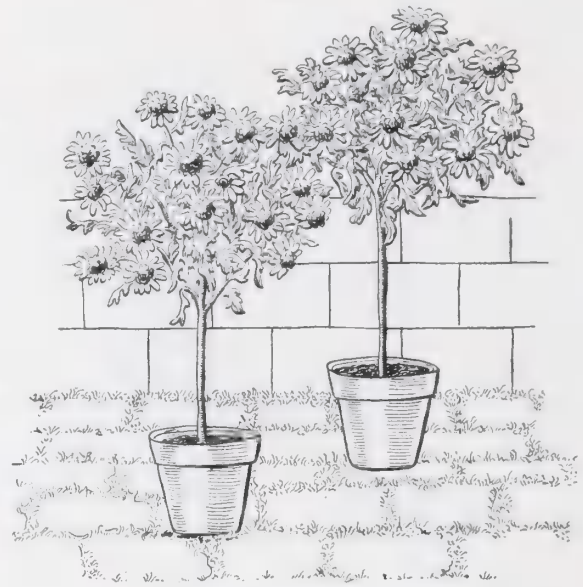
- the new civilization that is America
- the new spirituality in our handsome homes
- the new wisdom in our mastery of the 20th Century

We shall show step by step, in every room of the house—kitchen, living room, bedroom and garden, too—the fulfillment of the democratic dream: an entire nation freely and intelligently enjoying an abundant life.

From a ready-built \$12,000 house to two of the latest and finest by Frank Lloyd Wright, the November issue of *HOUSE BEAUTIFUL* will show all this in rich color, full plans and complete detail. There will be major articles on the new cultural revolutions in cooking, in music and popular reading, on how everybody can own a house in America, on the new and wonderful world that is truly America.



Don't miss the November issue of *HOUSE BEAUTIFUL*. Reserve your copy now at the newsstand.



If you have a greenhouse or sunny window and a taste for attentive gardening, you can train chrysanthemums into small trees. Trick is to get a stem as tall as the desired "tree trunk" (by keeping side shoots removed) by spring planting time so that from then on you can let selected shoots from top develop into flower-laden branches. Single or small anemone-flowered kinds are best for this purpose.

heavy rainfalls to wash away the nourishment before plant roots can use it, more frequent feedings will be needed.

## Chrysanthemums step by step

**Propagation:** The simplest way to start chrysanthemums is with young plants or rooted cuttings purchased from a nursery. Plant them whenever they are available, making certain, if they are plants, that you are getting young, vigorous growth, not hardened leftovers which dried out or wilted earlier in the season.

Rooted cuttings can be planted directly in their final containers or placed in the garden. The old practice of potting up cuttings and nursing them along for several weeks before planting has been found to slow up and limit growth. Just plant, slightly deeper than before, water thoroughly and shade them from the sun for a few days.

Plants which bloomed the previous year should be divided in spring when new shoots are six to twelve inches high. Shake the lifted clump of roots gently and separate the brittle, thick-stemmed outer shoots. These outside shoots, with their strong, newly formed roots, will make new plants. Discard the tired center of the clump.

No division should have more than three shoots when replanted, as crowding induces legginess and

dying of the lower foliage. A plant with just one shoot will make a handsome, rounded specimen. Size of the plants at maturity depends upon both the variety involved and the training which it will get, but for plants set in the ground the spacing should be at least 18 inches apart.

Chrysanthemum cuttings root in about three weeks and are preferred to divisions by those with a greenhouse. When shoots on the old plants are about six inches high, cuttings are snapped or cut from them and planted shallowly in flats of moist sand or vermiculite. No leaves need be removed, but the cuttings should be shaded slightly until they have begun to root. Cuttings make more shapely, uniform plants, and, of course, many more of them than divisions, but the home gardener may prefer the ease of making divisions.

**Pinching:** When the young plants or rooted cuttings are set out they should be pinched back to five or six inches of growth. If you have chosen small flowering varieties (singles, pompons, small anemones), resulting branches should be pinched at three- to four-week intervals until the end of July.

Nowadays, commercial growers feel it is better to pinch plants back just 1/4 to 1/2 inch at a time.

(Please turn to page 316)



# HOW TO BETTER YOUR HOME ...



## BETTER YOUR LIVING

Products advertised in HOUSE BEAUTIFUL are your guide to satisfaction. Ask for them by name to "BETTER your home ... better your LIVING." An asterisk (\*) beside the name of a product indicates that a booklet, or other information is offered in the advertisement. Write to the manufacturers for your copies today.

### Appliances, Major & Small

Cadillac Quik-Vac Cleaner	250
*General Floorcraft Floor Polisher	249
*Health-Mor Filter Queen	227
*Hobart KitchenAid Mixer	293
Hotpoint Customline Appliances	232, 234
Hotpoint Custom Cooker & Server	238
Hotpoint Dishwasher	236
Hotpoint Home Laundry	241
*Rexco Refrigerator & Freezer	237
Universal Coffeematic	228

### Bathrooms

*Case Water Closet	299
*Cynnet Bath Enclosures	307
*General Electric Textolite	
Inside Back Cover	
*Theodore Efron ShoweRite Shower	
Door	303
*Miami-Carey Bathroom Cabinet & Accessories	24, 25
Pearl-Wick Hamper Ensembles	306
*Richmond Bathrooms	Inside Back Cover
*Textolite by General Electric	
Inside Back Cover	
*Universal-Rundle Bathroom Fixtures	49

### Building Materials

*American-Olean Ceramic Tile	282
*Bilt-Well Storage Cabinets	258
*Bruce Hardwood Floors	148
*Cambridge Suntile Ceramics	305
*Philip Carey Mfg. Co.	21, 22, 23, 24, 25
*Cutler-Hammer Unit Breaker	249
*Inclinitor Company of America	249
Minneapolis-Honeywell Light Switch	246
*Molly Screw Anchors	309
*Mosaic Ceramic Tile	77
National Lockset	269
*Pass & Seymour, Inc.	248
*Schlage Lock	279
*Shepard Warner EscaLift	246
*Superior Electric Luxtrol	229
*U. S. Plywood Weldwood	79
*Universal Jet Water System	309

### Carpets & Rugs

Bigelow Rugs & Carpets	Back Cover
*Cabin Crafts Needlepoint Rugs & Carpets	270, 271
Carpet Institute Inc.	166
*Downs Carpet	120
*Firth Carpet	262, 263
Karastan Rug	Inside Front Cover
*Masland Carpets 35, 36, 37, 38, 39, 40, 41	
Monarch Rug Mills	26
*Olson Rug Co.	311
Ozite Carpet Cushion	31
Patcraft Rugs	152, 153

### China, Glass, Silver & Tableware

Baccarat	293
*Copeland & Thompson, Inc.	150
*Daum Crystalterie, Inc.	288
*Ebeling & Reuss Co.	297
*Fisher, Bruce & Co.	158, 286

Gladding, McBean Franciscan China	100
Gorham Sterling	7
Haeger Potteries	245
Hull Pottery	295
*Herman C. Kupper, Inc.	280
Oneida Heirloom Sterling	27
*Red Wing Dinnerware	76
*Reed & Barton Sterling	168
*Royal Doulton China	63
*Royal Worcester China	163
*Paul A. Straub & Co. Inc.	301
Wallace Sterling	5
*Watertown Lifetime Dinnerware	167
Wedgwood Dinnerware	132
*Westmoreland Handmade Glass	47

### Curtains, Draperies & Upholstery

*American Rayon Institute	129
Celanece Contemporary Fibers	64, 65, 294
Dobackmun Luxex Upholstery Fabrics	117
DuPont Nylon	143
Eastman Chemical Chromspun Fabrics	272
*Kirsch Drapery Hardware	130
Metlon Metallic Yarn Fabrics	78
F. Schumacher's Fabrics	160, 274
Scranton Lace	28

### Decorative Furnishings

*Colonial Candle Co.	308
*Herschede Hall Clock	290
*Libbey-Owens-Ford, Parallel-O-Plate Glass	281
*Howard Miller Clock	264
Nettle Creek Lazyback Pillows	297
Ronson Table Lighters	14

### Fireplaces & Accessories

*Bennett-Ireland Flexscreen	284
*Heattilor Fireplace	290
*Portland Willamette	296

### Floor Coverings

(HARD SURFACE)	
*Armstrong Linoleum	61
*Dodge Standard Cork Tile	286
Gold Seal Inlaid Linoleum	131
KenRoyal Vinyl Tile	141

### Foods & Beverages

*Almaden Vineyard	304
Browne Vintners B & C Wine	292
*Cresca Co., Inc.	298
*Hennessy Cognac Brandy	287
Renfield Importers, Ltd.	300
*Spice Islands	302
Teacher's Highland Cream Scotch	278

### Furniture

*American Walnut Mfrs. Assn.	149
*F. B. Arthur	307
*Baker Furniture	316
*S. Bent & Bros.	305
*Berk-Lock 4-in-1 Chair	62
*Brown-Saltman, California	310
*Burns Case Goods Corp.	266
Cannell & Chaffin	158
*Cleveland Chair	283
*Colonial Furniture	296
*Cushman Colonial Creations	131
*Dayton Koolfoam Cushioned Furniture	161
*Drexel Counterpoint Furniture 8, 9, 10, 11	
*Dux Scandinavian Classics	150
*Extensole Furniture	1
*Gilliam Furniture	284
*Globe Furniture	99
Goodrich Texfoam Cushioned Furniture	12
Goodyear Airfoam Cushioned Furniture	165
*Gordon Tables	118
*Habitant Furniture	287
*Hekman Furniture	303
*Heritage-Henredon Furniture	80
*S. R. Hungerford Furniture	275

*Johnson Furniture	6
*Kittinger Furniture	257
*Kling Furniture	154
*Masonite Presdwood For Furniture	146
*Molla Metal Furniture	268
National Cotton Cushioning	3
*Niagara Cyclo-Massage Chair	239
*Nichols & Stone Chairs	292
*O'Hearn Room Dividers	309
*Rimini Imports	310
Romweber Furniture	301
*Rway Furniture	15
Sealy Con-sealy-bed	97
*Sikes Furniture	295
*Tell City Chair	20
*Tomlinson Furniture	50, 51
*Union-National Furniture	266
U. S. Koylon Foam Cushioned Furniture	163, 279
*Valley Upholstered Furniture	29
*Virtue Black Metal Furniture	66
*Wade-Brown Living Room Furniture	277
Weiman Furniture	288
*Weiman Furniture Polish	291
*Weirton Steel for Furniture	52
*White Furniture	119
*John Widdicomb Furniture	144

### Garden Fertilizers & Insecticides

Hydroponic Chem. Co.	312
----------------------	-----

### Garden Seeds, Bulbs & Plants

*W. Atlee Burpee Co.	312
*Ginden Nursery, Inc.	312
Michigan Bulb Company	312

### Garden Tools & Equipment

*Parker Sweeper Co.	312
Roovers	312

### Heating, Air Conditioning, Ventilating & Plumbing

*Burnham Base-Ray Radiant Baseboard	280
E-Z Kleen Air Filter	308
*G-E Weathertron	248
*Goodyear Pilotron Air Cleaner	253
*Heattilor Fireplace	290
KamKap Portable Electric Steam Radiator	243
*Miami-Carey Electric Heaters & Ventilating Fans	24, 25
*Mueller Climatrol	16
A. O. Smith Permaglas Water Heater	285
*Trade-Wind Motorfans	267
Winco Ventilator Co.	311

### Housewares & Supplies

Calgonite	240
Dayton Dayflex Vacuum Cleaner Hose	244
*Descoware	254, 255
Monsanto Dishwasher All	226
*Verity Southall Ltd.	302

### Kitchen Equipment

*Carlton Stainless Steel Sink	147
-------------------------------	-----

### Lamps & Lighting

French Glass Ortner Lamps	142
*General Electric Lighting	233, 235
Haeger Ceramic Lamps	245
Lightolier	221, 225
*Moe Light Cordette Casuals	212
*Stiffel Lampole	247

### Linens & Bedding

Avisco Bedspreads	250, 251
Bates Heirloom Bed-spread	98
Cabin Crafts Bedspreads	156, 157
Cannon Towels	75
Chatham Blanket	252

*Chemstrand Acrilan Blanket	48
Dan River Sheets & Pillowcases	155
Masslenn Napkins, Towels & Tablecloths	160
Quaker Lace Placemat & Napkin Sets	162

### Mattresses

*Restonic Triple Cushion Mattress	31
Serta Perfect Sleeper Mattress	17

### Paints

*Cabot's Stain Wax	298
--------------------	-----

### Shades, Blinds & Wall Coverings

*Easy Apply Corp.	289
*Hunter Douglas Flexalum Twi-Nighter	273
Imperial Wallpaper	
131, Inside Back Cover	
F. Schumacher's Wallpapers	160, 274
*Albert Van Luit & Co.	151
Wallpaper Council	302, 308, 310

### Sporting Goods & Toys

*F. A. O. Schwarz	162
-------------------	-----

### TV, Radios, Records, & Musical Instruments

*American Elite, Inc.	32
*Baldwin Piano	265
*Conrac, Inc.	30
*Electro-Voice, Inc.	256
*Everett Piano	260, 261
*Hardman Piano	304
*Pilot Radio-Phonograph	246
*Rockbar High Fidelity Record Changer	219
*Steinway Piano	2
*Wurlitzer Electronic Piano	294

### Travel

*La Province De Quebec	304
------------------------	-----

### Tree Expert

*Davey Tree Experts	313
---------------------	-----

### Windows & Doors

*Andersen Windowalls	33
*Bilt-Well Awning Windows	259
*Curtis Silentite Windows	159
*Fleettile Sliding & Double Hung Windows	302
*New Castle Modernfold Doors	18, 19
*Rolscreen Pella Wood Folding Doors	291
*Truscon Steel Windows	276

### Miscellaneous

Anacin Tablets	310
*Benson Barrett	302
Dalton Watch	302
*Chicago School of Interior Decoration	310
*Evergreen Studios	310
*Alexander Hamilton Institute	13
*Lowe's	302

### Department, Furniture Jewelry & Specialty Stores

Bloomindale's	44
*Carabao Special Products Co.	53
*Colten's	127
The Fair	54
*Marshall Field & Co.	304
Julius Goodman and Son	59
Jolan Sales Co.	139
Mrs. LaValle	113
*The Mission Folk	55, 73
Ronnie	45
Susan Smith	135
Spearg Engineering Co.	57
Tesori D'Italia Ltd.	67
Tourneau, Inc.	71



# BAKER



BROCHURE ON REQUEST. PLEASE SEND 50c.

BAKER FURNITURE, INC., 25 MILLING ROAD, HOLLAND, MICHIGAN

NEW YORK • CHICAGO • GRAND RAPIDS • LOS ANGELES • DALLAS • ST. LOUIS • ATLANTA

taking only the very small growing tip, rather than cutting back into the hardened stem. They have found that new growth comes quicker by this method. This means you must pinch promptly, before the plants get too tall, if you are to prevent legginess.

Too few people realize the importance of pinching chrysanthemums in producing an attractive plant covered with flowers.

If time is a crucial factor and you have many plants to be pinched, just trim their tops with pruning shears when the plants are a foot or so high. You'll get a few stubs and torn leaves by this method, but new growth will soon cover them and the final effect will more than make up for the temporary roughness of the plants.

If, however, your plants are of large flowering varieties which you want to grow to their maximum size (exhibition, spider, spoon, large anemones), allow only three to five stems to develop after the first pinch and then cut them back to two or three leaves. If you then let the resulting stems grow at will, but keep all side buds removed (disbudding), you'll produce a plant with one large flower on each stem.

**Pests:** Aphids are the most common affliction of chrysanthemums. If these tiny insects begin to swarm over the growing tips of your plants, attack them at once with a spray or dust containing lindane. (You'll find this an ingredient of the newer all-purpose garden preparations.) Left to multiply, these black or green plant lice will cause distorted leaves with light marks

and sometimes a sticky honeydew.

In damp, cloudy weather, or where plants are crowded or shaded, mildew may leave its whitish mold on chrysanthemum foliage. Here the best cure is prevention—avoid shade and crowding—but should the problem occur, dust the plants with sulphur or one of the newer mildew preparations. **Winter care:** When flowers fade and stems become dry or are killed by frost, cut the plants back to about four inches and burn the tops. After the ground has frozen a loose mulch of salt hay, straw, manure or evergreen branches should be spread around the plants, leaving the growing part or crown open. Mulch carelessly left covering the stems may cause smothering of the plant later. Most winter-killing of chrysanthemums is due to poor drainage, heaving and consequent root damage or to killing of new growth in late winter when a break in the weather is followed by severe cold. Mulching will do much to prevent the latter two problems. Soil preparation and location take care of the first.

If you've tried chrysanthemums in the past, only to lose many of your plants during the winter, look for the new hardy kinds which have been developed especially for northern gardeners in Minnesota, New Hampshire and Rhode Island. Grown as indicated here they are proving satisfactory even in Canada. **Cascades, espaliers, etc.:** For instructions on training chrysanthemums for special purposes refer to "Nine New Ways to Use Chrysanthemums," HOUSE BEAUTIFUL, March, 1954, pages 134-135.

As cut flowers, chrysanthemums are unsurpassed, may last two weeks or more indoors. Large-flowered types such as spider, anemones, and exhibition chrysanthemums are most spectacular, but don't overlook the many decorative uses of smaller singles and pompons.





# House Beautiful

NOVEMBER 50c

al Issue

Report to the World  
on How Americans Live











## TIFFANY STERLING SILVER

Return to elegance: three Tiffany patterns, designed during the sumptuous 1870's. Presented again in Tiffany sterling silver and in the new golden glow of Tiffany Vermeil.

Left to right: Olympian; the handles depicting scenes from Greek mythology. Sterling, 65. Vermeil, 80.75. Palm; Sterling, 46.50. Vermeil, 62.25. Audubon; with decorative birds. Sterling, 57.25. Vermeil, 73.

Prices for six piece place settings, including federal tax.

**TIFFANY & Co.**  
NEW YORK





**The things that money can't buy**  
*come into your home with a Steinway*

The Steinway 'pays its way' in values that are exclusive with the Steinway. The world's great artists constantly demonstrate these values to their audiences, in the golden tone and sensitive response that only the Steinway yields at their touch.

The Steinway in the home, with its impressive presence, teaches the student music and helps him discover the fun in accomplishing, and the satisfaction in rising above push-button living. The Steinway stresses, in an age of plenty, the values money can't buy—and the values money *can*. Built to resist depreciation, the Steinway is over the decades the most economical of pianos, and the wisest investment.

 **Steinway**  
 THE INSTRUMENT OF THE IMMORTALS



**Steinway, the piano of great artists.** The list includes HOROWITZ (at piano) and Marian Anderson, Joseph Bloch, Heifetz, Stokowski, Houston Symphony, Brailowsky, Maryla Jonas, etc. . . . also nearly all of the nation's leading orchestras, radio and television stations.

Our booklet, "How to Choose Your Piano," will be sent free if you write Steinway & Sons, 45-02 Ditmars Blvd., Long Island City 5, N.Y.

**Your Steinway dealer** is a piano authority. Let him help you invest wisely. Ask him "What makes the Steinway superior?" He will demonstrate important differences on the Steinway Contemporary Grand above, one of the magnificent line of Steinway Grands and Verticals. Liberal terms are available.



If it's fine...it's  
*Flintridge China*



*Reverie*

If you want the daintiness of a floral pattern and the smart simplicity of modern styling, REVERIE is designed for you! A graceful spray of white flowers on a pastel coupe background in pink, grey or blue. Finest translucent china, finished in sparkling platinum... to set a charming table for any occasion and forever reflect your exquisite taste. The five-piece place cover, \$17.00.

Choose Flintridge china for value. Flintridge expert craftsmanship gives you the finest china combined with strength and durability that is safe in a dishwasher and offers convenient oven-to-table casseroles.

Write for your free, illustrated folders



*Flintridge China Company*

350-380 So. Raymond Avenue • Pasadena 1, California

Dept. HB-11-6



**BEINOR**  
\$16.50 a 5-piece place cover



**SNOW TULIP**  
\$17.00 a 5-piece place cover



**DAYBREAK**  
\$18.00 a 5-piece place cover



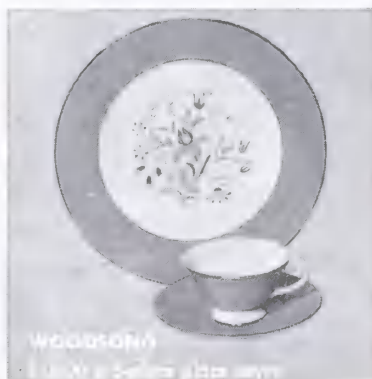
**MIRAMAR**  
\$17.00 a 5-piece place cover



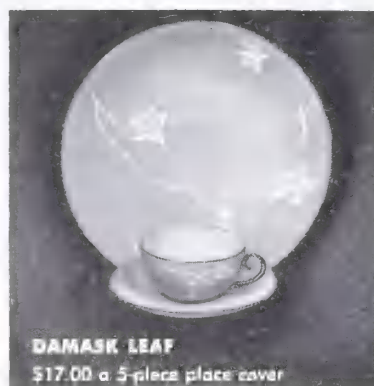
**MARQUIS**  
(copper & gold bands)  
\$22.00 a 5-piece place cover  
**CONTESSA**  
(color & gold or platinum bands)  
\$22.00 a 5-piece place cover



**WOODSONG WHITE**  
\$16.50 a 5-piece place cover



**WOODSONG**  
\$16.50 a 5-piece place cover



**DAMASK LEAF**  
\$17.00 a 5-piece place cover





WILLIAM F. HOWLAND

**Our Cover:** We celebrate our 60th anniversary this month by devoting an entire issue to telling the world about the high state of our home life: our houses, our furnishings, our reading and music pleasures, but above all our remarkable American cooking. Story of house on our cover on pages 230-235.

# House Beautiful

Vol. 98, No. 11

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

**ELIZABETH GORDON**  
Editor

**JOSEPH A. BARRY**  
Editorial Director

**RICHARD E. DEEMS**  
Executive Vice-President

**RICHARD A. HOEFER**  
Publisher

**FRANCES TAYLOR HEARD**  
Home Furnishings Editor

**WALLACE F. HAINLINE**  
Art Director

**MARION GOUGH**  
Feature Editor

**MARION ROWLAND**  
Copy Editor

**PATRICIA GUINAN**  
Window Shopping

**ROY McMULLEN**  
Contributing Editor

**CAROLYN S. MURRAY**  
West Coast Editor

**MARVA SHEARER**  
Family Editor

**CECILE STARR**  
16mm Movies for Home Use

**RICHARD WILLIAMS**  
Music

## HOME FURNISHINGS AND DECORATING

**LAURA TANNER**  
Decoration

**SARA LITTLE**  
Decoration

**KENNETH YOUNG**  
Decoration

**HELEN LITTLE**  
Decoration

**ROBERT BURCHETTE**  
Decoration

**ELAINE NEAL**  
Decorating Adviser

## ARCHITECTURE AND BUILDING

**JOHN DEKOVEN HILL**  
Architectural Editor

**CURTIS BESINGER**  
Technical Editor

**ROBERT MOSHER**  
Building Editor

**MILES COLEMAN**  
Economic Consultant

**RAYMOND D. RITCHIE**  
Consultant on Construction and Specifications

**HENRY WRIGHT**  
Climate Control and Air Conditioning

## FOOD AND APPLIANCES

**POPPY CANNON**  
Food Editor

**NANCY CRAIG**  
Home Service Editor

**JULIE POLSHEK**  
Food Products

**PRISCILLA LANGEWIESCHE**  
Researcher

**VIRGINIA STANTON**  
Party Editor

**MARY ELIZABETH WILEY**  
Researcher

## GARDENING

**JEAN LAWSON**  
Horticulture and Landscaping

## NOVEMBER 1956

### REPORT TO THE WORLD ON HOW AMERICANS LIVE

Celebrating the 60th Anniversary of House Beautiful 219

No Man Need Be Common, No Life Need Be Ordinary 220-225

The People's Capitalism 226

Everybody Can Own a House 227-235

The Builder House: What Kind of House Is It? 230-235

Some People Build Their Own Houses with Their Own Hands 236-237

America—Body and Soul 238-242

A Cultural Revolution in Popular Reading 243

We're Constantly Up-dating Our Old Houses 244-245

The Freedom To Be Enterprising 246-253

How Our Cars Have Changed Our Gardens 254-257

The Look of American Life at the Top Level 258-265

What's American About American Cooking? 266-269

So Good—For So Many 270

So Much—For So Little 271

America's Love Affair With Music 34

How To Visit the Future 216

### OTHER FEATURES

Window Shopping 46-204

Decorator's Diary 32

### ADVERTISING INDEX 343

House Beautiful is published monthly by the Hearst Corporation, 572 Madison Ave., New York 22, N. Y. Richard E. Berlin, President; John Randolph Hearst, Vice-Pres.; George Hearst, Vice-Pres.; Richard E. Deems, Exec. Vice-Pres. of Magazines; Fred Lewis, Vice-Pres. and Gen. Manager of Magazines; John R. Miller, Vice-Pres. for circulation; Richard A. Hoefel, Vice-Pres. for House Beautiful; G. O. Markson, Vice-Pres. & Treasurer; R. F. McCauley, Secretary. © 1956 by the Hearst Corporation; all rights reserved. Advertising offices: 572 Madison Ave., New York 22; 1132 Park Square Bldg., Boston 16; 11 No. Wacker Dr., Chicago 6; 1712 Fisher Bldg., Detroit 2; 715 Keith Bldg., Cleveland 15; 1709 West 8th St., Los Angeles 17; 530 Hearst Bldg., San Francisco 3; 1447 Peachtree St. N. E., Atlanta 9; P.O. Box 3142, Tyler, Texas. Chamber of Commerce Bldg., Miami 32, Fla. Subscription prices: United States and possessions and Canada, \$5 for one year; \$7.50 for two years; \$10 for three years. All other countries, \$10 for one year. For change of address, give old address as well as the new, with postal zone number if any, and allow five weeks for change to become effective. Manuscript material submitted will be handled with care, but the magazine assumes no responsibility for it. No unsolicited manuscripts will be returned unless accompanied by full return postage and return envelope. The following trademarks registered in U. S. Patent Office: "House Beautiful's Building Manual," "House Beautiful's Buying Guide For the Bride," "House Beautiful's Practical Gardener," "The Bride's House," "Good Buys," "House Beautiful," "House Beautiful Combined With Home & Field," "Better Your Home—Better Your Living," "Climate Control," "Window Shopping," and "Pace Setter." Re-entered as second-class matter October 25, 1943, at the post office, New York, N. Y. under the Act of March 3, 1879. Authorized as second-class mail, Post Office Department, Ottawa, Printed in the U. S. A.

NOTICE TO POSTMASTER: Please send notifications regarding undeliverable magazines to House Beautiful, 250 West 55th Street, New York 19, N. Y.





# Sterling Gifts

**Lovely Matching Pieces  
To Compliment Her Pattern**

*from top to bottom:*

- Starfire Cocktail Fork, \$4.25*
  - Modern Classic Butter Knife, \$6.75*
  - Eloquence Buffet Spoon, \$17.50*
  - Summer Song Small Dish Serving Spoon, \$6.75*
  - American Victorian Coffee Spoon, \$2.75*
  - Modern Victorian Cold Meat Fork, \$13.75*
  - Sweetheart Rose Sugar Spoon, \$7.00*
- prices include Fed. tax*

# Lunt

STERLING



This exquisite furniture is a subtle  
invitation to gracious living combining  
classic elegance with modern  
concepts of cushioned comfort by

## **Firestone FOAMEX**





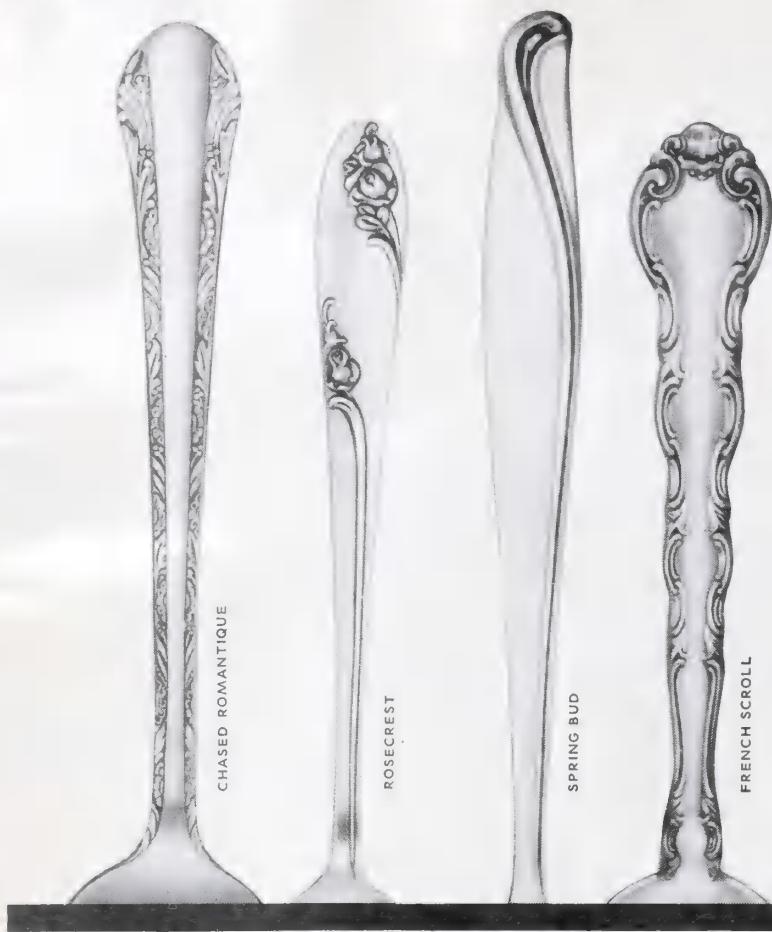
Curved splendor in an  
Erwin-Lambeth sofa, luxurious  
example of the superbly crafted  
As You Like it group . . . your selection  
of arms, back styles, shapes and sizes.



**erwin-lambeth**

thomasville, n. c. • new york, new york • chicago, illinois





# Your Choice

IN YOUTHFUL MODERN  
OR RICH TRADITIONAL!

You'll be so glad years from now if you make ALVIN your choice today! Ten lovely patterns present a choice for every taste and liking . . . all superb table silver by the world's most skillful craftsmen. Select yours with confidence at your dealer's from these and other Alvin patterns.



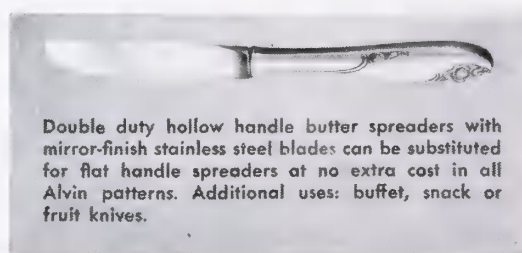
# ALVIN *Sterling*

Illustrated price folder showing all Alvin Patterns gladly sent upon request.

**THE ALVIN SILVERSMITHS**  
DEPARTMENT H-11  
Providence 7, Rhode Island

6-Piece  
Place Settings  
from \$35.00†  
(Fed. Tax Incl.)

ALVIN original designs have been selected to set enchanting dining tables since 1885.



Double duty hollow handle butter spreaders with mirror-finish stainless steel blades can be substituted for flat handle spreaders at no extra cost in all Alvin patterns. Additional uses: buffet, snack or fruit knives.

†Prices subject to change without notice





Franciscan *fine* China

...a reflection of your own good taste

SILVER PINE PATTERN SHOWN • 5 PC. PLACE SETTING, \$21.75 • BY GLADDING, McBEAN & CO., LOS ANGELES





## FIRST CHOICE FOR PERSONAL EXPRESSION



## VERSATILE SOUTHERN PINE

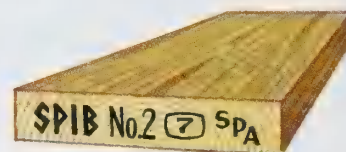


The magic versatility of Southern Pine gives you a new freedom of expression in your home. Whatever your tastes, your personality, your choice of architectural design . . . Southern Pine will reflect them perfectly.



The warm, friendly beauty of this superior wood adapts easily, naturally to the many exciting new decorating trends, and its great natural strength . . . proven through the centuries . . . gives you a comforting confidence in the lasting soundness of your home.

Look for this Grade-Mark



on the Southern Pine that goes into your home. It's your assurance of careful quality-controlled manufacture.

Write for Southern Pine's free new illustrated brochure covering every problem confronting you in planning a new home.



Send your name and address to:  
SOUTHERN PINE ASSOCIATION  
P. O. Box 1170, New Orleans



Made by Pittsburgh Plate Glass Company...

# the world's finest insulating glass "TWINDOW"

- Gives rooms greater beauty, wider views • Adds to year-round comfort
- Reduces heating and cooling costs • Minimizes window fogging
- Serves as storm sash in permanent form
- Two types and many standard sizes to choose from

With Twindow—Pittsburgh's twin-glass windowpane with insulation built in—you experience a new and exciting feeling of "at-home" comfort and pleasure. For in picture windows, Twindow lets you enjoy fully the beauties of the outdoors from your easy chair. And in every room in your home, Twindow reduces cold air downdrafts which may affect your family's health.

Moreover, Twindow cuts down window icing and steaming. It keeps rooms quieter by deadening outside noises. It actually saves you money on heating and air conditioning. And, since Twindow is a permanent installation, it provides the most convenient

form of storm sash. This means freedom from the twice-a-year chore of putting storm windows up and taking them down.

Made by Pittsburgh Plate Glass Company—a firm that is world-famous for its high-quality, dependable products—Twindow can be relied upon to give your rooms excellent window insulation protection, clearest vision and added beauty.

When you consider all of Twindow's advantages, it is a pleasant surprise to find that its cost is no more than that of single-pane windows plus storm sash. Consult your architect or builder about Twindow and the various types of sash in which it can be used.



**IN WARM WEATHER.** In summer the extraordinary insulating ability of Twindow seals out much of the outdoor heat which normally enters your rooms. What a relief to stay indoors!



**IN COLD WEATHER.** The insulating properties of Twindow keep out cold air. Your rooms are more evenly comfortable . . . you have more peace of mind about your family's health.

## TWO TYPES OF TWINDOW®



**METAL EDGE.** Recommended for large window areas and where maximum insulation is needed most. This type is constructed of two panes of  $\frac{1}{4}$ " clear-vision Plate Glass, with a  $\frac{1}{2}$ " sealed air-space between. Exclusive stainless steel frame protects glass edges against chipping. Twindow insulating units are exceptionally sturdy.



**ALL-GLASS SEALED EDGE.** Because of their precision fabrication, smooth, all-glass edge and high insulating value, these units are ideal for smaller window openings in every room. They are constructed of two panes of  $\frac{1}{8}$ " Pennvernon—"the quality window glass"—with a  $\frac{3}{16}$ " air-space between. Cost is moderate.

**FREE BOOK.** Illustrated in full color. Gives complete information on Twindow. Shows how you can make your home more attractive, more livable and exciting. Why not send for your copy right now?

### PLEASE PRINT

Pittsburgh Plate Glass Company  
Room 6339, Fort Duquesne Blvd.  
Pittsburgh 22, Pa.

Without obligation, please send me your free booklet on Twindow, "the world's finest insulating glass."

Name .....

Street .....

City ..... Zone .... State .....

If you live in California, Oregon or Washington, send to W. F. Fuller & Co., Room 830, 301 Mission St., San Francisco 19, Calif.



Photo courtesy Place-Homes, South Bend, Indiana



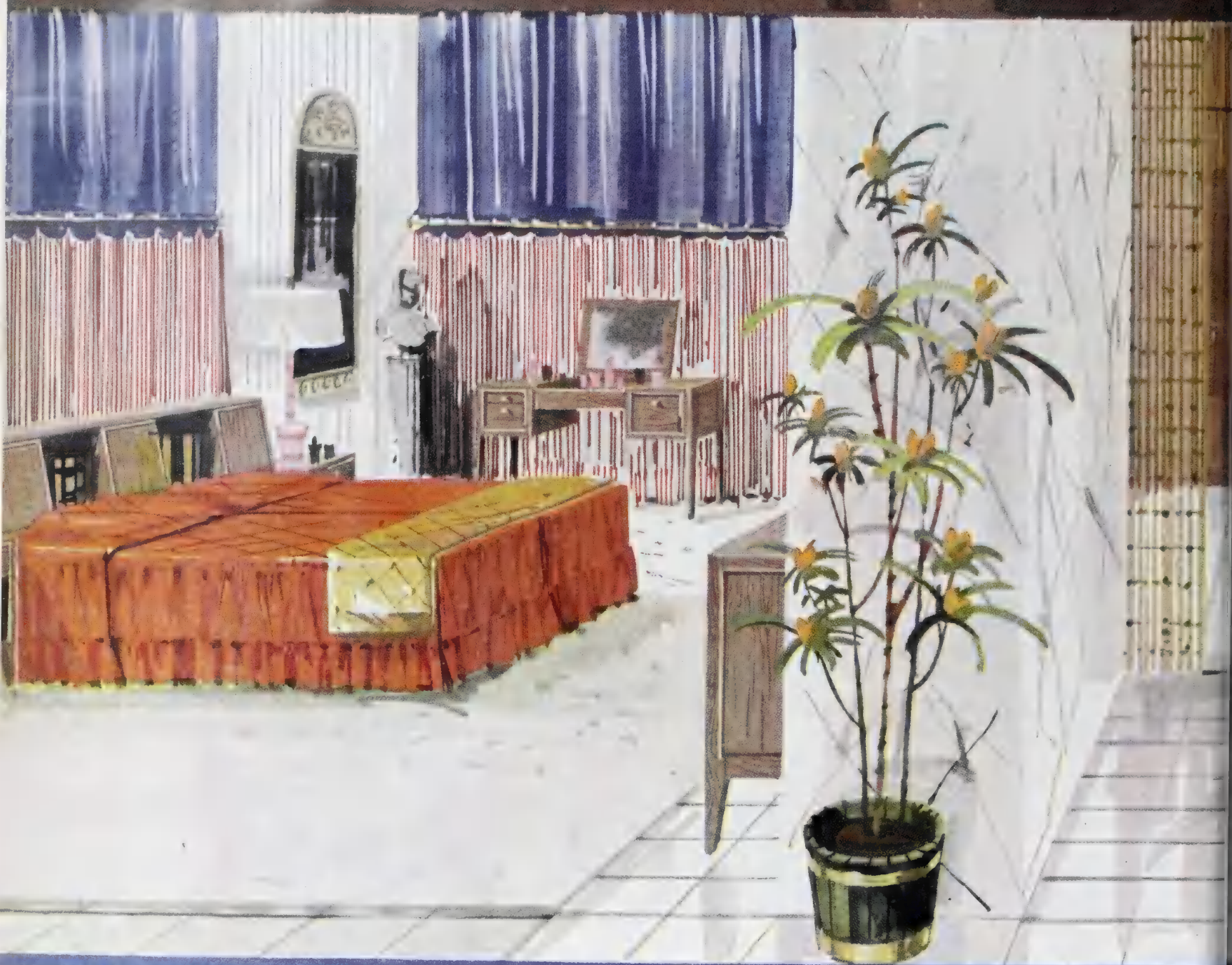
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



# Celebrity



Furniture designed by Ray Sobota

You will fall in love with this furniture at first sight... the misted sable-brown finish on cherry woods... the clean, hand-crafted lines that move away from extreme modern... the sculptured legs, slim shadow-box frames, and suspended drawers in the cabinet pieces... the wood-trim and luxurious foam-rubber cushioning of the chairs and sofas.

SEND TODAY for handsome brochure—"the newest thing under the stars." 10 cents. Century Furniture Co., Dept. HB, Hickory, N. C.

Upholstered pieces in Firestone Foamex Cushioning



*a new star in a famous furniture family*

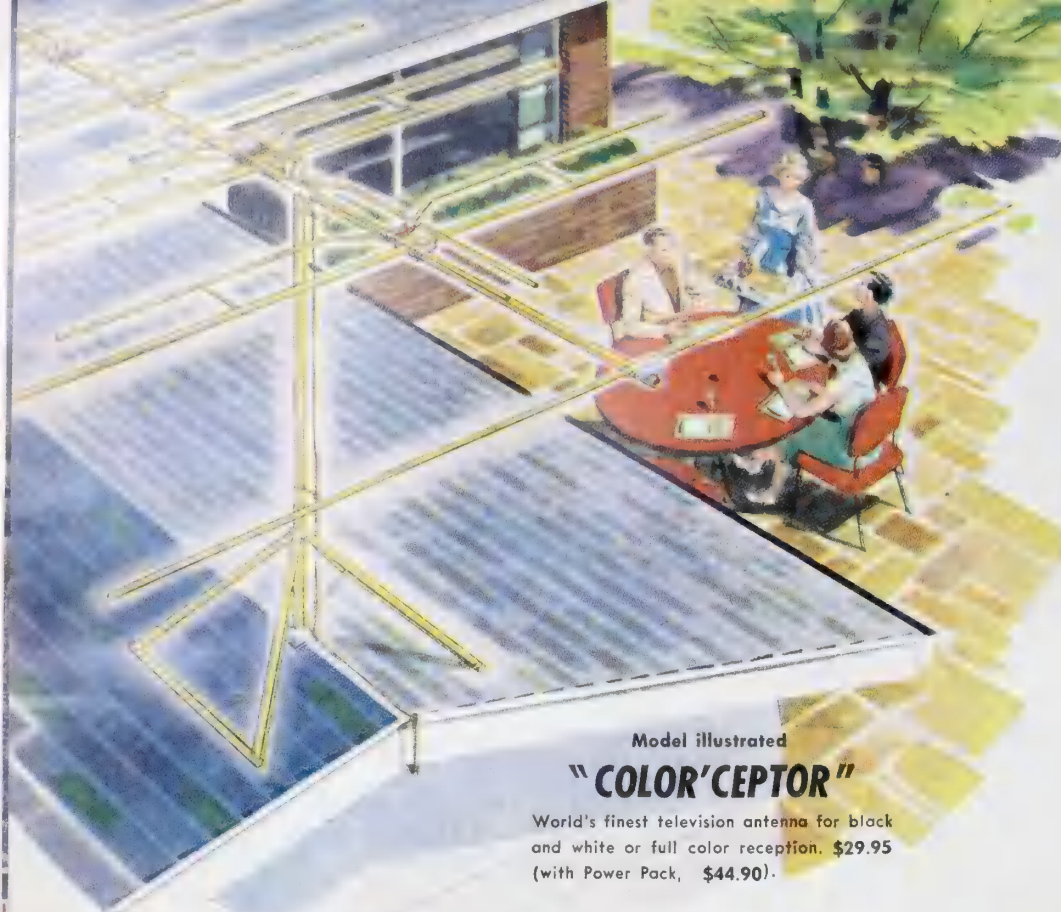


And, important to you...the wide choice you have  
in selections for living room, dining room, bed-  
room, large or small...at such affordable prices.

This is Celebrity...now being introduced  
by the foremost dealers in America!

by *Century*  
HICKORY, N. C.





Model illustrated  
**"COLOR'CEPTOR"**

World's finest television antenna for black and white or full color reception. \$29.95 (with Power Pack, \$44.90).

Discover  
 a  
 New Thrill in  
 Television  
 Performance!

# Winegard *"Golden Tone"* HIGH-STYLE ANTENNAS

**A Miracle Electronic Development.  
 Transforms Any Ordinary TV Picture into  
 the Sharpest, Most Brilliant Image You  
 Ever Enjoyed. Eliminates Distracting  
 "Ghosts" and Interference Patterns.**

Now get amazing performance from any television receiver—black and white or color...any channel...no matter where you live!

Whether you have an old-fashioned antenna, or depend on inside rabbit-ears—this fabulous new WINEGARD antenna will step up performance of your set beyond your expectations. *It has to!* It's guaranteed to give you better performance, or your money back.

You cannot duplicate WINEGARD performance with any other device. Only WINEGARD has the patented "Electro Lens"\* that absorbs even the weakest signal out of the air and focuses it for maximum strength like the lens on a telescope. WINEGARD'S famous Power Pack, exclusive on the Color'ceptor, builds up the weakest signal as much as 47%, blocks out interference, and produces a brilliant picture, free from distortion. High-styled to complement the finest home. Anodized in glistening gold for long life.

**Whether you Live Next Door to the Station—or 100 Miles Away  
 ... You get Peak Performance on Every Channel!**

Don't depend on "proximity" for a good picture. Close-in reception is subject to "ghosts" and patterns caused by reflections and co-channel interference. A WINEGARD antenna eliminates these annoying faults. No inside "gimmick" can substitute for a WINEGARD because you've got to go outside to get an outside signal.

**PERFECT BLACK AND WHITE RECEPTION NOW  
 ... A NECESSITY FOR "COLOR" WHEN YOU WANT IT!**



A "must" for color TV. The only antenna designed expressly for true color reception.



Brighter, clearer pictures to enjoy now — with crisp definition — free from annoying interference.



**FUZZY PICTURE**—you can't tune the station sharp and clear. Watch the difference with a WINEGARD!



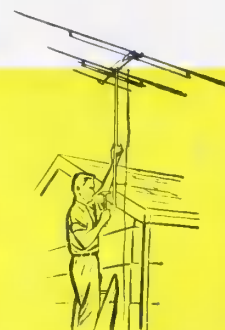
**SNOW**—Means weak signal. A WINEGARD Color'ceptor with Power Pack gets rid of snow fast!



**GHOSTS**—Caused by reflected signals from buildings or inside walls. A WINEGARD blanks out reflections.



**PATTERNS**—Caused by interference on a near-frequency. A WINEGARD rejects all distracting influences.



## Install-It-Yourself!

Several models of WINEGARD antennas are available as complete factory-assembled units. Nothing else to buy. Nothing to put together—just snap it open like an umbrella, and nail it up. All you need is a hammer and 5 minutes time. Priced from **\$17.95**.



For further information, write:

**Winegard** company

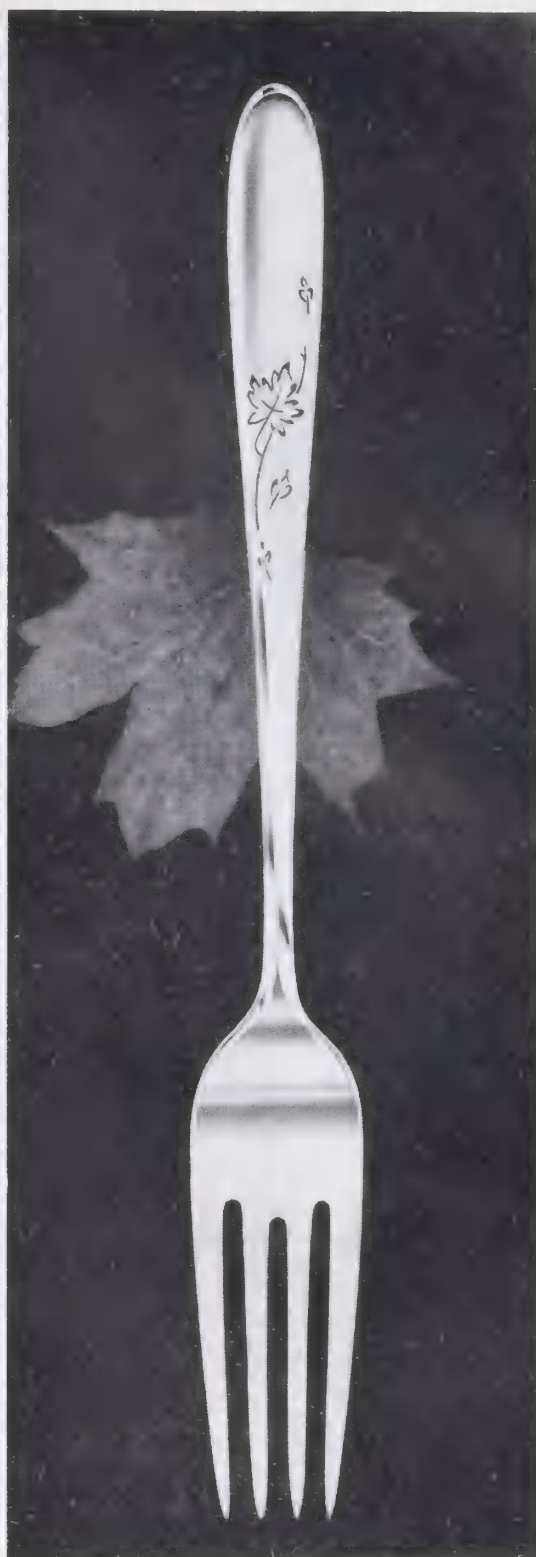
3000 Scotten Blvd. Burlington, Iowa

Available Wherever Television Sets are Sold or Serviced!



**FRANCIS I**

6-piece place setting, \$38.75\*

**AUTUMN LEAVES**

6-piece place setting, \$34.75\*

**TARA**

6-piece place setting, \$34.75\*

## Wonderful present for a wonderful wife

A man could look high and low and not find a gift that would delight his wife more than Reed & Barton sterling.

If your *own* wife, for instance, has already started collecting her pattern, you know how she loves it—and would love to have more. If she's never owned sterling flatware, you'll be literally making a dream come true.

Reed & Barton sterling is an *important* gift—one you'll

enjoy every day for the rest of your lives. Because sterling silver never wears out and grows more beautiful with daily use. The three patterns above will give you an idea of the beauty of Reed & Barton designs. Your jeweler has many more he'll be glad to show you.

This Christmas give your wife *solid silver*—by Reed & Barton. It's really and truly "just what she's always wanted!"

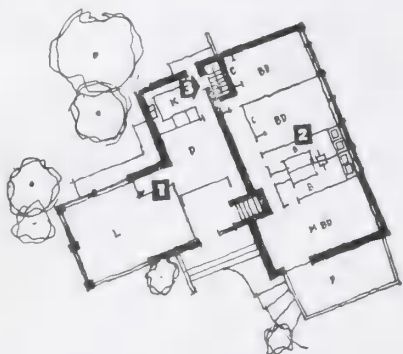
\* Knife, fork, teaspoon, soup spoon, salad fork, butter spreader, Federal Tax incl. At all leading silverware stores, or write Reed & Barton, Dept. F-64

# REED & BARTON

SILVERMASTERS SINCE 1824 • TAUNTON, MASSACHUSETTS



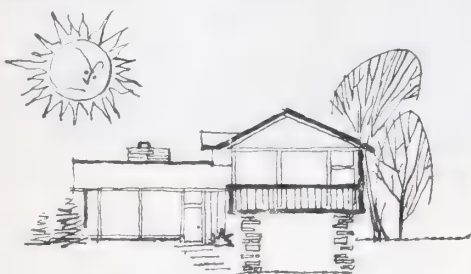
# Why you need more than one thermostat in your house



## The way you use your rooms

With a separate thermostat controlling the living area, you can adjust the temperature according to your desire. When you're entertaining a large crowd the living room doesn't get too warm. You simply turn down the heat here in the winter or turn up the cooling in the summer.

The sleeping zone thermostat makes it possible to set the temperature there according to use. If the bedroom areas are empty, or if you want cool sleeping, you can adjust this thermostat—and get the lower temperature you want.



## The way the weather affects your house

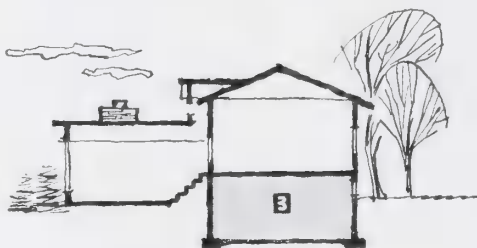
In winter the north wind and southern sun are far more important than most people



realize when it comes to making sure your whole house is comfortable.

On a blustery winter day you can turn up the thermostat on the north side of the house and compensate for the chilling effects of the wind.

And when solar heat from the winter sun comes through your windows, the thermostat on the south side will keep sun-drenched rooms from overheating.



## The way your house is built

Such features as fireplaces, glass walls, picture windows and the special characteristics of your floor plan present problems which make it impossible for a single thermostat to give you over-all comfort.

Fireplaces add heat you should compensate for. Glass walls and picture windows let in solar heat during the day, are a major source of heat loss at night.

A basement game room, below ground, needs a separate thermostat for real comfort.

## The comfort you want



*In living area.*

No matter whether you're spending a quiet evening at home—or have a house full of company—Honeywell Zone Control keeps the temperature just right.



*In sleeping area.*

Your children can sleep cool, even in the early evening hours when you want the rest of the house warm for adults.



*In recreation area.*

Part-time rooms can be kept at low, fuel-saving temperatures when not in use, and made comfortably warm by a finger-tip adjustment of the thermostat when you're entertaining.

Honeywell Zone Control lets you enjoy the heating or cooling you want, when and where you want it.

Your architect or contractor can tell you about zoning for the house you plan to build. To zone your present home, consult your heating dealer.



# MINNEAPOLIS Honeywell

## Zone Control



Everyone lives better in a Zone-Controlled house



# Excitingly new...storage walls by Place Homes



Slotted metal spline is nailed to Masonite Tempered Presdwood wall section.



Adjust-a-bilt wall spline method by L. A. Darling Co. Photos of House Beautiful's "Guild" home by Place

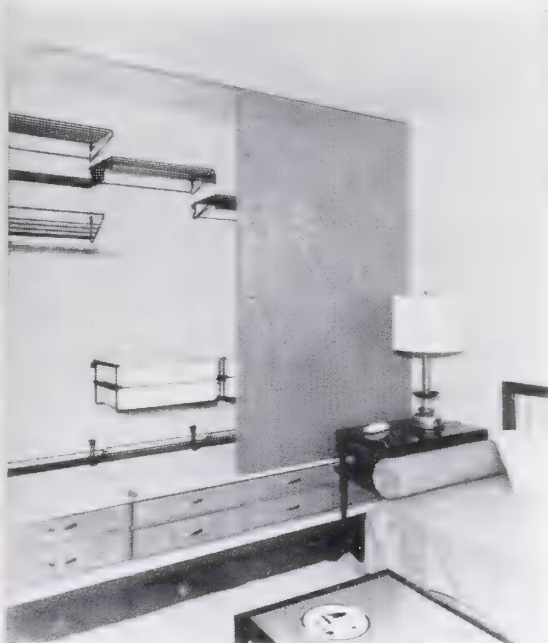
## MASONITE® panels and hidden supports create "useful" walls!

A revolutionary new panel and spline method, used by Place Homes, Inc., of Indiana, provides support for cabinets, fixtures, shelves—yes, even pictures and bric-a-brac. Think of it—walls that change with your living and storage requirements... walls that grow up with your children. (Move the brackets to any desired height.)

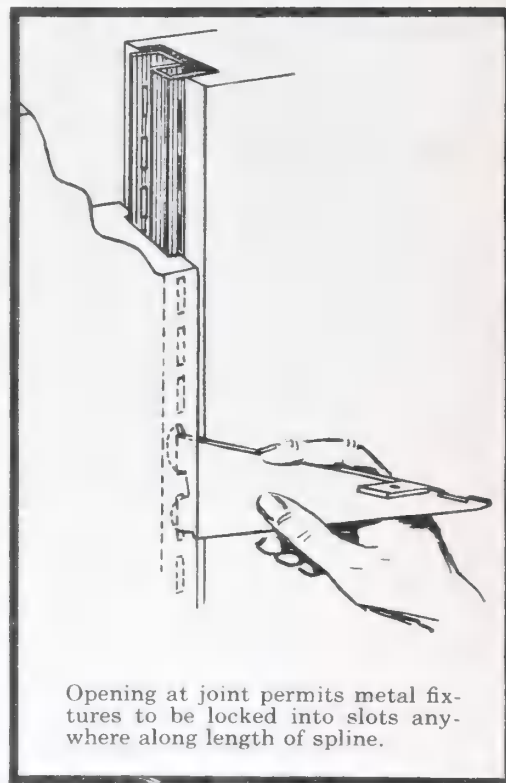
It took Place Homes engineers years to develop a storage wall surface that would withstand impact, bumps, knocks and scrapes. For this surface they chose Masonite Tempered Presdwood®. Dense, durable and rigid, this grainless hardboard never splits, splinters or cracks. It accepts and holds the beautiful finishes that add so much charm to the interior of a home.

Write for further information on Masonite Tempered Presdwood storage walls or metal spline system by L. A. Darling Co.

Masonite Corporation, Dept. HBT-11, Box 777, Chicago 90, Illinois. In Canada: Masonite Corporation, Gatineau, Quebec.



Convenience that fits *your* kind of living—lets you arrange wall fixtures where you want them—a big advantage of the panel and spline method.



Opening at joint permits metal fixtures to be locked into slots anywhere along length of spline.





# Make Her Eyes Sparkle on Christmas Morning

with beautiful, practical gifts, especially chosen for her home  
... to remind her of your thoughtfulness all the year 'round.

"Peerage" Brass  
Wall Plaque with  
ceramic tile center.  
From England.  
17" diam.—\$16.00

"Peerage" Footed  
Planter. Pompeian  
Green patina finish.  
From England.  
10" long—\$11.75

Cherub  
Wall Plant-  
er. Black  
tole with  
gold trim.  
12" high  
\$10.75

"Peerage" Wrought Iron Mail Box. Black,  
with brass bas-relief Eagle. From England.  
12" wide—\$7.75

Mantelpiece  
Hour Glass. Pol-  
ished brass.  
From England.  
9 1/2" high  
\$19.00

Enamelled Skillet.  
Delft blue design.  
6 3/4" diam.  
\$5.25

Towel Ring.  
Polished brass.  
4 3/4" diam.  
\$2.00

Centerpiece Scale.  
Polished, lacquered  
brass. 20 1/2" high  
\$24.75

Copper Tea Kettle. Tin-lined.  
Wood handle. From England.  
5-pt.—\$13.75

"Peerage" Brass Fruit Bowl. Very  
heavy gauge. From England.  
8" diam.—\$11.25

Prices slightly higher west of the Mississippi

These are only a few items from the Christmas catalog the stores below have prepared for you. These gifts may be seen at any of these fine stores, or write to the store nearest you  
for your free copy of the "Old Castle" and "Peerage" Christmas Catalog.

**ALABAMA**  
Birmingham  
Topsy's, 1 Greenwich Lane  
Mobile &  
C. J. Gayler & Co., Inc.

**ARKANSAS**  
Little Rock  
Westmoreland's, Main at 14th St.

**CALIFORNIA**  
Artesia  
Parkers, 1844 Pioneer Blvd.  
Carmichael  
Carmichael Hardware P.O. Box 455  
Castro Valley  
Sherman's, 87 Castro Village  
Chulo Vista  
Elmer's, 292 Third Ave.  
El Cajon  
Perry's, 385 N. 1st St.  
El Cajon  
Kitchen Corner, 174 E. Main St.  
Escondido  
Waydide Shop, 345 W. Grand Ave.  
Fontana  
Crist's, 844 Sierra Ave.  
Glendale  
The Farris, 312 1/2 Los Feliz  
La Mesa  
Stone's, 8261 La Mesa Blvd.  
Long Beach  
Star Fireplace, 2335 American Ave.  
Ojai  
Ojai Publishing Co., 250 E. Ojai Ave.  
Paramount  
Elmer Hardware, 16251 E. Paramount Blvd.  
Pasadena  
Floyd's, Lee Inc., 1215 E. Walnut St.  
Pomona  
Lawrence's, 188 W. 2nd St.  
Riverside  
Bayless Barnes Co., 4041 Magnolia Ave.  
San Bernardino  
Schwartz's, 475 E. 6th  
San Bernardino  
Slater's, 1095 E. Highland Ave.  
San Diego  
East Town, 111 W. Washington St.

San Mateo  
Hearth & Home, 234 Hillside Mall  
Santa Barbara  
O'H's, 727 State St.  
Ukiah  
Cargo House, 1120 S. Highway  
Upland  
Wager's, 263 H. 2nd Ave.  
Ventura  
Hickey's, 286-294 E. Main St.  
Walnut Creek  
Hearth & Home, 1411 Broadway  
Woodland  
Ellison's, 835 Main St.

**CONNECTICUT**  
East Haven 12  
Giffhaven, 300 Main St.

**DELAWARE**  
Wilmington  
Ellison's, 835 Market St.

**FLORIDA**  
Barlow  
Jestlin's, 595 E. Church St.  
Coral Gables  
Norman's, 334 Miracle Mile  
Galesville  
Watt's, 222 W. University Ave.  
Orlando  
Evans Gift, 2316 Edgewater Dr.  
Pensacola  
Gayler's, Pensacola, Town & Country Plaza  
Sarasota  
Irene Hagen, 5221 Ocean Blvd., Siesta Key  
Tampa 6  
Davis Islands Gift Shop, 239 E. Davis Blvd.  
Taverna  
The Yellow Jasmine  
Palm Beach  
Lucilia's, Inc., 1000 1/2 Dixie Highway

**GEORGIA**  
Albany  
Francis Cable, 220 Pine Ave.  
Atlanta  
Tanner Furniture, 631 Lee St. S.W.  
Macon  
Pio Nono, Pio Nono Ave.

Thomson  
Brannan's, P.O. Box 230  
**ILLINOIS**  
Chicago  
Oho's, 3130 N. Lincoln Ave., (4 Stores)  
Evanston  
Gustafson's, 1510 Sherman Ave.  
Peoria 2  
Central Fixture Co., 708 Main St.  
Selling  
Flowers By Connie, 806 N. Main St.  
Western Springs  
Tower Gift Shop, 815 Burlington

**INDIANA**  
Auburn  
Shook's, 114 E. 7th St.  
Elkhart  
Templin's, 308 S. Main St.  
Fort Wayne  
Howard Gift Shop, 112 W. Wayne St.  
New Castle  
McCormack-Hammer, 1226 Broad St.

**IOWA**  
Cedar Rapids  
Cramer's  
Cramer's

**KANSAS**  
Prairie Village 15  
Prairie Village Furn., 6955 Tomahawk Rd.  
Salina  
Frederick's, 1801 S. 9th St.

**KENTUCKY**  
Bowling Green  
Pennyroyal Shop, 934 State St.  
Louisville 2  
Dollinger's, Starks Bldg.  
Louisville  
Dollinger's, 3026 Bardswold Rd.  
St. Matthews  
Dollinger's, 3938 Frankfort Ave.

**MAINE**  
Kennebunk  
The Open Door  
Dollinger's, 3938 Frankfort Ave.

**MARYLAND**  
Baltimore 18  
Betty Blue Gift Shops, 3349 Greenmount Ave.

**MASSACHUSETTS**  
Great Barrington  
Jennifer House  
Lynn  
Willow Gift Shoppe, 34 Willow St.  
Osterville  
Fantasy Shop, Main St.  
S. Marwich  
Thayer's, Main St.  
S. Yarmouth  
Jandora's Box, Route 111  
**MICHIGAN**  
Grand Rapids 2  
Grand Rapids Screen Co., 17 Library St., N.E.  
Lansing 33  
Veda Foster's, 615 S. Washington St.  
Pontiac 14  
Wiggs, 24 W. Huron St.  
St. Clair Shores 36  
Woods Mantel & Tile, 21323 Harper Ave.

**MINNESOTA**  
Minneapolis  
Hearth & Home, 616 W. Lakes St.

**MISSISSIPPI**  
Brookhaven  
Eitel House, 217 N. 2nd St.  
Jackson  
Greenbrook Flowers, 1214 N. State St.  
Natchez  
Henderson's, 409 Main St.  
Pascagoula  
Pink Cottage, Beechurst St.

**MISSOURI**  
Independence  
Raining Studio, Route 4  
**NEW JERSEY**  
Haddonfield  
The Viking Gift Shop, 50 Tanner St.  
Shrewsbury  
Venetian Craftsmen, 483 Broad St.  
W. Collingswood 6  
Jeanne Shop, 504 Richey Ave.  
Rancocas Woods  
William Spencer

**NEW YORK**  
New York, N. Y.  
Airport Florist, La Guardia Airport

New York 23, N. Y.  
Anden Co., 155 W. 72nd St.  
Brooklyn 25  
Francis Morris, 1016 Cagill St.  
Colonie  
Firestone Shop, Schenck Rd.  
E. Hampton  
The Mariner's Mart, Maidstone Boatyard  
Glens Falls  
Doyle's, 149 Bay St.  
Mahwah 1, L. I.  
Lewis & Conger, Miracle Mile

**NORTH CAROLINA**  
Chapel Hill  
Huggins Hardware  
Greensboro  
Town & Country Gift Shop, 1606 Madison Ave.

**OHIO**  
Canton 11  
Shulan's, Plaza Shopping Center  
Cincinnati 13  
Early American Shops, 6654 Montgomery Rd.  
Cincinnati 8  
Flowers By Marjorie, 1971 Madison Road  
Cleveland Heights 11  
Solomon's Interiors, 12445 Cedar Rd.  
Dayton  
De Clark's, 3700 Linden Ave.  
Delaware  
The Blain-Kelly Co.  
Hamilton  
The Marimid, 15 Main St.  
Lima  
Jacobs China, 4216 S. Dixie Highway  
Middletown  
The Tinkling Bell, 35 S. Broad St.  
Portsmouth  
Gulker's, 731 5th St.  
Youngstown  
Hearth Shop, 1511 South Ave.  
Youngstown  
Little Joe's, P.O. Box 775

**OKLAHOMA**  
Tulsa  
Rich's, 3509 S. Peoria  
**PENNSYLVANIA**  
Allentown  
McIntire's, 919 Hamilton St.

Bridgeport  
Strickland's, Valley Forge Shopping Center  
Harrisburg  
The Town House, 3rd at State  
Norristown  
Strickland's, Penn Sq. Shopping Center  
Pottstown  
Annabell's, 1314 High St.  
Philadelphia 6  
Aetna Store Co., S.E. 2nd & Arch Sts.  
Philadelphia 8  
William Spencer, 710 Chestnut St.  
Reading  
Merritt's, 850 Penn. St.

**SOUTH CAROLINA**  
Beaufort  
Beaufort Book Shop, Bay St.  
Charleston  
Croghan's, 308 King St.  
Greenville  
Aiken Gift, 1521 Augusta St.  
Union  
Garner's, 117 W. Main St.

**TENNESSEE**  
Chattanooga  
The Lamp Mart, 3220 Brainerd Rd.  
Kingsport  
Copeland's, 107 W. Center St.  
Nashville  
Kelly Lish, 2129 Green Hills Village

**TEXAS**  
Abilene  
Waldrup Furniture, 201 Walnut St.  
Amarillo  
Freeman's, 1810 S. Washington St.  
Beaumont  
Johnsen's, 190 Ave. A  
Dallas 30  
Haltway Cottage, 209 Preston Royal  
El Paso  
Charlotte's, 930 Reynolds Blvd.  
Fort Worth  
Poindester's, Univ. at Park Hill  
Houston  
Waddell's, 4814 Main  
Lubbock  
Little Import Shop, 1412 Ave. N.  
Midland  
Eliot's, 434 Andrews Highway

Odessa  
Eliot's, 1403 W. 10th St.  
San Angelo  
Shepperd's  
San Antonio  
Namm's, 1404 Fulton

**VIRGINIA**  
Bristol  
Kemble Cochran Co., 623 State St.  
Charlottesville  
Brown's, 400 E. Main St.  
Danville  
Belk Leggett  
Middleburg  
Middleburg Saddlery  
Portsmouth  
Mary Perkins, 503 High St.  
Pulaski  
Sydney's, 309 N. Washington Ave.  
Richmond 21  
The Playroom, 3150 W. Cary St.  
Roanoke  
Hendry's, 209 S. Jefferson St.  
Verona  
Sluski  
Wytheville  
Greer Studio

**WEST VIRGINIA**  
Bluefield  
Marnee, 1603 Bland St.  
Clarksburg  
Palace Furniture, 148-170 W. Main St.  
Wheeling  
Korn's, 27 11th St.

**WISCONSIN**  
Green Bay  
Richard Burnham, 222 N. Adams  
Wausau  
Burger's, 420 3rd St.

The "Old Castle" trademark signifies the  
utmost in quality, good taste and superior  
workmanship.



**S. P. SKINNER Co. Inc.**  
225 Fifth Avenue, New York 10, N. Y.

S. P. Skinner — West Coast, Inc. No. Hollywood, Calif.



The "Peerage" trademark is a guaran-  
tee of the finest English Brass which is pol-  
ishingly polished and then lacquered to prevent  
tarnish.



# This Holiday Season...Set a Sterling Holiday Table ...with TOWLE'S complete 45-piece Hostess Set!



During the  
holiday season...



more than any other  
time of the year...



your guests' eyes are  
on your table décor.



Happily enough, it's easy  
to set a correct and  
beautiful sterling table  
with Towle because...

**Towle is so easy  
to own!**

Choose a 45-piece Towle Hostess service for eight in any one of 20 Towle patterns. Take it home. Use it. Pay for it over the next 12 to 18 months. **FREE** \$30.00 solid mahogany drawer chest, lined with Towle's non-tarnish Duvetyn.



**For as little as \$3.50 a week with FREE mahogany Chest!**

It's here again...the time for holiday hosting...the time in other years when you may have only *wished* for the sterling you need to set a *truly* festive table. But this year can be different. You couldn't find a more opportune time to own a *complete* Towle Sterling service!

You can now choose a lovely 45-piece Towle Hostess Set, starting at \$254.50. Take it home with you the same day and pay for it in easy weekly installments over the next 12 to 18 months. Act

promptly, and you'll receive, free of charge, a handsome \$30.00 mahogany drawer chest, richly appointed with antiqued brass fittings and monogram plate and fully-lined with Towle's non-tarnish Duvetyn cloth.

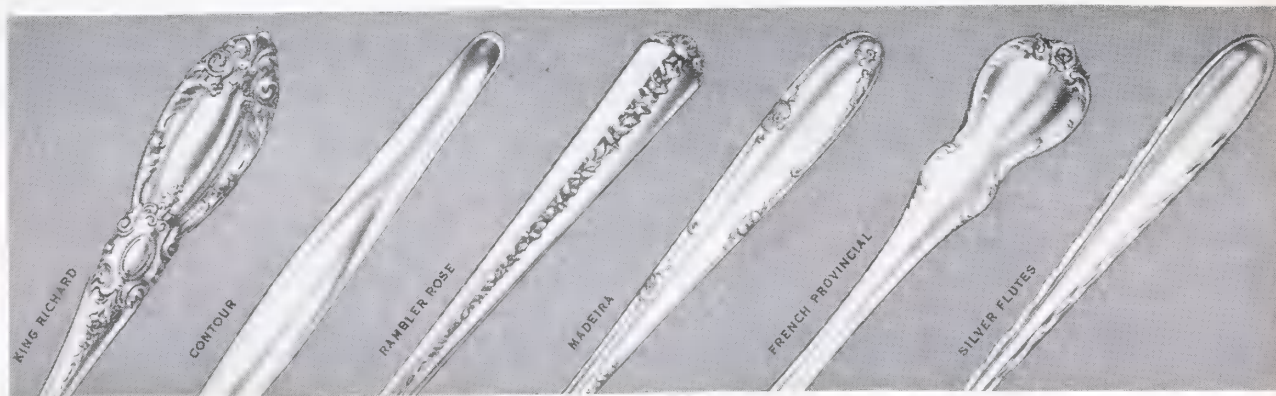
Today, visit any authorized jewelry or department store convenient to you and choose *your* Hostess Set from one of the 20 lovely Towle patterns. The store will gladly arrange budget terms as little as \$3.50 per week.

## CHEST CONTAINS:

8 TEASPOONS	2 TABLESPOONS
8 PLACE KNIVES	1 PIE SERVER
8 PLACE FORKS	1 COLD MEAT FORK
8 PLACE SPOONS	1 BUTTER KNIFE
8 INDIVIDUAL SALAD FORKS	

**Towle  
STERLING**

Newburyport, Massachusetts





# COLLECTORS' ITEMS



ACTUAL SIZE: 8"

ACTUAL SIZE: 9 1/2"

For home decor and after uses, filled  
with imported PASCALL ENGLISH SWEETS.

AMERICANA COLLECTION choice of automobiles, streetcars,  
locomotives, riverboats, ships, bicycles . . . in black, gold and white.

DECORATOR COLLECTION . . . choice of six designs in decorator  
colors. CRESCA DECANTER, gold top and neck band.

Apothecary Jars . . . \$2.95 each; Decanters . . . \$2.50 each.

At leading Department, Fine Food, and Confectionery Stores  
everywhere! Send for FULL COLOR brochure and store nearest you.

BY **Cresca** OF COURSE!  
FAMOUS FOR FINE FOODS SINCE 1878

CRESCA CO., INC., DEPT N2, 111 EIGHTH AVENUE, NEW YORK 11, N. Y. TEL. WAtkins 4-5588

The attractively Decorated  
Apothecary Jars by Cresca  
are available at these fine stores

CONNECTICUT  
DELAWARE  
D. C.  
FLORIDA  
GEORGIA  
ILLINOIS

E. Fox & Co.  
Edward Malley Co.  
Bloomingdale's  
Grieve, Bisset & Holland, Inc.  
John Wanamaker  
Woodward & Lothrop  
Jordan Marsh  
Maas Bros.  
Davison-Paxon Company  
Carson, Pirie, Scott

Hartford  
New Haven  
Stamford  
Waterbury  
Wilmington  
St. Petersburg  
Miami  
St. Louis  
Atlanta  
Chicago

INDIANA  
KENTUCKY  
LOUISIANA  
MARYLAND  
MASS.  
MICHIGAN  
MINNESOTA  
MISSOURI

H. P. Wasson & Co.  
George Wymann & Co.  
Stewart's  
D. H. Holmes Co.  
A. M. & J. Solari, Ltd.  
Dalton's  
Hutzler's  
Stewart & Co.  
Jordan Marsh  
J. L. Hudson Co.  
Rothschild-Young Quinlan Co.  
Scruggs, Vandervoort, Barney  
Stix, Baer & Fuller  
Woolf Brothers  
Indianapolis  
So. Bend  
Louisville-Lexington  
New Orleans  
New Orleans  
Baton Rouge  
Baltimore  
Baltimore  
Boston  
Detroit  
Minneapolis  
St. Louis  
St. Louis  
Kansas City

NEW YORK  
NEW JERSEY  
OHIO  
OKLAHOMA

B. Altman & Co.  
Bloomington's  
Fresh Meadows, New Rochelle  
John Wanamaker  
Wm. A. Jepson, Inc.  
Sibley, Lindsay & Curr  
John Wanamaker  
B. Altman & Co.  
M. O'Neil Co.  
H & S Pogue  
The Halle Bros. Co.  
The May Company  
The Johnson-Shelton Co.  
Lasalle's  
John A. Brown Co.  
Brown-Dunkin Co.  
New York  
Manhasset, White Plains  
New York  
New York  
Buffalo, N. Y.  
Rochester  
Yonkers  
Short Hills  
Akron  
Cincinnati  
Cleveland  
Cleveland  
Dayton  
Toledo  
Oklahoma City  
Tulsa

PENNSYLVANIA  
RHODE ISLAND  
TENNESSEE  
TEXAS  
VIRGINIA  
WISCONSIN  
CUBA

Gimbel's  
John Wanamaker  
Wm. Penn Shop  
Kaufmann's  
The Shepard Co.  
Goldsmith's  
Dreyfuss & Son  
Popular Dry Goods Co.  
Foley's  
Alfreds-Rice Blvd.  
Joske's of Texas  
Rices  
Thalhimer's  
T. A. Chapman Co.  
Solis-Entrialgo-Y'cia S.A.  
Philadelphia  
Philadelphia  
Philadelphia  
Pittsburgh  
Providence  
Memphis  
Dallas  
El Paso  
Houston  
Houston  
San Antonio  
Norfolk  
Richmond  
Milwaukee  
Havana





picture this  
exciting new  
Refrigerator-Freezer  
in your kitchen!

## It's the new THERMADOR Masterpiece Bilt-in REFRIGERATOR-FREEZER

To behold this gleaming beauty in your own kitchen is to bring enjoyment and modern, care-free living convenience to your entire family.

You will be delighted at the ease in cleaning. No dirt-catching crevices, no corners or back walls to worry about... just satin-smooth life-time stainless steel that wipes off in a twinkling.

No costly, unsafe, above-floor installation, no extra bracing necessary for this easily installed, single, self-contained unit!

Ideally proportioned for your family's everyday needs, the Thermador Bilt-in Refrigerator-Freezer has a spacious refrigerator area (10.2 cu. ft.) and

ample frozen-food storage space (4.0 cu. ft.). Uses only a single refrigeration system with automatic self-defrosting for refrigerator... plus all the latest features for your convenience, including right or left hand door. If you're planning to build a new home or remodel your kitchen, write today for complete information about this exciting new Bilt-in Refrigerator-Freezer by Thermador.

Double the efficiency and convenience in your kitchen with a Thermador Bilt-in Electric Range, as shown — the double oven with triple rotisserie and the griddle model cooking top with Thermo-Matic and Speed-Matic surface elements.



THERMADOR ELECTRICAL DEPT. HB-11-56  
MANUFACTURING COMPANY  
A Division of Norris-Thermador Corporation  
5119 District Blvd., Los Angeles 22, California

Please send me information on  
☐ Bilt-in Refrigerator-Freezer ☐ Bilt-in Range

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**THERMADOR** Masterpiece Bilt-in REFRIGERATOR-FREEZER  
"The Originator of the Bilt-in Range"





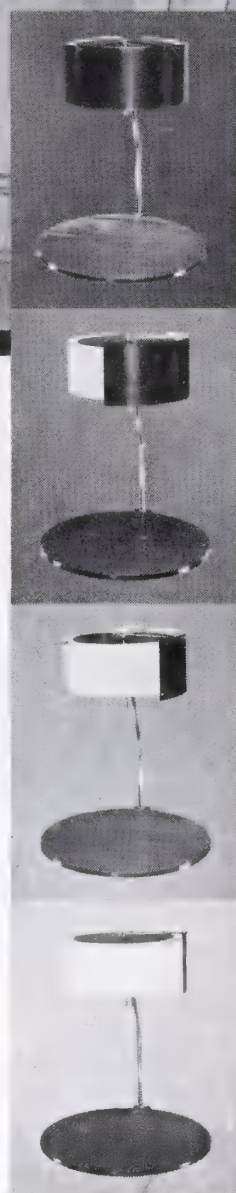
**this is the fashion that FUNCTIONS**



The Portfolio Lamp Division of

**LIGHTOLIER** 

ARCHITECTURAL LIGHTING • RESIDENTIAL FIXTURES • PORTABLE LAMPS



The nicest thing about our Portfolio lamps is this: they have a purpose in life even beyond their fashionable facades. The "Blackout" lamp above, designed by Italy's famed Maurizio Tempestini, is a perfect (and perfectly *beautiful*) case in point. The revolving shield lets *him* dream away while *you* catch up on Vogue. The oil-finished walnut table swings your way or his, too. At left, another example: an elegant vanity mirror with built-in "powder-your-nose" light. It hangs on a hallway wall or saves space on the back of a closet door. The third design lights, *itself!* There's a dramatic accent light built into the useful walnut table. You'll find these lamps . . . plus many others . . . at fine shops throughout the nation. A few of them are listed below.

CHICAGO: Bordelon's North, Inc.  
CLEVELAND: Holzheimer's Interiors  
HOUSTON: Suniland Furniture Co.  
LOS ANGELES: Barker Bros.  
MIAMI: Burdine's  
ST. LOUIS: Lammert Furniture Co.  
WASHINGTON, D.C.: Peerless Modern Furn.





*America's Finest Handmade Milk Glass*

Westmoreland's superb, handmade milk glass collection provides a delightful variety of patterns and covers a broad price range. Each piece is readily recognized for its color, fidelity to detail, and hand craftsmanship—qualities that immediately distinguish authentic Westmoreland.

*Send 10¢ in coin for Westmoreland Reproduction Booklet*

**WESTMORELAND GLASS COMPANY**  
GRAPEVILLE, PENNSYLVANIA







Oklahoma—6 rooms, 3 bedrooms. 1700 sq. ft.



Iowa—6 rooms,  
3 bedrooms.  
1500 sq. ft.



Michigan—6 rooms, 3 bedrooms. 1000 sq. ft.

NO MATTER WHAT THE STYLE OR SIZE . . .

YOUR HOUSE WILL BE BETTER IF BUILT

WITH

*Concrete*

Whether your new house is large or small, traditional or modern, compact or rambling, it will have lasting charm and give you and your family a lifetime of comfortable, economical living if you build with concrete.

In any style, size or floor plan a concrete house offers:

**Beauty.** Concrete masonry walls can be laid in a variety of distinctive patterns and finished with portland cement paint in a wide choice of colors.

**Comfort.** An insulated concrete house is warm in winter, cool in summer, dry the year around. **Economy.** Compared with other construction a concrete house has moderate first cost, little maintenance cost, **low annual cost.**

Before building, phone a concrete masonry manufacturer for names of architects and builders experienced in concrete house design and construction.

Your architect can show you how to build charmingly and economically with concrete walls and subfloors and a firesafe roof. Write today for a free colorful booklet. Sent only in U.S. and Canada.

#### PORTLAND CEMENT ASSOCIATION

Dept. 11-19, 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work



Colorado—7 rooms, 2 bedrooms 1900 sq. ft.



Washington—6 rooms, 3 bedrooms. 1300 sq. ft.



Illinois—6 rooms,  
3 bedrooms. 1800 sq. ft.



Georgia—10 rooms, 3 bedrooms. 4000 sq. ft.

A CONCRETE HOUSE OFFERS MAXIMUM RESISTANCE TO DECAY, TERMITES, STORMS, QUAKES AND FIRE. CONCRETE CAN'T BURN!





## *Smooth sailing at clean-up time...in this Bathroom for Children*

Here's a bathroom to delight youngster and parent alike.

Notice the convenient pull-out step that puts the lavatory within children's reach. See the practical location of the shower head.

And, of course, look at the lovely Eljer fixtures of cast iron, formed steel, and vitreous china. So durable . . . their lustre bounces back bright-as-new after hard use.

Learn more about this exciting bathroom idea. See your plumbing contractor, or write: Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania.



Choose from six lovely fashion-keyed colors and snowy white

# ELJER

DIVISION OF THE MURRAY CORPORATION OF AMERICA

\* *ELJER - the only name you need to know in plumbing fixtures*









A.



B.



# Hours of showers won't dim these flowers!



Blossom-Time Shower Beret, \$1.00

They're Kleinert's new hand appliqués . . . gay glitter-centered posies on a marvelous new fade-proof, waterproof shower curtain called "Alluron"!

Fascinating . . . the way these three-dimensional flowers accent the lovely leaf motif of Blossom-Time; so nice to know they'll stay bright and right! Each pretty rubber petal, each sparkling rhinestone, is hand-appliquéd firmly in place. And for all its delicate airs, the curtain itself is super-sturdy. It's "Alluron," Kleinert's specially formulated plastic. It's mildew-resistant, tear-resistant; wipes clean in a jiffy.

Left, BLOSSOM-TIME curtain. A. JASMINE, drifts of glitter-centered flowers. B. STAR-BRIGHT, a constellation of rhinestone stars. All in yellow, pink, mint green, blue, pearl. C. POODLE, gay pups decked with rhinestones, on pink, yellow, aqua, pearl, mint green, black. "Alluron" shower curtains, about \$6.75 to \$7.95. Matching window curtains, \$5.95 to \$6.95. "Button-Hooks" to conceal metal eyelets, about 59¢ a dozen.

C.



**Kleinert's**

ALLURON SHOWER CURTAINS



*All Hermitage pieces available  
either with or without new,  
shorter skirts.*



*Captivating...*

# Hermitage Collection

by **Fox**



American Province Maple by Fox captures all the charm of

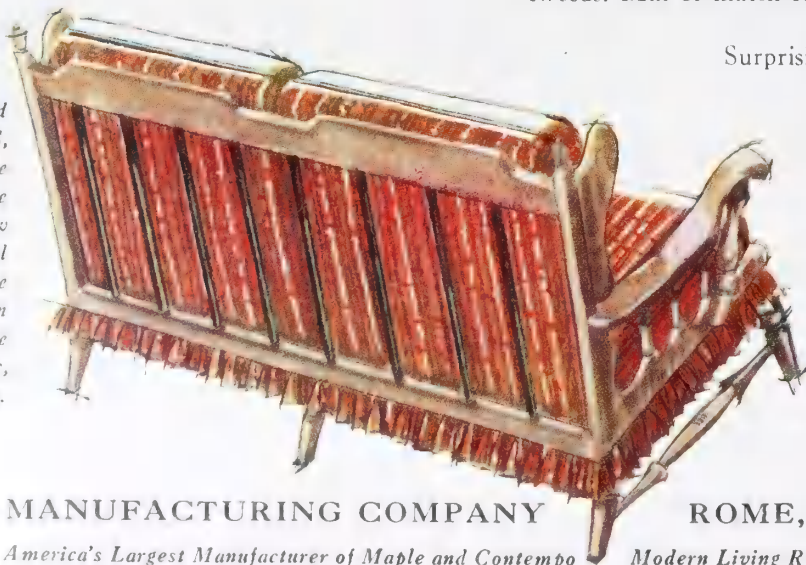
colonial America in warm wood tones and colorful fabrics.

Choose from open stock in color-coordinated colonial prints or nubby

tweeds. Mix or match for your perfect decorative scheme.

Surprisingly low in price.

Make the Hermitage yours, soon.



**FREDERIKA FOX and  
BARBARA LEWIS,**  
nationally known magazine  
writers and stylists, have  
prepared a handsome new  
booklet showing how well  
Fox American Province  
Maple and Contempo Modern  
will fit into your home. Write  
for your copy, enclosing 25c,  
to Fox Mfg. Co., Dept. HBI, Rome, Ga.

*Fox furniture is sold by leading  
furniture and department stores.  
Write for name of nearest dealer  
if your store can't supply you.*



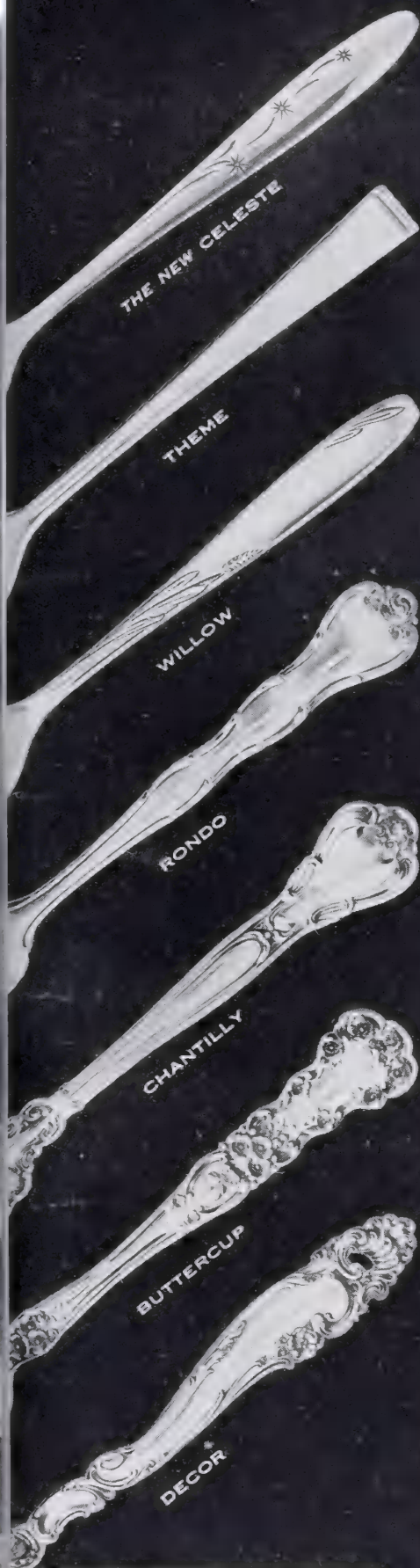
**FOX MANUFACTURING COMPANY**

**ROME, GEORGIA**

*America's Largest Manufacturer of Maple and Contempo*

*Modern Living Room Furniture*





## Two decisions young marrieds should make

Don't just take our word for the advice we're about to hand you. Check with some of the more successful among your married friends.

The advice is this: buy with the future in mind and don't buy anything just because it's cheap. Start now—on a modest scale if necessary—to collect for yourselves the best in home furnishings. For the best is least expensive in the long run—and so much more satisfying!

Take Gorham sterling, for example. Backed by 125 years of tradition, the name "Gorham" stands for the very *finest* in solid silver. There are more Gorham patterns to choose from than in any other make—and even years later you

know that you can match or add to your service. Yet Gorham costs far less than you imagine.

For instance, you can begin with a teaspoon in your favorite Gorham pattern. Prices start at only \$3.75\*. A complete place-setting (knife, fork, spoon, salad fork, soup spoon and spreader) comes as low as \$29.75\*. Most authorized Gorham jewelry and department stores have convenient budget plans which give you as long as a year to pay.

One other thing—don't forget to register your pattern with the store. This way, you'll be certain of receiving more of your own Gorham Sterling on gift-giving days throughout the years.

**Gorham** STERLING  
America's Leading Silversmiths Since 1831

125th Anniversary



**A Gorham Exclusive**...made from a seamless sterling tube, the Gorham knife handle will resist denting if accidentally dropped. It is completely watertight—there are no seams to open or discolor. Washing in the hottest water will not loosen the blade.



may I help you, madam?

"This label  
is the  
sign of  
fine spring  
construction,  
madam!"

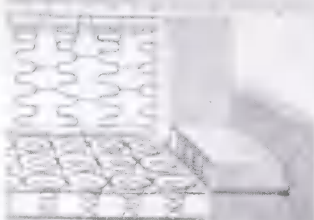
THIS PIECE

has received the



Quality Award

for having met or exceeded  
spring construction standards  
set by one of America's  
leading producers of springs  
for furniture and bedding.  
This award is certified to  
be in the inside of a  
springstone outside.



Kay-Arc, Kay-Coil and Kay  
cushion springs mean lasting  
comfort and beauty

"Yes, madam, it's what you *can't* see that counts the most—the spring construction! But now with the **KAY QUALITY AWARD** label you can be sure!

"This award is given *only* to manufacturers of bedding and upholstered furniture whose products meet Kay's standards for spring construction. Kay has designed and made quality springs for almost half a century...and when you see the Kay label, that's *all* you need to know about spring construction!

"Many of the top manufacturers are proud to use the Kay Quality Award Ribbon; it speaks volumes for the integrity of all the components in their products! It speaks volumes for the store that carries these products. All in all, the Kay Quality Award assures an excellent buy!"



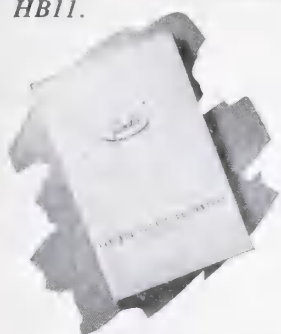
manufacturing corp. BROOKLYN 1, NEW YORK



# Look to *Fancher* for the Finest



Send 25¢ for your copy of  
Fancher Styles in Fine Furniture.  
Dept. HB11.



*Villa d'Este . . . Italian Directoire in Fruitwood . . . Tosca Finish*

When you consider furniture,

may we suggest that you see Fancher's superb collection.

Shown at fine stores and accredited decorators

everywhere—since 1911.

FANCHER FURNITURE COMPANY  
SALAMANCA, NEW YORK

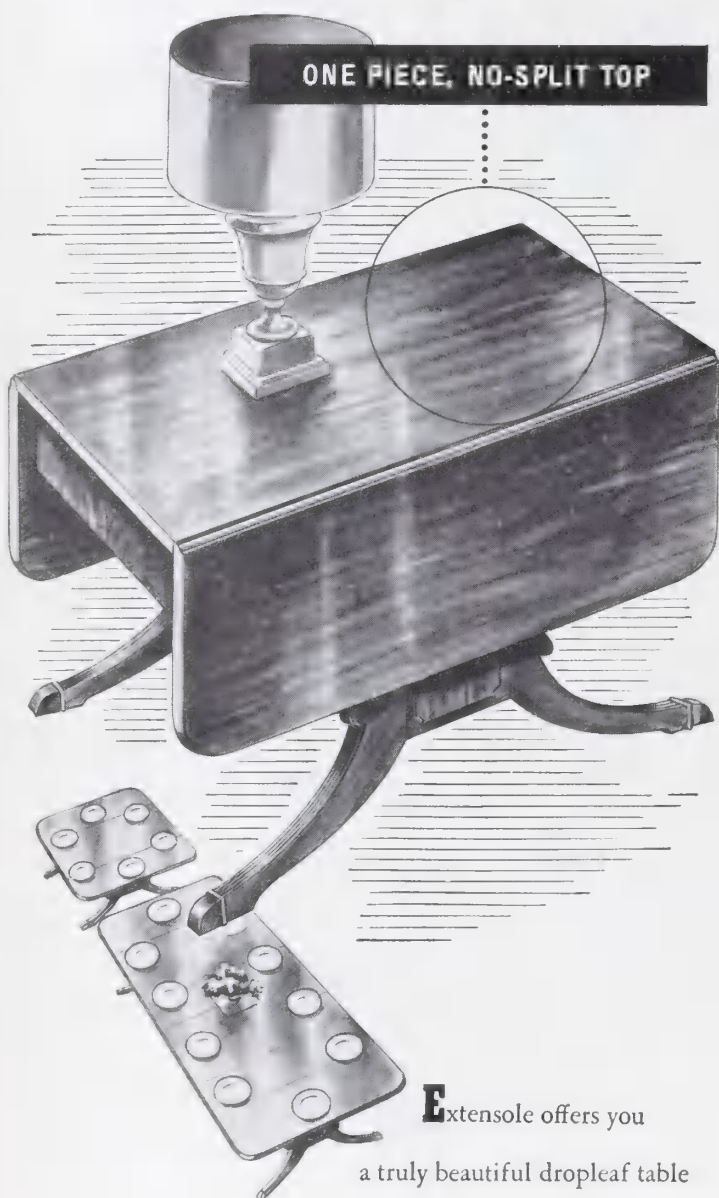


# Extensole

... a beautiful  
dropleaf extension table

WITH

ONE PIECE, NO-SPLIT TOP



**E**xtensole offers you

a truly beautiful dropleaf table

with fully-concealed extension facilities. Because of

exclusive features, there are no tell-tale splits in

top or ends to detract from the gleaming beauty of its  
deep, rich mahogany veneers. At your dealer's for only \$119.\*

Other Extensole tables in smaller and larger sizes,

both modern and traditional, are \$69 to \$300.

Send for folder and name of nearest dealer.

MADE IN CANADA BY THE WUNDER FURN. MFG. CO. LTD. \*SLIGHTLY HIGHER IN THE WEST.

**EXTENSOLE CORPORATION • SPARTA, MICHIGAN**

## DECORATOR'S DIARY



*Ideas and inspirations noted*

*by a decorator as she covers the*

*home furnishings showrooms in search of*

*the new and worth while*

Contrary to general opinion, little girls are the bane of a decorator's existence. They know what they want, and it's usually so flamboyant that it takes a lot of velvet-glove maneuvering to make them happy with something sensible. Little boys, on the other hand, let you do pretty much as you please, once you're over the big hurdle of convincing them that they'd better clean out the birds' nests and let you go to work before the Board of Health gets after them.

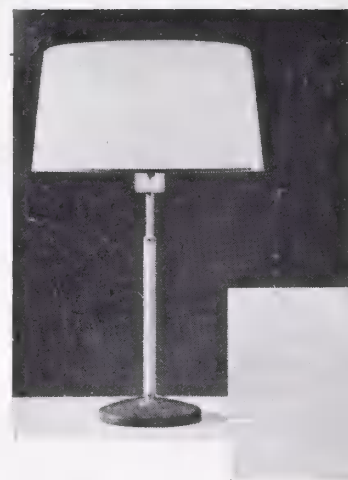
David Duffy, a ten-year-old tough guy whose original attitude toward the whole thing was expressed in a bored "who needs it?," could hardly keep his poker face stiff when he saw the baseball-patterned drapery fabric we got from Greeff and the Englander trundle bed which we covered in dark green felt. Little does he suspect it, but when he goes off to Lawrenceville a couple of years from now, his room is going to become a study-guest room, so everything chosen now has to be pointed toward that future.

His desk is a long, built-in counter that runs under the windows. We got him a fine armchair and a bookcase, and all was going swimmingly until we tried to find the right kind of desk lamp. It had to furnish plenty of diffused, non-glaring light for homework, of course. It had to be rugged enough for David's habits. And it still had to be good looking enough for the study-guest room.

We made our choice in the Heifetz Company showroom where they have a tremendously useful line of lamps which they call Rotaflex. Rotaflex is the name for a Danish method of processing plastic. The finished product, which can be

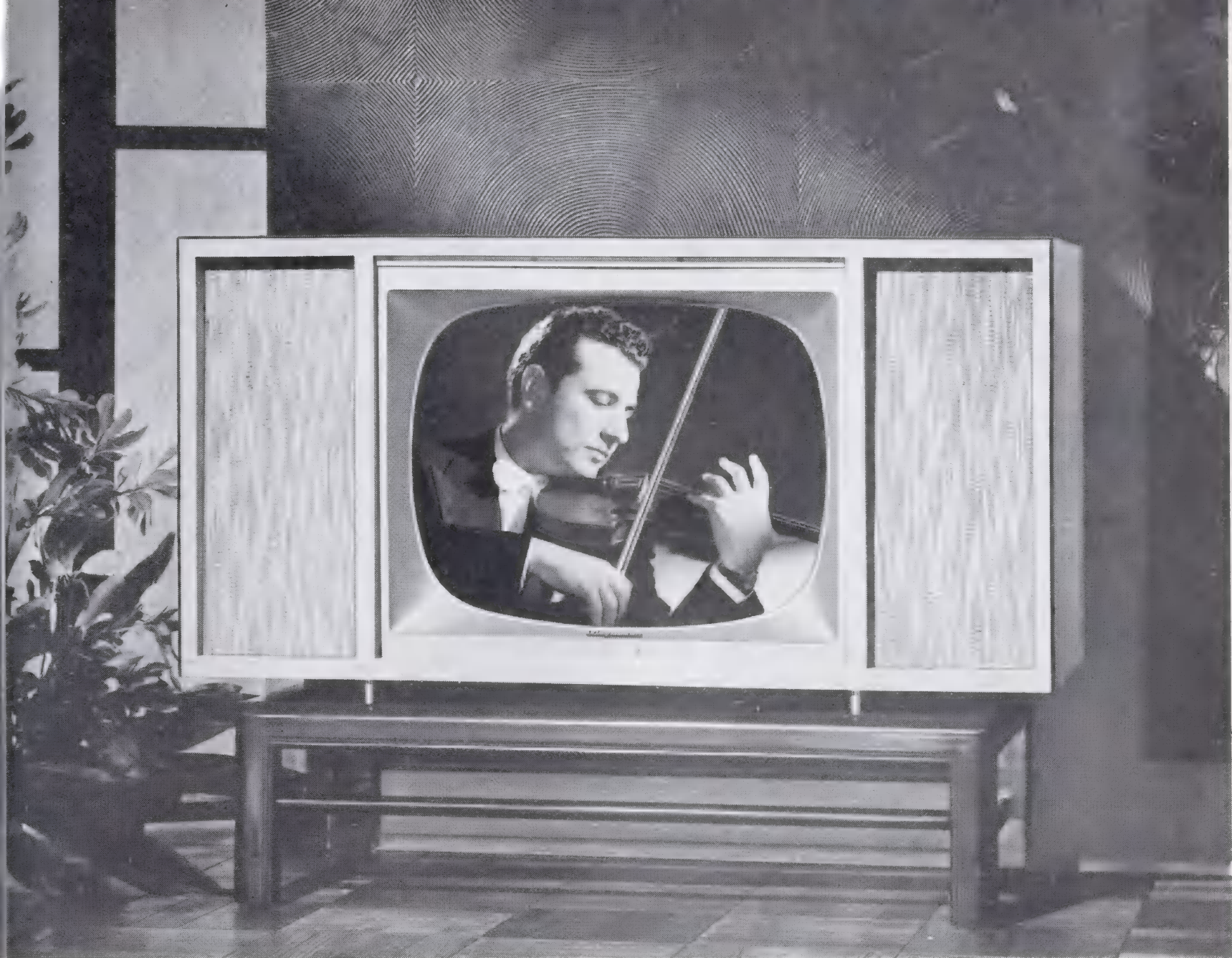
formed into any number of lamp-shade shapes, all molded in one solid piece, looks as if the plastic had been coiled round and round, like slender strands of spaghetti. The result is an intriguingly textured plastic shade which looks more like pressed glass than the tough stuff it is. Surface is slick, but it doesn't seem to attract dust, and is easily washed with soap and water. One of its major features is its high transmission and broad diffusion of light without the hot spots and glare that cause eye strain. Shades come in many colors, some translucent, some clear, and some in colorful combinations.

David's lamp, which stands 25" high on a round, oil-finish walnut mounting, has its brass stem wrapped in Rotaflex as well as a Rotaflex shade. The shade, 15" in diameter, is one solid piece, molded without a top opening so that light is diffused upward as well as through the sides of the shade. The light operates three ways.—M. G.



*Rotaflex lamp*





*This is Videorama—the world's finest television.*

# the magnificent Magnavox

Here is exciting new Stereosonic Sound—the sound that surrounds you from four high fidelity speakers and the only dual channel amplifier in television. Here, too, is a living picture—none clearer, none finer. This is Videorama, real as life.

Now Magnavox gives you the most thrilling achievement in fine television instruments—the first and the only *high fidelity* television. The Videorama shown here is housed in a distinctive fine-furniture cabinet that represents a smart new idea in horizontal design. The large 21" picture (diagonal measure) has a chromatic optical filter and reflection barrier which eliminate washout from lights and glare.

Top-tuning controls are concealed by a sliding panel. An optional feature is the superior Magnavox remote control that controls *everything* from where you sit—channel, on-off, volume, brightness, fine tuning. You will be delighted by this truly memorable experience in both sight and sound—the Videorama. In hand-rubbed Syntex mahogany color finish \$329.50 (VHF).



# not a spot!

## in a dishwasher full



*...she used new, non-spotting Calgonite*

in her electric dishwasher. Not a streak. No film or chlorine odor, either. Glasses sparkle as if hand-polished. Silverware gleams and dishes smile right back at you after a spotless cleansing with Calgonite in your dishwasher. Calgonite dissolves in a flash, washes tableware and sticky pots and pans slick as a whistle. Dishes dry without streaking or spotting. Calgonite keeps your dishwasher clean and fresh, too. Try the new Calgonite today!

All these leading electric dishwasher makers recommend Calgonite! Many include a box of Calgonite in their dishwashers: American Kitchens • Crosley General Electric • Hotpoint • Kenmore Kelvinator • Kitchen Aid • Westinghouse Youngstown Kitchens.

## calgonite

*is made by the makers of Calgon®—the water conditioner that prevents washing film in laundering.*

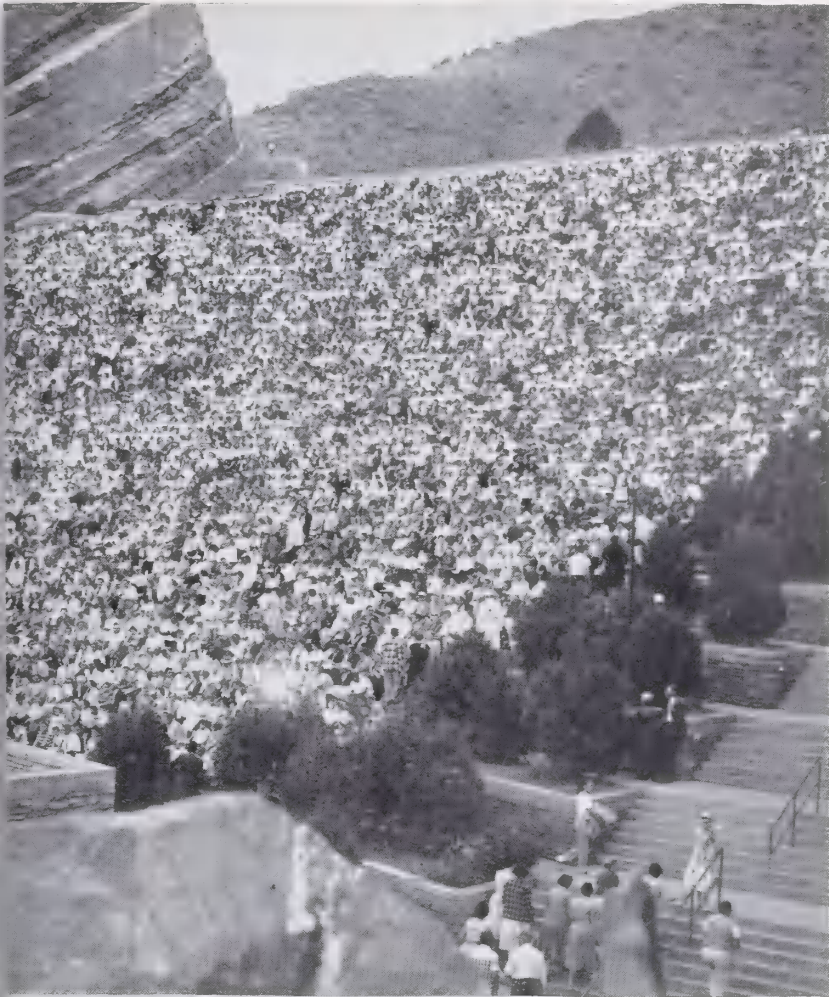


PHOTO, COURTESY ROCKY MOUNTAIN NEWS

## America's love

*The passion and pastime of  
mid-century America is now  
music. It speaks eloquently of  
the depth and breadth of  
our cultural revolution*





Rivalling the great Greek theater of the ancient world is the natural Theater of Red Rocks, just west of Denver, where 8,600 sit between sky-towering rocks and twilight-changing sky to hear music and see plays.

affair with music

By RICHARD WILLIAMS

Baseball is said to be America's greatest pastime. Yet Americans spend more money on concert tickets than they do on baseball games. In 1953, they laid down \$45,000,000 to listen to serious music, while organized baseball, both major and minor leagues, took in \$40,000,000 at the box office.

However, neither statistics nor box-office figures and sales records for phonograph discs and for musical instruments—all of which are astronomical—can explain the extent of the musical revolution in American life. For this we must penetrate deeper in time and space, if ever we are to understand our absorbing love affair with music.

Obvious reasons for our heightened interest in music can be adduced—the wide spread of prosperity, increased leisure time and a general lifting of the cultural level. But in addition, there occurred in our recent history a turn-about in our attitude toward music so decided that only the word *revolution* seems proper.

At the turn of the century fifty-six years ago, one could truly say that the business of America was business. It is still largely true, of course. In the young years of (Please turn to page 44)



What do Hal and Candy March have that these Roxbury dealers have, too?

<b>ALABAMA</b> Montgomery.....Grimes-Hudson Furn. Co. Montgomery.....Haverty Furn. Co. Montgomery.....Homa-Goff Furn. Co. Montgomery.....Mathews Furn. Co. Montgomery.....Rhodes, Inc. Tuskegee.....M. Gottlieb's	<b>ARIZONA</b> Holbrook.....Beck Bros.	<b>ARKANSAS</b> Little Rock.....Arkansas Cpt. & Furn. Little Rock.....Strawn Furn. Co. Pine Bluff.....Ideal Furn. Co.	<b>CALIFORNIA</b> Alameda.....Halls Modern Furn. Co. Centerville.....Town & Country Furn. El Cerrito.....Classic Furn. Co. Eureka.....Bridy's Eureka.....House of Carpets Hayward.....Hayward Lino. Co. Hayward.....M. Hanna Cpts. Irvine.....W. J. Connolly's LaFayette.....Mortensen Rug Works Los Angeles.....Nassif Rug Co. Martinez.....Imperial Furn. Martinez.....Pacific Furn. Co. Merced.....Johnson Rug Co. Modesto.....Aristocrat Interiors Modesto.....Rice Furn. Co. Napa.....Town & Valley Furn. Co. N. Hollywood.....Hegland Rug Service Oakland.....East Bay Rug & Cpt. Oakland.....Harry Stubbs Oakland.....Jackson's Oakland.....Lewis & Lewis Oakland.....Mortensen Rug Works Pittsburg.....Aiello Furn. Co. Pittsburg.....Pittsburg Furn. Riverside.....Binford Rug Store Riverside.....Magnolia Carpets Riverside.....Vogt's, Inc. San Bernardino.....Aladdin Cpt. Co. San Francisco.....Gordon & Hill Furn. Co. San Francisco.....Lachman Bros. San Francisco.....Redlick's San Francisco.....Sterling Furn. Co. San Francisco.....The Carpet Man San Francisco.....The Emporium San Rafael.....Turko Persian Stockton.....George's House of Cots. Stockton.....G. T. Horst Furn. Co.	<b>CONNECTICUT</b> Ansonia.....Spector Furn. Co. Bridgeport.....Colonial Furn. Co. Bridgeport.....D. M. Read Co. Bridgeport.....Freedman Bros. Inc. Bridgeport.....Geo. B. Clark Co. Bridgeport.....Geo. E. Nothnagle & Son Bridgeport.....Neuss Fl. Cov. Co. Bristol.....C. Funk & Son Inc. Canaan.....Berkshire Cpts. Danbury.....M. P. Reynolds Co. Danbury.....New England Furn. Hartford.....Beason Furn. Co. Hartford.....Eastern Carpet Co. Hartford.....Fl. Cov. Super Mkt. Hartford.....G. Fox & Co. Inc. Hartford.....G. & W. Carpet Mart Hartford.....Greenberg & Beaman Furn. Co. Hartford.....Shoor Bros. Hartford.....The Friedman Rug Co. Hartford.....The Sam Donchian Co. Manchester.....Manchester Cpt. Center Manchester.....Watkins Bros. Co. Meriden.....Bullard Fowler & La Place, Inc. Middletown.....The Caulkins & Post Middletown.....The J. H. Bunce Co. New Britain.....B. C. Porter Sons New Britain.....Lipman Furn. Co. New Britain.....The Modern Morans New Haven.....Auger & Connors, Inc. New Haven.....Carpet Mart, Inc. New Haven.....Edw. Malley Co. New Haven.....Gittelson & Co. New Haven.....The Chamberlain Co. New Haven.....The H. M. Bullard Co. New Haven.....The Strand Lino. New London.....Kalamian's Rug Shop Plainville.....Plainville Wayside Thompsonville.....Harold G. Moore Torrington.....Floor Cov. Shop Waterbury.....Hampson, Mintie & Abbott Waterbury.....The Metropolitan Furn. W. Cornwall.....Housatonic Valley Rug West Haven.....West Haven Rug Co.	<b>FLORIDA</b> Coral Gables.....Alexander Cpt. Co. Coral Gables.....Carr Stephens, Inc. Daytona Beach.....Carpet Specialty Daytona Beach.....Snow Furn. Co. Del Ray Beach.....C. C. Cook Ft. Lauderdale.....Alexander Cpt. Co. Ft. Lauderdale.....Ft. Lauderdale Furn. Ft. Lauderdale.....Helmy's Furn. Dept. Ft. Lauderdale.....Kay Mernan Int. Fort Myers.....Miami Rug Co. Fort Myers.....Hessler's Cpt. Shop Ft. Pierce.....Floors & Cpts. Jacksonville.....Carpet Shop Jacksonville.....Pierce-Wall Furn. Co. Lakeland.....Modern Fl. Cov. Lake Worth.....Bill Danahy Fl. Cov. Lantana.....McNamara Miami.....Alexander Cpt. Co. Miami.....Caussey Cpt. Co. Miami.....Dixie Style Inc. Miami.....Modernage Furn. Co. Miami.....Grodzicki & Son Miami.....Helmy's Furn. Dept. Miami.....Helmy's Furn. Inc. Miami.....Miami Rug Co. Miami.....Modenage Furn. Co. Miami.....Richards Dept. Store Orlando.....American Rug & Lino. Orlando.....Eberhardt Fl. Cov. Panama City.....Byrd's Art Craft St. Augustine.....Green Furn. Co. Inc. St. Augustine.....Hough Home Equip. St. Petersburg.....Lester Bros. St. Petersburg.....Royal Rug Co. Inc. St. Petersburg.....Willson-Chase Co. Tampa.....Cohen & Kelly Tampa.....Fla. Furn. III Tampa Tampa.....Unique Cpt. Co. Tampa.....Young's Dependable Fl. Cov. W. Palm Beach.....Carpet Craft Co. W. Palm Beach.....Modenage Furn. Co. W. Palm Beach.....Ty Persson Fl. Cov.
---	---	--	--	--	--

To find out, please turn ▶







*Hal and Candy March*

**SELECT CARPET BY**

# ROXBURY



Shown, Roxbury's CRYSTAL BAY, a fine all-wool broadloom, here in Aztec Gold

Suppose this were your home, your living room? Wouldn't you, too, be proud to say: "The Carpet's by Roxbury." You could hardly go wrong. It's fine as carpet can be.

Traditional or modern—Roxbury makes all styles, all kinds of carpet. All-wool. Or rayon and nylon. And your Roxbury dealer can match them to fit every purse.

**ROXBURY CARPET COMPANY, SAXONVILLE, MASS.**

Has been that way for almost a century.

Come in and see them for yourself today.



**Can you  
find her sleep secret  
in the mattress pattern?**

***It's this vital "Health Center"—where  
extra firmness supports most of her weight***

Most of your weight (about 70%) lies between shoulders and knees. When this weight hammocks down into your mattress—muscular strain and backache often result. So Spring Air has done the most logical thing—put extra firmness across the whole mid-section of the mattress.

This "Health Center," *clearly indicated by the mattress pattern*, is the secret of sounder sleep. It provides a level sleeping surface for your entire body and rests you deliciously all over.

In addition, seven different types of coils give truly scientific support . . . EXCLUSIVE "TIP CORNERS" MAKE EASY WORK OF SLIPPING ON FITTED SHEETS. Try a Spring Air "Health Center" Mattress—you'll sleep better.

From \$59.50. Matching box springs with Health Center construction available at same prices. Spring Air Mattresses also in foam rubber and king sizes.

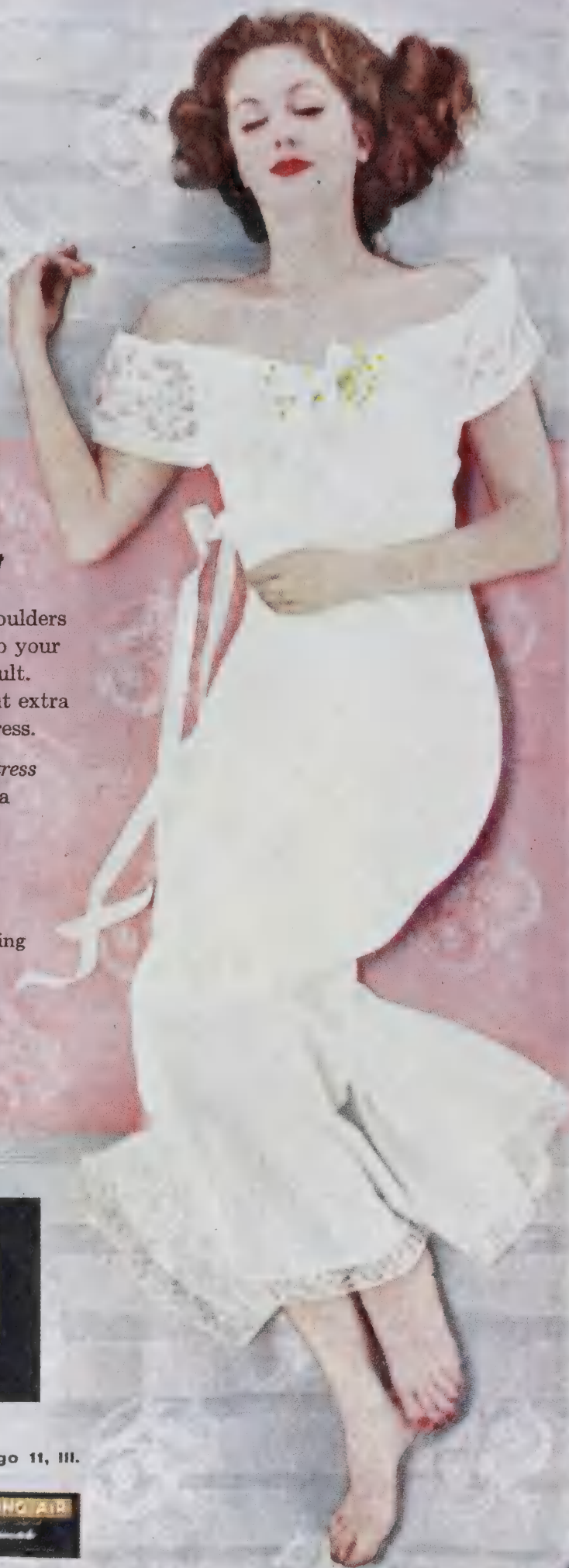
**SPRING AIR<sup>®</sup>**

**"HEALTH CENTER" MATTRESS**

THE SPRING AIR COMPANY

Executive Offices • 666 Lake Shore Drive • Chicago 11, Ill.

(Shown) Springdale \$69.50





# Luxurious Solid Mahogany in Italian Provincial Design...



## THE avona GROUP BY

Here is genuine SOLID mahogany in a delightful new color—Canyon Grey. Created especially for this group, it emphasizes all the beauty of the Italian Provincial design.

The SAVONA Group radiates an air of quality with its sculptured fronts, pewter and copper finished, solid brass drawer pulls, brass leg ferules and beautiful finish. Full depth drawers—

dovetailed back and front, floating construction, mortise and tenon joints at vital points are representative of the fine Kling craftsmanship found throughout this beautiful bedroom suite.

The word "solid" on Kling furniture is like "sterling" on silver. Both indicate fine quality. See SAVONA at the better stores.



Send 25¢ in coin (no stamps, please) for 24 page 4-color booklet "Ideas for a Lovelier Bedroom". It's packed with helpful information on room decoration and arrangement, color selection, and care of furniture. Kling Factories, HB 11, Mayville, N. Y.

KLING MEANS



MAPLE • CHERRY • MAHOGANY







THE MOST  
BEAUTIFUL TOWEL  
EVER WOVEN...

MARTEX  
*Patrician*

For the connoisseur who seeks superlative quality, particularly in highly personal possessions, Martex weaves the *Patrician*. It is an incredibly handsome terry, master-loomed of finest combed Egyptian cotton. Lavishly looped—sumptuous in size, too (the bath size, about \$6, is 30" x 52"). *Patrician* towel ensembles and matching bath rugs are designed in white and uniquely lovely pastels, clear and muted. For beauty of color, texture and quality, the *Patrician* has no peer. In your home and as a gift, it is an enduring expression of inspired taste. Write Martex, 65 Worth St., N. Y. 13, for the name of the store nearest you. Your inquiry will receive prompt attention.



# NEVER BEFORE A BLANKET LIKE THIS!



Never so much warmth, so little weight! Warmer, ounce for ounce, than natural-fiber blankets!



Never such easy washability! Comes out of the washing machine as soft and fluffy as before!



Never before such shrink-resistance! Folds perfectly, tucks deeply even after many washings!



**ACRILAN**  
ACRYLIC FIBER  
CHRYSTAL

## the remarkable Acrilan blanket

*Before you choose a Christmas gift blanket, check around. Why do so many people buy Acrilan (hundreds of thousands so far!) Why do so many people give Acrilan? What makes this blanket different from any you've known? Read the facts. See why you'll want to give (and get) Acrilan blankets for Christmas.*

First of all, Acrilan acrylic fiber is remarkably soft. It's astonishingly light. Yet independent laboratory tests prove it's actually warmer ounce for ounce, than natural-fiber blankets! What's more, Acrilan isn't just washable... it's machine-washable. No fear of shrinking and no danger of matting or boarding! This blanket is non-allergenic, immune to moths and mildew, and comes in a whole bouquet of colors. Why settle for ordinary blankets... when you can own the one, the only, the wonderful Acrilan blanket?



In all sizes for twin or double bed. Also in crib sizes.

FOR STORE NEAREST YOU, AND FURTHER INFORMATION ABOUT THE ACRYLAN BLANKET, WRITE BOX HB-3, THE CHEMSTRAND CORP., 350 FIFTH AVE., N.Y.C. 10018.



LIVE BETTER  
select the climate you want... anytime



Chrysler Airtemp automatic furnaces bring  
you summer cooling as well as winter  
warmth... both in one low-cost system!

ENGINEERED BY CHRYSLER  
...FOR FINEST PERFORMANCE



DAyton 7, CHID

AIR CONDITIONING FOR EVERY BUILDING...

EVERY NEED



You're PROUD to Say:

"IT'S A *Stickley* ORIGINAL"



**F**ashioned under the watchful eye of Leopold Stickley, each piece of Cherry Valley Stickley furniture exhibits a matchless feeling for perfection of line, proportion and finish. No two pieces, even of the same design, are exactly alike when they come to the finishing room. And here the lovely figure of carefully selected cherry wood is developed, aged, accented and finally hand-rubbed to a satiny finish of unrivaled beauty.

Tireless student of influences that have shaped American furniture taste, Mr. Stickley shows here a sideboard that reaches back to a 16th century manor house in northern England; a trestle table from the same region; a chair from the Cheshire Cheese of London and an armchair from the lowlands around Bournemouth.

.....

Sideboard No. 64—H 36½, W 67½, D 20; Top No. 65—H 34, W 69, D 13. Arm Chair No. 7143—H 43, W 26, D 24½. Cheshire Cheese Chair No. 7086—H 30, W 26¼, D 24. Trestle Table No. 6010—H 30, W 32, L 6-8-10 ft; other widths and lengths to order.

CHERRY VALLEY WORKSHOPS

*Stickley*  
OF FAYETTEVILLE, N. Y.

Visitors Welcome at the Stickley Factory—104 Orchard Street

Ask for Stickley Furniture Dressing, used to produce the famed Stickley finish. At your dealers. Or send \$1.50 for regular sized can.

Send for book, *A Developing Furniture Style*; 52 pages, 49 illustrations—a fascinating story of development of American furniture art. \$1.00 postpaid.



Look for the Stickley autograph on every piece—your assurance of lasting satisfaction.



## AMERICA'S LOVE AFFAIR WITH MUSIC

CONTINUED FROM PAGE 35

the 20th century the Victrola did a fair job of getting good music around and people collected records with pride and care. Pianos had not yet disappeared (to reappear in our own time) and there were well-attended band concerts in almost every town.

But as the century grew older, the matter of music became less important. To a considerable extent it became the possession of the man who had already arrived; it was a social asset, much like antique furniture. Opera was for those who could afford a box at the Metropolitan. To the average citizen musicians and concert-goers were a group apart, a little foreign, a little embarrassing to meet first-hand. They were "artistic." And today it is difficult to remember how much contempt was once contained in that word *artistic*.

**N**OW, these conditions, of course, were never black and white, and we must not assert, in smug satisfaction with the present day, that America some decades ago was bare of musical interest. A great deal of music, and very good music, was played, and many people listened to it in all sincerity and joy, without a thought of using it as a social ladder. Some music was taught in the universities. Many of our major musical institutions, the orchestras of New York, Philadelphia and Boston, are more than fifty years old. In social history we must allow exceptions and speak of conditions in broad terms.

It is nonetheless true that as late as the 1920's the young executive of a furniture factory in Michigan would assiduously cultivate his golf game and would try to learn to play auction bridge from Sidney Lenz, but would not pay very much attention to Beethoven. If he did, he might have hidden his interest from his friends in the locker room.

Then things changed. Perhaps it began with the great depression of the early thirties, when Americans learned to turn inward for spiritual solace and found resources for it in literature, art and music. In any event, the big change has really occurred in the past ten or fifteen years. Today men who listen to Brahms or Bartók are no longer considered odd in their tastes.

The young boy who wants to play the violin is no longer considered an introvert requiring some special talking to. If he wants to become a violinist, he may not receive the

whole-hearted enthusiasm of his father, but he is recognized as having a legitimate goal in life.

Virtuosos are no longer hailed in the manner of circus performers, "the greatest," "the most sensational," as were Paderewski and Caruso. Even lesser performers have found their place in American cultural life.

What has occurred, then, has been a change in the average man's attitude toward the once dubious domain of music. It has become important to him and so, without getting philosophical about it, he insists on having it, almost, one might add, to excess. Today there is music to be heard from morning to night, at home, in restaurants, in railroad stations, in automobiles—everywhere.

The machine-reproduction of music has multiplied it a million-fold. From about 1930 on, you could turn a knob and flood your living room with music. On the radio, generally, this music would consist of the latest "pop" hit, a raucous voice followed by a raucous commercial. But there were enough programs of good music available to tempt a public receptive to it. In the heyday of radio, virtually all the good orchestras were regularly on the air, and several radio stations came into being to live exclusively for and by music. Now, in the change-over period, with radio sinking and color-television rising, radio stations, impoverished and uncertain of their course, rely almost exclusively on recordings. Television is beginning to pay some attention to music, particularly to opera. It will pay more attention in the future.

**I**N THE last seven years the growth of the recording industry has been astonishing. It has spread music to new homes with a speed and enthusiasm that nobody has foreseen, least of all the manufacturers who made the records. In 1949, recording on magnetic tape was made practical and new, better records were developed. Not only were they better, they were cheaper.

While other forms of entertainment increased in cost, recorded music tumbled in price, so that today one can buy Beethoven's *Symphonies Nos. Five and Eight* on one LP for \$4.00, not to mention the price-cutting which brings the cost of about an hour's worth of music to \$2.00 and less. One supermarket (Please turn to page 209)



# Best News Ever For "Problem Backs"



## Simmons Famous Correct Posture Mattress

...designed for those who need

straight as an arrow support every night... **only \$69.50**

If you are one of the many people with "problem backs," the Simmons Famous Correct Posture mattress is made especially for you. Here's why . . .

The Correct Posture is scientifically designed to keep your spine straight as an arrow during the  $\frac{1}{3}$  of your life you spend in bed.

This medically correct design prevents the aching and tired back often caused by the wrong kind of mattress

support. Night after night, it gives the level firmness your "problem back" needs.

And because Correct Posture is made by Simmons, you are assured of maximum comfort, too. Complete health and rest are built into this back-saving mattress.

See the Correct Posture mattress today at your Simmons headquarters. You'll find the Companion Correct Posture box spring there—also \$69.50.

## Simmons Famous Correct Posture Mattress





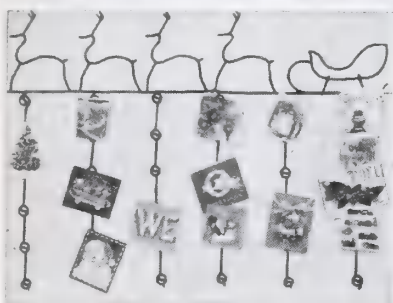


## BAROQUE SCONCES

New Syracewood sconces - dramatic highlights for your living room, dining room, bedroom, foyer walls. Graceful curving design adds warmth and graciousness to any room. Use the white enameled against a dark green or brown wall; try the elegant gold finish on your pale walls. 16" high, 5 1/2" wide, in French Gold or White.

**\$9.95 the pair**  
 (exclusive shagreened surface)  
 Send check or shipped C.O.D.  
**SATISFACTION GUARANTEED**

**HENRY ROSENZWEIG** Dept. B-11 723 Lexington Ave., New York 22, N.Y.



### Let Santa's Reindeer Show Off Your Christmas Cards!

There's Dancer, Prancer, Donder and Blitzen, and of course, the sleigh all made of smart gold-flecked black wrought iron—all ready to put a load of your greeting cards on display now!

ONLY  
**\$2**  
 postpaid

Keeps the warm sentiments and bright colors of your cards a neat part of your holiday scene in a way most flattering to those who sent them. 40" long, has 6 hook-on rods to show off 144 cards. Folds compactly for storage.

A new festive note for your home... a novel gift to bring pleasure this year and for many a Christmas to come.

Mail Orders Filled Promptly

**Max Schling Seedsmen, Inc.**  
 538 Madison Ave., Dept. 660N, N.Y. 22, N.Y.



### GOGGLE-EYED ANGEL

Maybe there's a cuter doll somewhere in the world. But we doubt it. Angel is the imp that your imp belly-laughs at in the funny papers. With life-like vinyl body, she's the best-dressed Dungaree Doll in toyland. 13" tall.



10 GARDEN PLACE • BROOKLYN 1, N.Y.

**\$3.98**  
 postpaid

### AMAZING NEW XMAS DECOR!

The tiny-est, jewel-like, multi-colored Christmas lights... Just imagine 35 of them on a 35 ft. string, blinking on and off. What a charming effect for Holiday Cheer! Ready for use, just plug in. A.C. 110 volt only. Imported. \$4.90 per set or \$13.50 per carton of 3 sets, postage included. Send check or money order.

**ALLIED EXPORT & IMPORT CO.**

241 West 23rd Street • New York 11, N.Y.



## WINDOW

*Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping.*



**LITTLE BROWN TREE HOW WE LOVE THEE!** Five pine-cone birds, looking like little brown wrens, are perched on a beautifully shaped Christmas tree of hemlock cones. The whole thing is a rich woodsy brown, a lovely change of pace from the usual gaudy glitter of holiday decorations. In a wood tub, 14" tree is \$12.50; \$24 a pair. Extra birds, 50¢ each. Ppd. Biltmore Country Market, Biltmore, N.C.



### YOU'RE SENSATIONAL!

You're a Grace Kelly dream, and the loveliest woman in the room! Because white fox is the most delicious flatterer of all the furs in the world. Three-tier cape of natural white fox tails, lined with white crepe, is just \$39.50 incl. tax and postage. It's also available in pale pink. Harold Rubin, 52 E. 56th St., New York 22, N.Y.



**THERE'S NO MAN LIKE A SNOWMAN** when it comes to giving merry service on the breakfast table. His roly-poly bottom half is a sugar bowl. Top is a creamer with the stovepipe hat for a spout. The snow shovel is a sugar shovel. And his raised arm is the handle. Colorful ceramic, 7" high, and the price is real cool, too. \$1.95 plus 35¢ post. Zenith Gifts, 11C Post Office Bldg., Brighton 35, Mass.



### IT'S FIRE-ENGINE RED!

You'll see him coming for miles in this terrific redder-than-red wool flannel shirt, custom-tailored by the fine old firm which for almost a century has been making the authentic and wonderful Fire Chief shirts. We've never seen anything like it for the sportsman. Give neck and sleeve measurements. 3 wks. deliv. \$23.95 ppd. Wit's End, 221 Bellevue Ave., Upper Montclair, N. J.



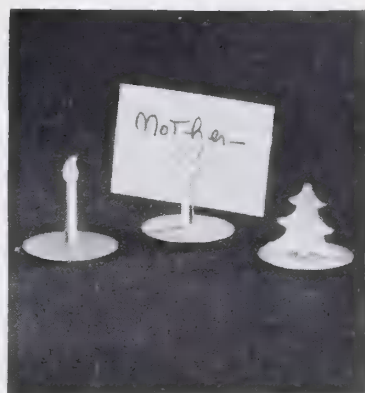
# SHOPPING

WITH

Pat Guman



**PLACE CARD TREES,** Candles, and Flowers, crafted of sterling silver, are such small triumphant touches as famous hostesses are made on. The little Christmas trees are darling and very elegant for your holiday dinner parties. The Candle and Flowers are year-round place-setters. Just \$1.10 each incl. tax. Ppd. Edith Chapman, 260 Main St., Nyack, N.Y.



**ARMORED ARCHIE** is a tank that keeps coming back to you! Push it in any direction, and off it rolls, the two-headed GI pivoting as he keeps a sharp eye out for the enemy. But it always comes back. You simply can't get rid of Armored Archie. No wind-up, no friction. Action is automatic. 10" tank is bright plastic. \$2 plus 25¢ postage. Bryn Mawr Gifts, Bryn Mawr, Pa.



**FLYING SQUIRRELS.** Well, Sir, We can recall the quiet days when the only thing that disturbed the peace of *Window Shopping* was the World Series. But *Flying Squirrels!* When you order them for an ecstatic boy, you can count on receiving healthy animals. Shipped to far West, railway exp. coll. or air exp. coll., \$15 each; \$25 a Mr. and Mrs. pair. Roomy cage, \$7.50. No c.o.d.'s. Taylor Gifts, Wayne, Pa.



**PONYSHOE PIN-UPS** are the most fun frames for showing off a teenager's Rogue's Gallery that we've found anywhere. And of course they're as lucky as can be! Surely no harm could come to a grandchild so fortunately framed. And surely the one you love the best will start sending roses if you put him in a ponyshoe! \$1 each ppd. Horseshoe Forge, Lexington, Massachusetts.



## majestic marble ITALIAN CARRARA

COCKTAIL TABLES



Also available in beautiful beige Travertine marble at same price. 18" x 60" table, in either Carrara or Travertine marble. \$64.95 express charges collect.

Send check or money order. SATISFACTION GUARANTEED

The simplicity of dappled white Carrara marble... ageless grace to accent any decor. Sleek slab measures 18" x 48"; 15" high. Legs are brass, walnut with brass tips, or black with brass tips. Usually \$69.95, this low price is possible only because of a special purchase.

**\$44.95** express charges collect.

HENRY ROSENZWEIG, Dept. B-11, 723 Lexington Ave., New York 22, N.Y.



### Musical Cathedral

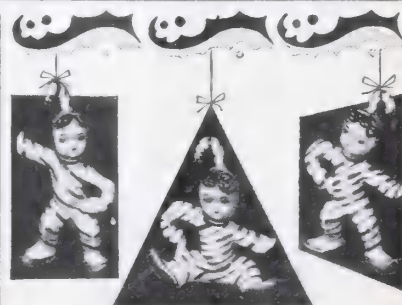
The celestial strains of "Silent Night" played by the Swiss music box in this ivory plastic cathedral will fill you with the peace of Christmas. With light streaming through the simulated stain glass windows, it looks like a country church at midnight services. Perfect under the tree, on your mantel or table.

6"x6"x12" with bulb, cord and plug. AC-DC.

\$5.95 plus 25¢ postage

Christmas Decoration Booklet on Request

The Fitzgeralds  
Peter Stuyvesant Station  
Box 19, New York 9, N.Y.



### CHRISTMAS PIXIES

for your holiday decoration

These happy Candy Cane Pixies in ceramic are the gayest note ever for your holiday table. Perfect for the tree or for the mantel, too. When Christmas is over the children will want them in their room. The gleaming white suits are striped in Christmas red and green... and their faces will be a joy to all. Stand 4 1/2 inches high. A remarkable bargain at \$1.00 for all three, postpaid. Order today.

Set of 3 only  
**\$1**  
Postpaid

Satisfaction Guaranteed or Money Back

**FREE!**  
Christmas  
Gift Catalog  
In color—  
write for it!

**Foster House**

430 (B-11) S. Jefferson,  
Peoria, Ill.

### LOOK! A LIFE SIZE SANTA FOR YOUR HOME DECORATING

Yes, this Santa stands 5 ft. high and in addition three small 12 inch Santas mounted on cut-out easeled board. In brilliant Yuletide colors. Sturdily built to last many Christmases.

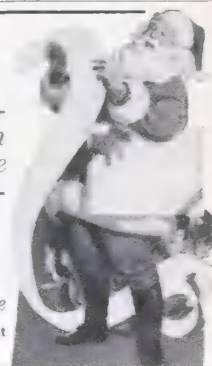
\$9.75 for complete set—Postpaid

No C.O.D.'s

Order before December 1 to insure delivery on time

Fredrick Photogelatine Press

438 West 37th Street  
New York 18

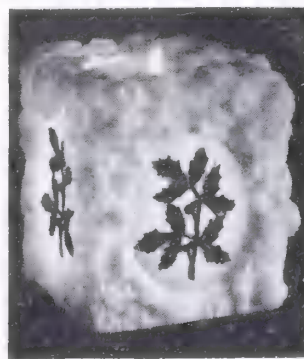


### Irish Import — Hand Crafted Christmas "Holly-Glow" Candle — BURNS 50 HOURS —

From Ireland... hand-molded panels of green holly and red berries accented by glowing snow-white background. Only center burns — for full 50 hours. Made by Rathborne, Ltd., of Dublin, proud craftsmen of exquisite candles since 1488. A charming gift or distinguished possession — handsomely packaged. \$3.95 each postpaid... 4 inches tall.

**HARRIS CANDLE IMPORTS**

204 Commercial St., Portland, Me.







"BEHOLD I BRING YOU GOOD TIDINGS"

### AUTHENTIC "M. I. HUMMEL" NATIVITY SET

11 handtinted figurines, each with indented signature; sizes from 3 to 8 1/2", wood stable antique stained, 26" long, 14" high, complete with star . . . \$75.00 ppd.  
(in limited quantity only)  
With electric light installed, switch and 9 ft. cord, add . . . \$4.00  
A precious possession for lifetime—  
Available 36 assorted BEAUTIFUL HUMMEL CHRISTMAS CARDS . . . \$2.35 ppd.  
New Hummel catalog with first order.

Order from

**Hildegard Studios** Dept. HB, 597 Farmington Ave., Hartford 5, Conn.



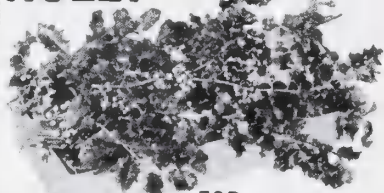
*Revolving  
Musical  
Christmas  
Tree*

...for a joyous  
holiday

A colorful, glittering "tree" made of green and silver aluminum foil decorated with 24 bright ornaments . . . imported Swiss music box plays "Silent Night" as it slowly revolves . . . ideal for table or mantel decoration . . . stands 19" high . . . not inflammable . . . not electrical . . . may be used year after year . . . Send one to a friend, we'll enclose a gift card.  
Postpaid in USA . . . \$5.95

**DAIRYLAND PRODUCTS COMPANY**  
1019 L Williamson Street  
Madison 3, Wisconsin

### Selected Oregon English HOLLY SPRAYS-WREATHS

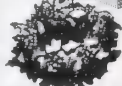


FOR CHRISTMAS

Say "Merry Christmas" the traditional way with beautiful glossy-green, full red-berried English Holly sprays and wreaths. Carefully selected. Treated for long life. Ideal for gifts and home decoration. Greeting cards enclosed. Holly shipped about Dec. 10th. Mail gift list early to assure delivery.



"MERRY CHRISTMAS" BOX  
Over a bushel of choice red-berried holly sprays . . . \$5.35  
Postpaid in U.S.A.



WREATHS  
Lovely wreath, heavily clustered with berries. Outside diameter: 16".  
Postpaid in U.S.A. \$4.95

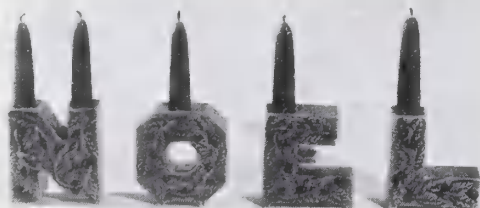
### "DECORATOR'S" BOX

Holly wreath (16-in. dia.) and over a bushel of assorted length sprays . . . \$9.55

All orders sent SPECIAL DELIVERY Postpaid in U.S.A.

**ENGLISH HOLLY PACKERS**  
P.O. BOX 425 ■ PORTLAND 7, OREGON

### Noel Noel!



A handsome ceramic foursome spelling out Christmas spirit holds either your candles or sprigs of your holly. Good for table or mantel. Each letter is 4" high. Green with red holly berries. And the best news is the price. \$1.50 for the set postpaid. No C.O.D.'s.

**EDITH CHAPMAN**

260 Main Street, Nyack, N. Y.



### AMERICAN EAGLE

A very impressive large eagle in flight to grace your entrance, wall, fireplace or office. Beautifully detailed in cast aluminum; 29" long x 11" high. A classic symbol of our American heritage. Choice of antiqued Gold or dull Black. Exceptional value!

\$10.95

plus 50¢ postage

**MASTERCRAFT**  
212HB SUMMER  
BOSTON 10, MASS.  
FREE! GIFT 'N GADGET CATALOG



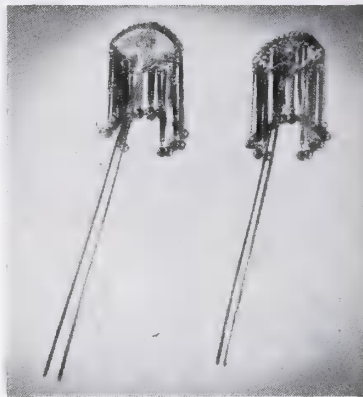
## WINDOW



**CATHEDRAL LIGHTS** are heat-resistant red styrene lanterns that glimmer on your tree like a string of small stained glass windows. Each Cathedral Light has 3 scenes, holds a standard tree bulb. Choose from 2 series: Biblical scenes or Holiday (Santa Carollers, etc.) scenes. Set of 4 \$1.25 ppd. Order from House of Schiller, 180 N. Wacker Drive, Dept. 582, Chicago 6, Ill.



**SNOOZE IN THE SUDS** and pamper yourself with a week-long lounging session in the tub. Cream your face, get a good book, install this divine pillow and you're all set for the most glamorous beauty treatment of all! Foam pillow has removable white terrycloth cover, and suction cups by which it adheres to tub. \$2.25 ppd. Prestige Products, 3450 Wilshire Blvd., Dept. H, Los Angeles, California.



**GEISHA GIRL HAIR PINS** straight from Japan, are the sterling silver adornments that the Japanese dancing girls wear. Each sterling spike is hung with a cascade of little wind chimes that tinkle a sing-song melody when you turn your head. Wonderful with a chignon! 7 1/2" long, \$2.95 each; \$5.75 pr. Ppd. Susan Smith, Carpentersville, Ill.

### King Size! Personalized! BATH TOWEL



Just like those found  
in Continental hotels

Treat him to real luxury . . . every man alive will love this huge 66" x 36" bath towel. Wonderful for the beach, too. It's smartly monogrammed with his initial in a handsome black and gray coat of arms . . . designed and styled for the most important person in your life. The towel is of deep pile white terry. If you've been seeking a gift that's "made to order" for a man . . . here it is! Specify initial when ordering.

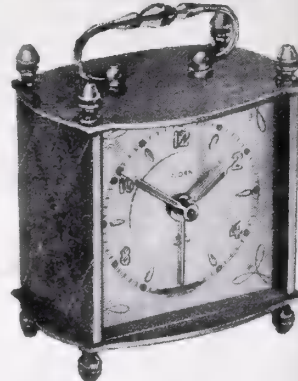
Satisfaction guaranteed or money back

\$3.95 ea.; 2 for \$7.75 POSTPAID  
FREE! Christmas Gift Catalog  
In color—write for it!

**Foster House**

430-B11 S. Jefferson St.  
Peoria, Ill.

### Imported Brushed Brass 30-Hour Alarm



Exquisitely designed with Fleur-de-Lis pattern on highly polished brass. This attractive miniature clock, 2 3/4" x 3 1/4" has a charming handle, legs and posts. Full 30-hour jeweled movement with alarm and luminous dial. A beautiful decorative and useful accessory you'll want to give or keep in bedroom, living room, on desk or knick-knack shelf. Created by West German craftsmen whose horological skill is legendary. Guaranteed Only \$13.50 postpaid. Tax included.

**NOVITA, Dept. M**

163 Ellwood Ave., Mount Vernon, N. Y.



# SHOPPING



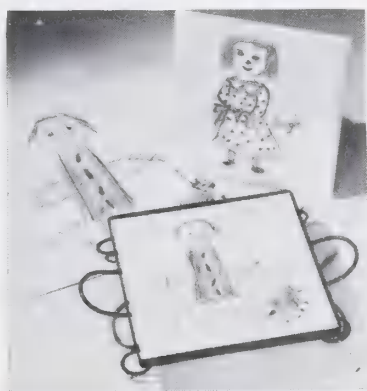
## A HEAVENLY HOSTESS

Will think you're an angel if you send her this darling Merri-John et. A pink or turquoise lid decoration is silk-screened with fat little golden angels. Contact backing adheres at touch, pulls off as cleanly as adhesive tape. Great gets "Seasons Greetings" and bells. Very gay, very pretty, and not a bit offensive. \$2 ppd. Fruitidings, 957 Park Avenue, New York 28, N.Y.



## A CHILD'S WORK OF ART

is reproduced in color on a 6" tile, and you have a "masterpiece" that you wouldn't swap for a Rembrandt. Just send the drawing, signed and dated if you wish. Any size will do. It will be exactly reproduced on tile, fired for permanency, and felt-based. 4.95. Framed in black iron rivet. \$5.95. Ppd. 10 days' delivery. Young Rembrandts, Loch Lane, Port Chester, New York.



## PLANT A STAR

with a cascade of philodendron, or a spray of holly and mistletoe, or a tight little bunch of rust and gold leaves. Clear plastic star has the properties of a prism. It catches the sunlight, breaks it into a myriad of rainbow fragments. So hang it near your window! 5" star with golden chain for hanging. \$2.25 each; 3 for \$5.95. Ppd. Anders Co., 155 W. 72nd Street, New York 23, N.Y.



## Christmas Gift Wrap Ensemble

20 Deluxe Wrappings—Each Full 20" X 30" Size Plus Matching Tags & Seals—Colorful & Gay  
Your gifts will tingle with holiday excitement when you wrap them in these colorful papers. Gaily decorated with familiar Christmas subjects—holly patterns, snow men, Christmas trees, ornaments, bells, Christmas stockings, etc., on rich, colorful backgrounds. You get 20 of these big 20" X 30" full sized papers big enough to wrap most any gift, plus a host of matching tags and generous supply of matching seals. A complete perfectly balanced ensemble at a price so low you'll want several boxes to glorify every box you send this year. Prepare for Christmas now. Order these luxurious wrappings now. ONLY \$1.50 postpaid. Guaranteed satisfaction or your money refunded.

**Mrs. Louise Johnson**  
2611Y Harriet Avenue South  
Minneapolis 8, Minnesota



## MINIATURE "HORNS OF PLENTY" MAKE HOLIDAY TABLES FESTIVE

Add a gay, festive air to your holiday entertaining—with these delightful miniature cornucopias. Fill them with flowers or bright, small fruit—use them as individual nut cups or for mints. Their uses are as many as your own imagination can give them! Imported from Hong Kong, these tiny cornucopias are so unlike anything you've seen in table decorations. Woven of wicker, they measure 2 1/4" at top, approximately 4" long. Order a set now for the holidays—or for any special day—they will make your table look its sparkling best!

Please write for free catalog. Set of 8, only \$1.95 postpaid. No C.O.D.'s

**artisan galleries**  
2100-A11 N. Haskell • Dallas 4, Texas



save to 1/2 by mail

It's easy to order by mail and save!

## Beautiful Custom Made Drapes Factory-to-you

approx. **\$1.50** a yd. including labor

• Easy credit terms to fit your budget •

Now is the time to redecorate with beautiful custom made draperies! Choose from a tremendous color selection in exquisite decorator fabrics. We will custom make draperies to your exact window measurements for less than ready-mades.

You'll be delighted with the fabric quality and the fine tailoring: tiny overlapped seams, full 3" weighted hems, plastic crinoline headings. Prices including labor, are approx. \$1.50 a yard. Discover how easy it is to order by mail.

*Send 25¢ for Swatches of all Colors  
of all our beautiful Fabrics*

We will include easy measuring directions, complete information

**Make your own drapes.** Fabrics by the yard \$1. Pleating tape, traverse rods, hooks available.

• **CLIP THIS COUPON AND MAIL TODAY!** •

Satisfaction Guaranteed

**CARABAO**  
SPECIAL PRODUCTS COMPANY

2750 Hyde at Beach • Box 3689  
Dept. HN7 San Francisco, Calif.  
Our Seventh year of selling direct by mail.

**CARABAO SPECIAL PRODUCTS CO. • Dept. HN7**  
2750 Hyde at Beach • Box 3689 • San Francisco, Calif.

☐ Enclosed is 25¢ for swatches, information, directions for measuring. (Please print)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## An unusual Christmas Card with an ARTIST'S SKETCH of Your Own Home!



Your own home beautifully sketched by our artists! The only hand-drawn, finely lithographed Christmas Card at such a low price. Just send a clear photo (negative or print). Message includes your name and "Greetings from Our House to Yours." Green cut-out cover scene frames sketch. Heavy white vellum. White envelopes. 50 Cards—\$10.50; 75—\$14.95; 100—\$19.35; 200—\$36.25. Postpaid. Money-back guarantee. Order: *Your Own Home Greeting*, No. 41-8.

Write for free catalog of new, unusual Gifts!

**Kimball Printers**

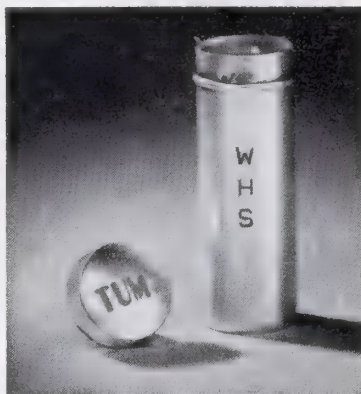
418 Bond St.  
Oshkosh, Wisconsin



## WINDOW SHOPPING



**KISSIN' BONNET** is a devastatingly becoming white jersey helmet that's decorated with 12 dare-you sprigs of mistletoe on each side. Red velvet bows add to its come-hither look, and you better wear no-smear lipstick to match! Mistletoe and bows come off after the holidays and you have a wonderful winter bonnet. \$4.95 ppd. Karen Walter, 252 E. 60th St., New York 22, N.Y.



**EXECUTIVE STOMACHS** beset by difficult clients, crazy diets and big business drinking rely upon Tums to settle the problems. So for a dyspeptic dynamo, we show you a sterling silver Tums case, engraved with his 3 initials. \$8.75 plus \$0.50 post. In 14k gold, the engraved case is \$75 ppd. Tax incl. Shreve Crump & Low Co., Boylston St., Arlington St., Boston 16.



**GIVE THEM CAVIAR** in a silver-plated caviar cooler, and it will be second only to giving them the moon and all the stars. Crushed ice goes in the 6 1/2" bowl. Caviar goes in center. And you're in business! With snap-on cover ring and glass liner, \$14.50. Add \$1 postage. 4-oz. jar of Romanoff Beluga Caviar, \$5. Order from Plummer, Ltd., 734 Fifth Ave., New York 19, N.Y.

(Please turn to page 57)



### Personalized Sterling Silver PRAYER BOOK MARKER

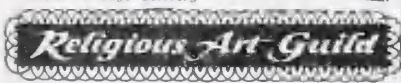
Someone you love will cherish this thoughtful gift. A beautiful sterling silver book marker for Prayer Book, Bible or Missal. At one end of three 7" black or red satin ribbons is a Sterling Silver Cross. At the other end of each is a hand-cut silver initial, forming a three-letter monogram. An acceptable gift in many religious orders for priests and nuns. Print initials desired and color of ribbon. Satisfaction or money back.

**\$3.95**

Postpaid

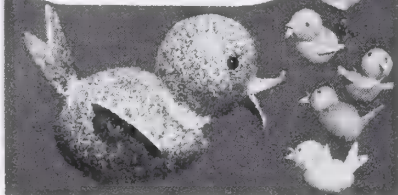
allow 10 days delivery

Christmas  
Gift Catalog  
FREE  
Write Now



DIVISION OF FOSTER-GALLAGHER  
200-B11 Monson St., Peoria, Illinois

### Clever New Decorative Idea



### SIX Baby GLITTER BIRDS

Delightful New Imports

They'll be the conversation piece of your holiday decorations! These adorable baby Glitter Birds are a special buy and we are able to offer SIX of them to you at the fantastically low price of just \$1.00. Each is 3" long. Colors are assorted; silver, turquoise, pink and maize... and each is coated with highly reflective "glitter" that dances and shimmers in the light. Arrange them across the mantel, in the tree, in a window. Order several sets now.

Satisfaction Guaranteed or  
Money Back

FREE  
CHRISTMAS  
GIFT  
CATALOG  
In Color  
Write for it!

**Helen Gallagher**

413-B11 Fulton St., Peoria, Ill.



### Colonial Candlelight

**TWIST CANDLESTICKS.** Heavy solid brass. Bright and tarnish-proof. 10 1/2" high. \$9.50 per pair, ppd.

**BRASS BELL SNUFFER.** Highly unusual and decorative. 9 1/4" long. \$2.25 ppd.

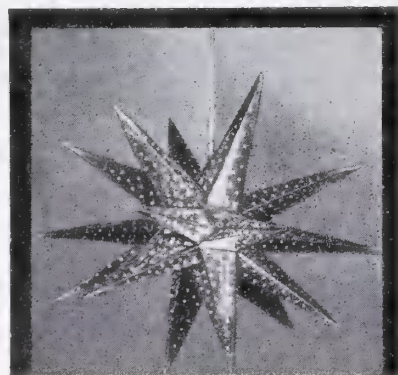
**BAYBERRY CANDLES.** Slow burning. Delightful. Beautifully ribboned gift box, with Bayberry sprigs. \$1. ppd.

Complete 5-piece set above \$12.25 ppd.

New 800-picture catalog just off the press. Includes FREE with order, or send 25c.

Satisfaction Guaranteed.

**STURBRIDGE JEWEL WORKSHOP**  
616 Brimfield Turnpike, Sturbridge, Mass.



### NEW! Gleaming Gold 18-point "STARLITES"

Breathtakingly beautiful! Light sparkles thru the pierced holes, casts myriads of bright twinkling stars and a warm, cheery glow—a lovely effect! Easy to install. Starlites fold flat, open and fasten at the top for jiffy installation around a drop cord and light bulb. Flameproof, perfectly safe; sturdy white cardboard lavishly coated with gleaming gold. Guaranteed to delight! For year round use, special occasions; a "MUST" for a gay Christmas!

no cod's please  
Calif. resid.  
add 3% tax.

FREE!

New FALL CATALOG of unusual gifts, wonderful imports. Write for it.

**BOWMAN'S**  
HBS-2477 Lombard St.,  
San Francisco 23, Calif.

### THE YULE BUCKET



... with more darned uses than an octopus has arms! Holds fruit, candy, cookies, popped corn—fill with ice for chilling champagne, wines or cokes for parties—for carrying fireplace wood—fill with sand for holding Xmas tree. Heavy gauge metal in decorator's soft spruce green, appliqued with gay felt Xmas trees and ric-rac. 16" across x 12" tall.

\$6.50 ppd.

No C.O.D.'s please

**THE THREE PIXIES**  
Chicago 34, Ill.

### BRAND NEW XMAS GIFT for CHILDREN



Here is the most wonderful, different Xmas Gift of all—and SO inexpensive! Send us your favorite snapshot print or negative, of you child, family, pet, home etc. We will beautifully enlarge it and make an EXTRA-LARGE 8" x 10" life-like patented JIGSAW PUZZLE, so natural so touchingly personal, it will thrill the heart and capture the imagination of any youngster. Mom, Dad, or Grandparents. Your choice of beautiful black and white JIGSAWS for only \$1.00 or gorgeous, genuine de-luxe quality HAND-COLORED for only \$1.50 each! Send money or order C.O.D. Your original picture returned immediately with puzzle. MONEY BACK guarantee. But order TODAY.

### PHOTO XMAS CARDS low as 34¢ Your Name Printed FREE on Each

Biggest and absolutely best offer of its kind in U.S.A. Finest quality—made from your favorite snapshot or negative. Your name printed FREE on EACH! 25 for \$1.00; 50 for \$1.75. 75 for \$2.50—with FREE envelopes. Order TODAY for prompt service. Fastest in country! MONEY BACK guarantee.

**AMERICAN STUDIOS**  
Dept. 206, LaCrosse, Wisc.



THIS CHRISTMAS LET  
The BOYS and GIRLS on your Gift List

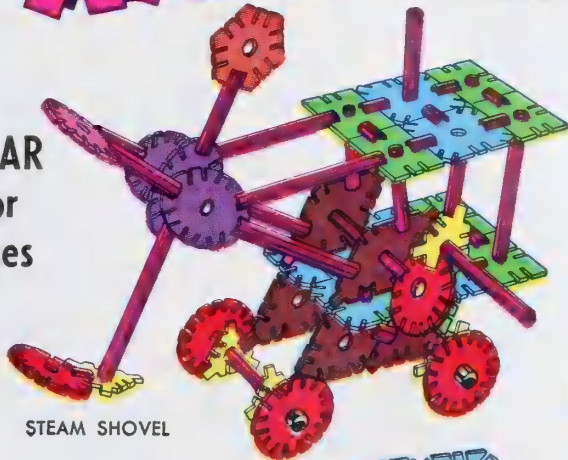
ENJOY

# Rig-A-Jig

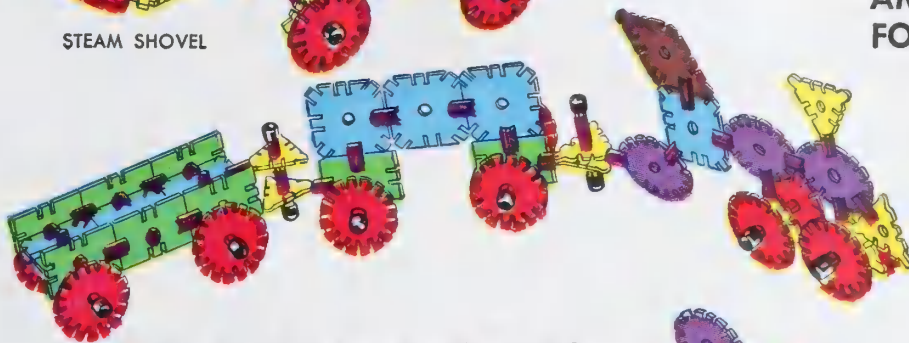
MAKES ANIMALS • PEOPLE • MECHANICAL ACTION TOYS with WHEELS

This Wonderful Creative Set is  
**A Whole Toy Shop in One Box!**

ALL-YEAR  
FUN for  
ALL Ages



STEAM SHOVEL



7 Gay Colors  
7 Basic  
Geometric  
Shapes

## THOUSANDS OF SCHOOLS USE RIG-A-JIG IN CLASS

Its unique speed of assembly permits good results *before* a child's interest lags. Here is a toy that fires the imagination . . . and grows with the child. All children are far happier when they learn and accomplish while they play. Educators recognize RIG-A-JIG as a basic manipulative and construction material. Schools everywhere use it.

## DURABLE, CLEAN, NON-TOXIC

The brightly colored squares, circles, triangles, etc. not only provide training in basic shapes and colors, but are washable tough acetate material that can be used over and over for years of enjoyment.

## EVERY HOME SHOULD HAVE A RIG-A-JIG SET

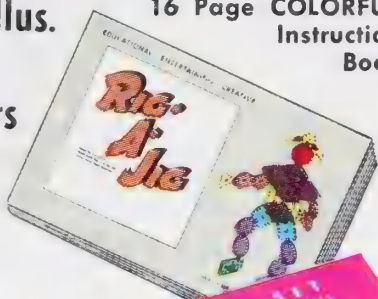
First there's the satisfying accomplishment of showing "what I made." Then the enjoyment of playing with this toy. Wider horizons develop quickly, and your child's imagination soon takes shape in *ANOTHER* toy, altogether different.



The Friendly MRS. RIG-A-JIG!

OVER  
50 Illus.  
in 7  
Colors

16 Page **COLORFUL**  
Instruction  
Book



Put-Away  
Training-  
Tray is  
Mother's  
Delight

Handsome  
GIFT  
Package

### SENIOR

140 pieces

\$2

### DELUXE

236 pieces

\$3

### FAMILY

430 pieces and 2 books

\$5

### CLASSROOM

1000 pieces and 4 books

\$10

SEND NOW FOR RIG-A-JIG GIFT BOX SETS

The RIG-A-JIG Co. • Dept. 516 • 32 W. Washington St. • Chicago 2, Ill.

Please send me the sets marked below POSTPAID:

No C.O.D.'s please

\_\_\_\_ Senior Sets at \$2, \$\_\_\_\_

\_\_\_\_ Deluxe Sets at \$3, \$\_\_\_\_

\_\_\_\_ Family Sets at \$5, \$\_\_\_\_

\_\_\_\_ Classroom Sets at \$10, \$\_\_\_\_

I enclose Total \$\_\_\_\_

Orders are shipped same day received

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_





*TV Swivel Rocker by  
Fairfield Chair Co., Lenoir, N. C.,  
upholstered in Chatham pattern*

## **"Who said light upholstery colors aren't practical?"**

If *that* is your idea, you're thinking of ordinary upholstery materials. But *this* textured beauty is worlds apart from the ordinary. It's vinyl plastic—textured Masland Duran vinyl plastic—the most modern, beautifully-styled and downright practical upholstery ever to grace home furniture.

Even its most delicate pastels wipe clean with a damp cloth—a real boon to the woman who wants to give her rooms today's carefree, casual look.

You can get free folder with samples by writing to  
The Masland Duraleather Company, Dept. H-11, Philadelphia 34, Pa.

**ELASTIC FABRIC BACK...TEXTURED**

***Masland Duran***<sup>®</sup>

**VINYL PLASTIC UPHOLSTERY**





# Moucheté... from France

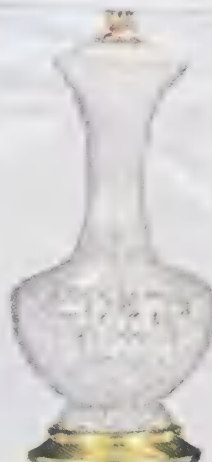
THE FRENCH TOUCH FOR YOUR HOME



Moucheté close-up



"COLONNE" — 28" high  
\$14.00\*



"L'ORIENT" — 29" high  
\$16.00\*



"BALUSTRE" — 27" high  
\$14.00\*



"DIRECTOIRE" — 30" high  
\$16.00\*



LOOK FOR THESE TAGS

Discreetly different... the Moucheté lamp base is "French artistry personified" in handcrafted glass with a delicately flecked translucency. Available to you in a style and color for every setting... Remington lamps complement your home with an air of tasteful luxury in a budget price range. Available in White, Pink, Green or Amber with hand tailored Tissue Shantung shades in coordinated colors and mountings in heavy brassplate with a rich satin finish. The electrical wiring fulfills every demand for nationally recognized BEAUTY-PLUS specifications in its versatile 3-way lighting unit. Available throughout the United States. (\*Prices slightly higher west of the Rockies) Write for name and address of your nearest dealer.

**REMINGTON LAMP COMPANY**

419 ARCH STREET • PHILADELPHIA 6, PA.

\* Moucheté lamp bases made in France by The French Glass Co., Inc. of Paris and New York

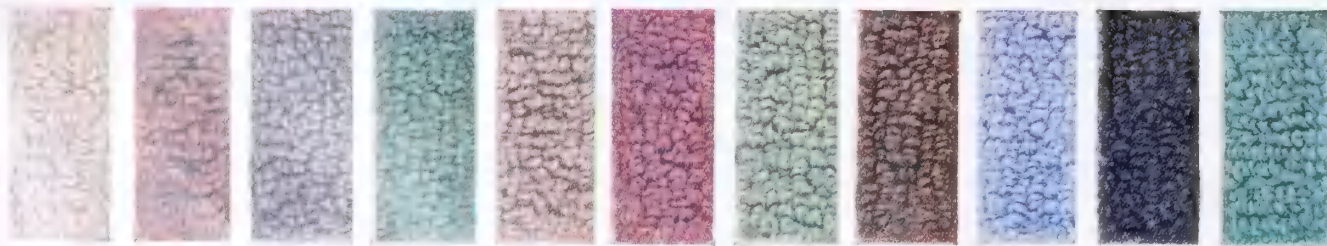




# WIN! \$140,000

**NOW!** Vote for your favorite carpet salesman at the nearest store featuring Aldon Bonded Broadlooms!

Win one of these fabulous prizes! \$140,000 fortune to be given away! Over 1,500 chances to win! Vote today!



Shown is luxurious Aldon "Miracle-Tex"—Now, in one broadloom you get all the fine carpet fibres—AVISCO\*, WOOL plus NYLON! Unbelievably cushiony under foot, so easy to care for—and it's Double Guaranteed! Come in 13 striking colors! •Visco



# DOO IN PRIZES!

**GRAND PRIZE  
2 CARS!**



**'57 FORD THUNDERBIRD PLUS FORD RANCH WAGON!** Famous 225 hp sports-car and big 6-passenger family station wagon—right for fun, hauling or calling!

IT'S EASY! NOTHING TO BUY! Simply help us elect the nation's No. 1 Aldon Carpet Salesman and you can win *two* of the most exciting cars ever made! What's more, you've over 1,500 more chances to win a big prize!

When you vote, you'll want to see Aldon's breathtaking Bonded Broadlooms!

Only Aldon gives you so much to choose from! A rainbow of high-fashion colors! Prices from \$5.95 to \$10.95 sq. yd.! Twists...carves...velvets...textures...tweeds! *Plus a Double Guarantee*—Aldon's famous Bond and the Good Housekeeping Seal of Approval!

See them now! And, don't miss Aldon's Guaranteed rugs from scatters to full room sizes. Luxurious textures and colors starting at only \$2.98.

## **FOLLOW THESE SIMPLE RULES TO VOTE!**

- Fill out an entry blank at your nearest Aldon Bonded Broadloom Dealer featuring "Election Jamboree" displays.
- Each entry blank gives you 2 chances to win. Every store is guaranteed at least one winner. See entry blank for full details.

**ENTER NOW! CONTEST CLOSES  
MIDNIGHT NOVEMBER 30, 1956!**

**Aldon**  
BONDED BROADLOOMS  
GUARANTEED RUGS  
10 West 33rd Street, New York 1, N. Y.

**Over 1500 other grand prizes!**



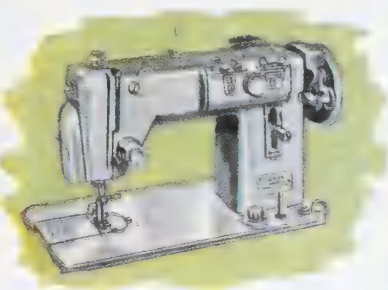
**Main Line Precut Home.** Spacious 3-bedroom Main Line ranch home! Long, low, and rakish 53 foot front, 19 by 11 living room, with vaulted ceiling and window wall. Spacious playroom and huge storage area make the Main Line "Rosemont" the roomiest "rancher" of them all. Delivered to your lot. Plumbing, heating, wiring, not included.



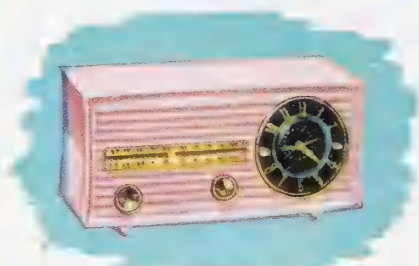
**Jordan Custom Line Food Freezers!** With roomy storage door, juice can dispenser, dozens of other features for reach-in convenience!



**11 New Starline Plomar Automatic Gas Ranges by O'Keefe & Merritt!** Has exclusive High-Vue Periscope Oven, transparent shelf, many other features!



**15 Famous Morse Fotomatic Sewing Machines!** Embroiders, blind-hems, button-holes, zigzags. Guaranteed for a lifetime.



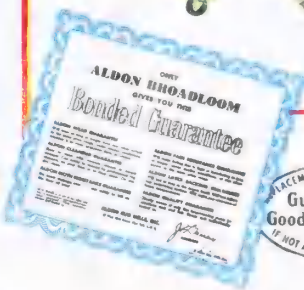
**50 Granco FM-AM "Musichron" Clock-Radios!** Superb static-free reception. Telechron clock automatically controls radio and signal alarms, sleep-switch, appliance outlet—choice of five decorator colors.



## **1500 NEW WESTINGHOUSE CAROUSEL VACUUM CLEANERS!**

Rolls on wheels! Has 2-in-1 rug and floor nozzle, adjustable suction control, revolving cord rewind. Comes with all tools. See it on Westinghouse TV-election coverage.

...Watch Westinghouse where big things are happening for you!

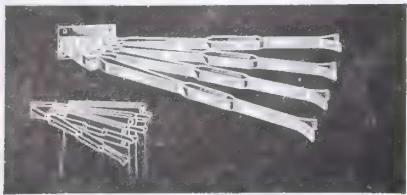


The only Double Guarantee in the Industry!

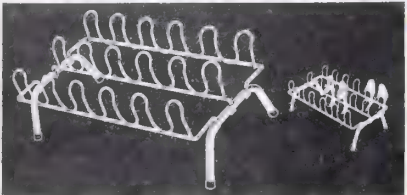




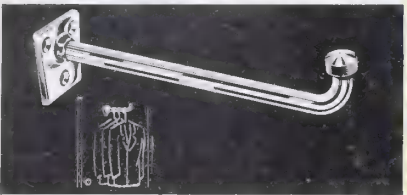
**DOZENS OF TIES** fit in the 48 single spaces, stay in easy reach and in press. Ask for K-V 780 Hol-Mor Tie Rack. About \$3.49\*



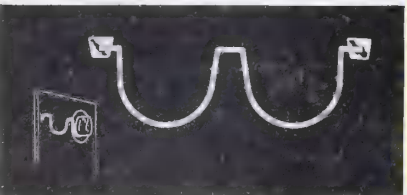
**SKIRTS AND SLACKS** are held crease-free in 4 spring-grip swinging arms. Ask for K-V 550 Skirt and Trouser Hanger. About \$2.79\*



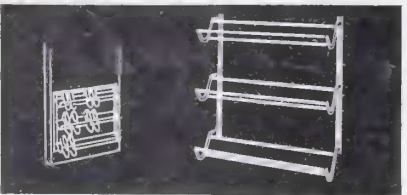
**ANY SIZE OR STYLE SHOE** fits on this handy, portable shoe stand. Holds 9 pairs. Ask for K-V 724 Loop Shoe Rack. About \$3.98\*



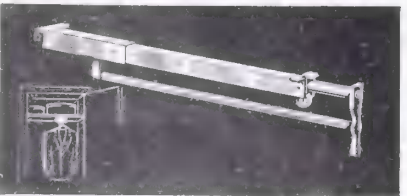
**SIX OR MORE GARMENTS** can be accommodated on hangers with this sturdy 5" or 10" hook. Ask for K-V 3 Garment Bracket. About \$1.29 for 10" size\*



**HATS STAY SHAPELY** in the gentle, firm grip of this non-crushing wall hat rack. Ask for K-V 1125 Hat Rack. About 89 cents\*



**NINE PAIRS OF SHOES** may be stored compactly, in view and reach on wall or door. Ask for K-V 785 3-Tier Shoe Rack. About \$3.79\*



**AN ENTIRE WARDROBE** slides into instant view with this space-doubling garment carrier. Ask for K-V 1. From 10" to 48" long—about \$2.75 to \$16.00\*

\*Prices may vary at distant points.

K-Veniences are jewel bright chrome, boxed with screws for in-a-minute mounting anywhere.



## Your VIPs will love KV!



A perfect gift for your favorite well-dressed people. Jewel-bright K-V fixtures will be appreciated by busy men and women who want meticulous grooming with as little fuss and effort as possible. K-Veniences are designed for beauty and service . . . to give a lifetime of convenience . . . and to become a permanent part of any well-dressed closet. There's no better way to compliment any VIP on your list . . . no surer way to have your gift remembered for years to come.



There are more than 40 K-Veniences to choose from—at leading hardware and department stores everywhere.

KNAPE & VOGT MANUFACTURING CO., GRAND RAPIDS, MICH.





# WINDOW SHOPPING

CONTINUED FROM PAGE 50

**TIKI IS TERRIFIC.** He's the revered good luck charm, always worn by the Maori natives of New Zealand. Belief in his power to bring good luck is so strong, our G.I.'s bought every Tiki in New Zealand! Hand-carved of real jade, charm alone, \$3.95; with sterling bracelet or key chain, \$5.95. Tax and post. incl. Tiki, 19 Garden Place, Brooklyn, N. Y.



**NATURAL CANASTA.** In the tongue of its craftsmen, "canasta" means basket—and we think it's a wonderfully decorative catch-all for magazines, knitting, or fruit. For big parties, we heap ours with cartons of cigarettes and matches. 20" split bamboo basket fits into a black wrought-iron cradle with removable legs. \$7.95 ppd. Salvador-Craft Co., Box 1426, So. Miami, Fla.



**USE THESE FOR CHEESE** and every gourmet at your party will try to pocket them! Made in Nogent, the stainless-steel center of France, the ivory ceramic handles bear the names: Camembert, Roquefort, Swiss, Brie, Hollande, Port-Salut. Packed in wooden case, and shipped from France, \$7.25. Pay postman 15¢ delivery fee. Voyager Shops, Dept. HB, 545 Fifth Ave., New York 17.



(Please turn to page 59)

## WHISTLE WETTERS

**NEW!** A stirring idea for any party. The little golden whistle summons a refill—as the French would say—"toot-sweet".

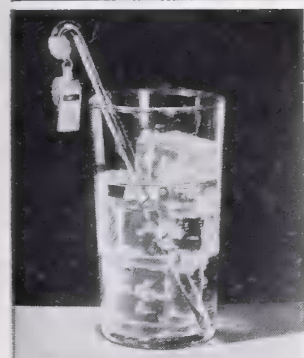
**WHISTLE WETTERS** (glass stirrers) crowned with golden-hued tooters, glitter with festive red and green. So different, they're perfect gifts!

**SET OF 6 \$3.25 Postpaid**

(plus 10¢ tax for Pa. residents)

**FREE CRITIC BROCHURE**

**CRITIC GIFTS Dept. H1, Box 3113, Phila. 50, Pa.**



## HOSTESS TRAY With Americana Print in Full Natural Color

Antiqued border of gold and black on metal tray. Hangers permit its use as a decorative wall piece; an entirely practical serving tray with its alcohol-resistant, lacquered finish—size 13" x 17 1/2". Your choice of five picture-subjects this month, selected from the greatest portrayal of the American scene since Currier and Ives.

Covered Bridge American Countryside  
Old Mill (pictured) Bridge and Brook  
Lakeland Sunset

**\$3.25 each—3 trays for \$8.95, prepaid**

**WAMPUM SPECIALTIES**  
Wrentham, Mass.



LET THE MOST EXCITING GIFT UNDER THE TREE SAY...

# Merry Christmas for you!

**GOLDEN, TREE-RIPENED FLORIDA FRUIT**

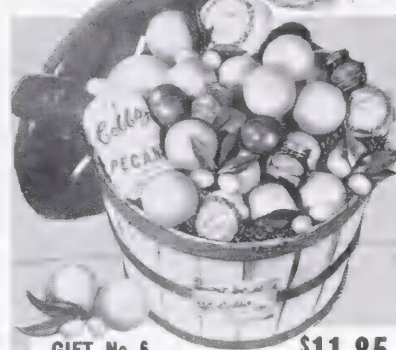
from **Cobbs**

Your friends, business associates and loved ones will say, "How thoughtful!" World famous Cobbs gaily packaged Fruits and Delicacies are always excitingly received...you can give no finer gifts!

**NOW IS THE TIME TO "REMEMBER NOT TO FORGET!"**

**Cobbs "SAMPLER" GIFT No. 84 \$4.45**

Here is an ideal gift at a modest price... A perfect traditional Christmas Memento for anyone on your list. Contains a generous assortment of Fruit, Candy, Preserves and Pecans. Weight approx. 8 lbs.



**GIFT No. 6 \$11.85**

Approx. 54 lbs. — Beauty and the Feast... Juice-heavy Oranges, giant sweet-sweet Grapefruit, Kumquats, Persian Limes, a sack of Papershell Pecans, 3 jars of healthful, delicious Guava Jelly, Pineapple-Cherry Marmalade and Tropical Fruit Conserve. What a value!

**GIFT No. 4 \$8.95**

Same as above Gift No. 6 except does not contain delicacies or pecans... all fruit.

**GIFT No. 1 \$5.95**

Same as above Gift No. 4 except half the size and weight... all fruit.

"Check your list... now's the time to order a 'Basket of Happiness From Cobbs' to arrive at Christmas. Send in your order TODAY! ... with names and addresses ... We take care of everything... your gifts will go quickly on their merry way."

*Henry Cobbs*



**GIFT No. 14**

**\$6.95**

This colorful, hand-woven Tia Juana Hamper, heaped high with luscious fruits... Giant Grapefruit, Pineapple Oranges, Persian Limes, three jars of Preserves... Pineapple Jam, Orange-Cherry Preserves, Citrus Mint Jelly... is purposely packed to thrill the eye and the palate. When emptied, makes a wonderful room decoration and picnic accessory. Approx. 12 lbs.



**GIFT No. 35**

**\$7.95**

Approx. 25 lbs. — A gaily colored handwoven imported Half Bushel Basket brimming over with an assortment of Florida's Finest Fruits... Pineapple Oranges, sugar-sweet Grapefruit, Giant Persian Limes, Chinese Kumquats. One of our most popular Hampers year after year. Positively guaranteed to please ANYONE!

**GIFT No. 11**

**\$12.85**

Exactly the same as above Gift No. 35 except TWICE THE SIZE AND CONTENTS.

**OBEY THAT Christmas URGE ORDER NOW!**

Send check or money order; express charges will be prepaid. No foreign shipments except Canada—add 15% for Canada and west of the Rockies.

Unless otherwise instructed, delivery will be made for Christmas

Send for **FREE 24-page full color catalog**

**Cobbs**

**BOX 1-D  
LITTLE RIVER (MIAMI), FLORIDA**



# Carson's gay personalized towels cover everyone on your Christmas list

children's towel  
and washcloth set, **1.95**

adult's towel and  
washcloth set, **2.95**

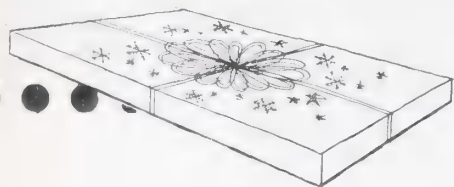
What could be a more thoughtful or more fun gift for Christmas than an exclusive, personalized towel!

The children's is gay with giraffes and clowns in one combination of red, blue and black on white terry. Towel, 20x40"; washcloth, 12x12". Name not to exceed 8 letters!

The grownup's is blossoming with roses in pink and green on white terry. Towel, 24x46"; washcloth, 12x12". Name not to exceed 17 letters.

Both sets are pre-laundered and color-fast, come gift-wrapped!

Carson's linen shop ★ second floor



quantity	name (on towels only)	price

☐ Charge ☐ Check ☐ Money Order

Name \_\_\_\_\_

Address \_\_\_\_\_

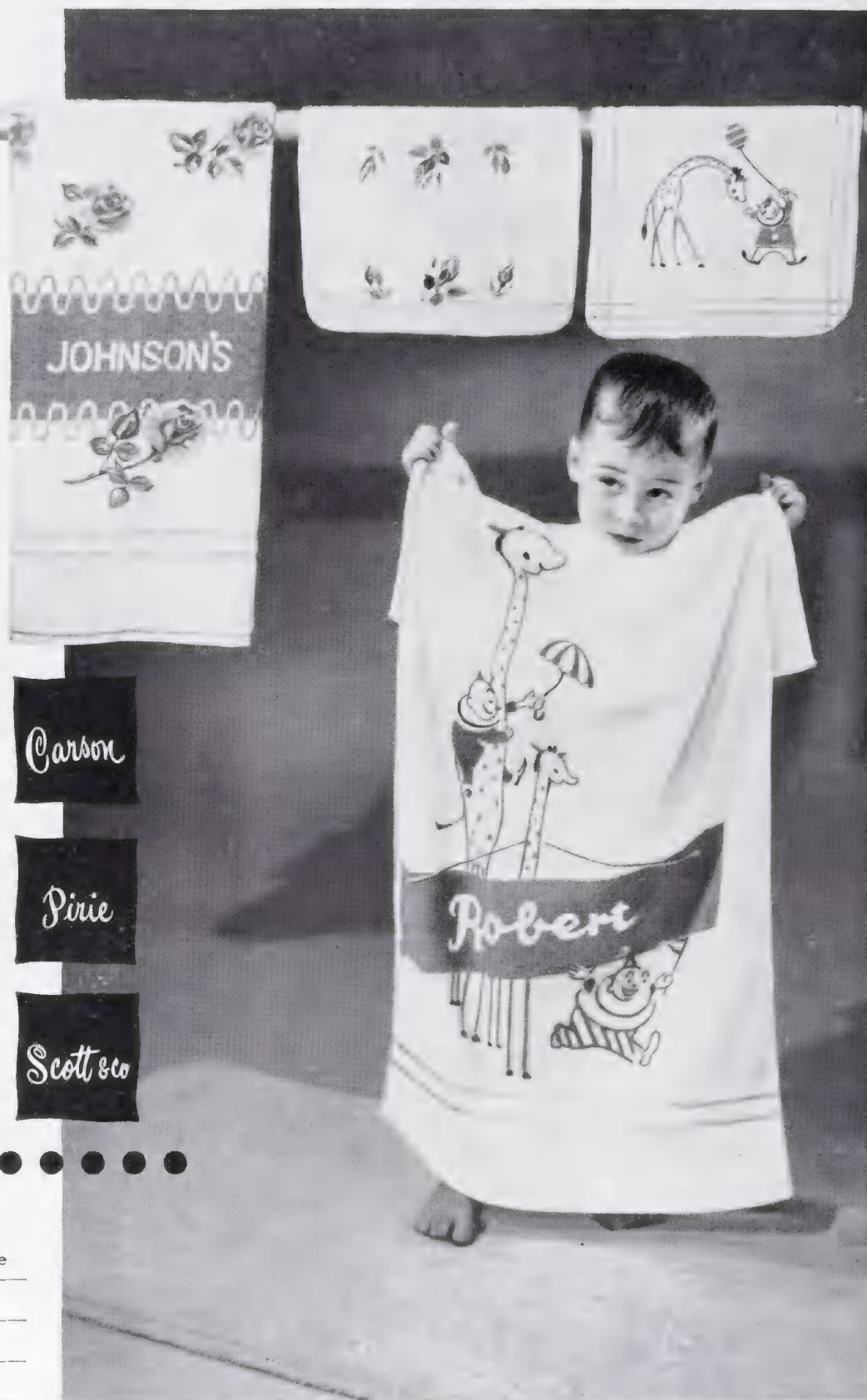
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

(Send to) Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

towels-12-'56



Mail your order to Carson, Pirie, Scott & Co., Box AA, Chicago 90, Illinois. Allow 3 weeks for delivery; orders received after December 5th cannot be promised for Christmas delivery. Sorry, no C.O.D.'s. Add 3% to cover Use and Occupation taxes on deliveries in Illinois. With cash orders, add 30c for first set, 15c for each additional to cover the cost of mailing outside our regular free delivery area.

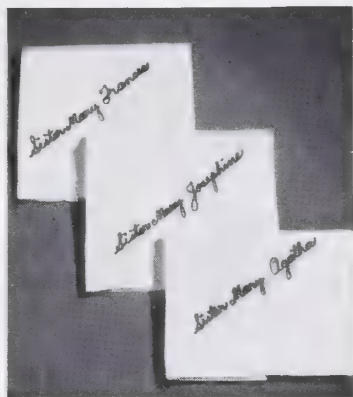




# WINDOW SHOPPING

CONTINUED FROM PAGE 57

**ECCLESIASTICAL HAND-KERCHIEFS** in Irish linen with hemstitched borders are 14" square for nuns and 19" square for priests. Officially recognized by convent and clergy, they come embroidered with full name in black or white and are a thoughtful way to remember the nun who teaches your daughter or the parish priests. Set of 3 is \$5; 6, \$9 ppd. Merrill Ann Creations, 102 Warren St., N.Y.C.



**CRUSADER HELMET** of wool jersey is the most flattering topper ever for warming a chilly bean. For sports car driving, it's absolutely unbeatable; keeps you snug from the shoulders up and keeps your hair from flying. In black, red, green, brown or gray, it's \$3.25 ppd. New England General Store, Plain St., Millis, Mass.



**HERE'S A TIP ABOUT WALL STREET.** It's a fragrance for men, and when they wear it women think they're dreamy. There's nothing astringent about it, and it doesn't smell like a pine forest. Handsome plastic travel kit has two 2-oz. plastic bottles of Wall Street Shaving Lotion and Cologne. \$2.50 incl. tax. Ppd. Michel Pasquier, 7 W. 46th St., New York 36, N. Y.



## PERSONALIZE Your Holiday Table with CHRISTMAS PLACE MATS AND NAPKINS



Make gay the festive board with these personalized quality paper mats and napkins, cheerily decorated with a Holiday red bow-knot and ribbon design. Individualize with initials, last name and/or first name (as — RMD, The Kennedys, Nancy & Dick Smith). Delightful for all gala occasions — a happily thoughtful gift. Mats are 10 x 15; luncheon napkins 6" square when folded. Beautifully packaged in useful plastic bag. 24 of each only \$2.00 ppd. Free catalog included. Satisfaction guaranteed.

Print names wanted. Send your name and address with check, or M.O. to

LOOMIS & CO., Dept. X4, 145 High St., Boston 10, Mass.

## NEW SWEDISH IMPORT TEAKWOOD or WALNUT SERVING TRAYS

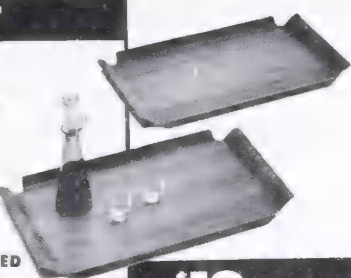
Everyone who sees them, wants them. Ideal gift for Christmas, showers, weddings, anniversaries. Perfect for buffets, snacks, beverages, outdoor, indoor, sickbed dining.

Made of teak or walnut. Blends with any decor. Ideal size—22" by 13". Stacks easily. Alcohol-proof. Practical yet most decorative. Immediate Shipment.

SATISFACTION GUARANTEED

horst gunther • interiors

Dept. HB-1, 60 N.E. 39th Street • Miami 37, Florida



\$10 each

Send cash, check or M.O. Specify Teak or Walnut.

You'll save and save  
They'll rave and rave  
when you send  
*Christmas gifts...*

by Harry and Dave!

Hardly 1 in 1,000 has ever tasted 'em!

## ROYAL RIVIERA PEARS®

America's rarest fruit!

The gift they'll always remember. Talk about thanks! You'll never hear the last of it. A just-right present for anyone, whether they live in a castle or a cottage. So juicy you eat 'em with a spoon. Packed in handsome gift boxes with your greetings. Definitely impressive, yet inexpensive. Perfect delivery guaranteed.

**GIFT NO. 1** (shown) —10 to 14 pears, a great favorite. ppd. \$3.95  
**GIFT NO. 2** (16-20 big pears) ppd. \$4.75  
**GIFT NO. 3** (20-25 smaller pears) ppd. \$4.55



Give the famous, the original, one-and-only

## FRUIT-OF-THE-MONTH CLUB®

The gift that creates praise and excitement for you the year 'round. You order just once but the lucky folks you name receive a whole parade of America's finest fruits 'n delicacies, each beautifully packaged, each with your greeting. Tell us how to sign the handsome engraved membership certificate announcing your gift and treats to come.

**12-BOX CLUB:** Royal Riviera Pears at Christmas; Apples, Jan.; Grapefruit, Feb.; Fine Oranges, Mar.; Cheese, April; Preserves, May; Canned Fruit, June; Nectarines, July; Summer Pears, Aug.; Peaches, Sept.; Grapes, Oct.; Royal Riviera Pears, Nov.

**Gift No. 20**, ppd. \$47.95

**8-BOX CLUB:** Christmas, Jan., Feb., May, July, Sept., Oct., Nov. treats.

**Gift No. 15**, ppd. \$31.95

**3-BOX CLUB:** Christmas, Jan. and Feb. treats.

**Gift No. 11**, ppd. \$11.65



So beautiful! So impressive!

## ROYAL GIFT BASKET

These gorgeous baskets are heaped high with Royal Riviera Pears, fruits, nuts, candies, other rare treats. Your lucky friends will show 'em off—and sing your praises—for days 'n days before they start excavating! The focus of all eyes at Christmas. So much for so little! We ship direct from our own Bear Creek Orchards—no extra charge for fancy wrappings and delivery.

**GIFT NO. 6** (shown) ppd. \$11.85  
Shipping wt. about 17 lbs.

**GIFT NO. 7** ppd. \$14.95  
Bigger 'n more beautiful—shipping wt. about 21 lbs.

**GIFT NO. 8** ppd. \$19.95  
Biggest—shipping wt. about 29 lbs.



First gift seen under any Christmas tree

## TOWER OF TREATS®

Imagine giving folks quintuplets—not just 1 present, but 5 sparkling gift boxes towering 14" high! All tied with satin ribbons, topped with a big bow and a Christmas sprig of real Oregon holly. Inside are Royal Riviera Pears, jumbo apples, giant fies and other surprises. If we told you this grand gift cost \$18 you wouldn't bat an eye. But here's good news:

**GIFT NO. 51** (King size—shown) ppd. only \$7.85  
**GIFT NO. 50** (Queen size—4 boxes) ppd. only \$6.75



Sweet treat for kids of all ages

## LOLLYPOP TREE

We went all the way to France for these gosh-o-golly jolly lollipops. They're so all-fired fancy and fine-tasting, small kids will keep out of mischief for 2 hours handrunning just for the promise of one taste. The lollies are all poppin' out of a handsome molded fibre tree. Folks'll love this for decorating mantles, tables, and their sweet 2th.

**GIFT NO. 67** ppd. \$3.85

SO EASY TO ORDER! Just send us your list with check or M.O. (no charges, no C.O.D.'s, please). Perfect delivery guaranteed.

\*B&C H&D

Harry and David  
BOX 70 MEDFORD, OREGON







## MUSIC MAKER

### THRILLING NEW MUSICAL TOY

Now any child can play tunes without musical training.

Blow here

#### COMPLETE WITH 10 MUSIC-DISKS

... each one punched to play a different tune! TEN TUNES THAT ALL CHILDREN LOVE.

Will make a lovely Christmas present

Turn here

**\$3.00** complete

with 10 Music-Disks

please include 25¢ for postage

Order from:

**Hildegard Studios**

Dept. HB

597 Farmington Ave.

Hartford 5, Conn.

Just put on a Music-Disk... blow... turn... you MAKE MUSIC!

Plays clear, true notes in pleasing tones, melody and harmony. Made of brightly colored unbreakable plastic, with flexible tube.

Tunes come out here

- |                            |  |
|----------------------------|--|
| 1. Happy Birthday          | 8. Comin' Round                              |
| 2. London Bridge           | 9. The Mountain                              |
| 3. The Farmer in the Dell  | 10. Yankee Doodle                            |
| 4. Row, Row, Row Your Boat | 11. Good Night Ladies (Good Night Gentlemen) |
| 5. America                 | 12. Theme Song of the Lawrence Welk TV Show  |
| 6. Jingle bells            |  |
| 7. Home on the Range       |  |



#### Leather Elegance with Rhinestones For His Christmas Gift

Handsome, durable, fully lined, topgrain cowhide collars studded with diamond cut rhinestones. Or, rhinestones with rubies, sapphires, emeralds or plain. Pet's name engraved on plate. Corbin padlock. COLORS: Aqua, pink, white, tan, red, black, yellow, blue, chartreuse, green. C.O.D. \$2.50 plus postage. Or, send \$2.50 post paid. Matching 5-ft. rhinestone leash. \$1.50. 10-ft. leash. \$3.00. Take neck girth with string. Send string and pet's name.



#### French Wide-Contour Collar



Wide contour cowhide collars for every size and breed. Studded with diamond cut rhinestones. Or, plain. COLORS: Aqua, pink, white, tan, red, black, yellow, blue, chartreuse, green. \$4.95, post paid. Matching 5-ft. rhinestone handle leash. \$1.50. Send neck girth and pet's name.

#### Leather Elegance, CADET HARNESS

Cowhide elegance! Rhinestone studded harness in above mentioned colors. Choice of rubies, sapphires, emeralds. For small or large dogs. Pet's name on plate. Complete. \$4.50. 5-ft. leash. \$1.50. Send string indicating BODY girth and pet's name. Guaranteed or refund.



**CURTIS CREATIONS**  
Dept. H. Genesee-Hopper Bldg., Utica, N. Y.

#### Grand for Grandmothers

A handsome link bracelet is hung with nickel-size discs that have raised silhouettes of a boy or a girl or twin profiles of a husband and wife. Backs are engraved with first names and birth or wedding date.

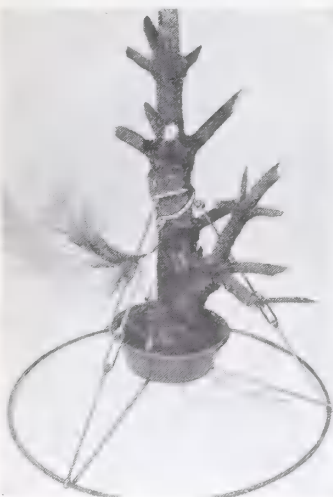
In sterling silver or gold fill: Discs are \$3 each; Bracelet is \$3.

In 14k gold: Discs are \$12 each; Bracelet is \$30. Engraving, tax, postage included

#### Yuletidings

957 Park Avenue New York 28, N.Y.

## TO SET A TREE CAN BE A SIEGE—BUT WITH CHRISTMAS EASE IT'S JUST A BREEZE



At last—a tough job made easy! Everybody loves a Christmas tree but WHO likes the job of setting it up? YOU won't mind it a bit with CHRISTMAS EASE—the new stand that sets any size or shape of tree simply and easily in minutes without tools. No sacrificing lower branches. Large 24" diameter base ring and three adjustable guy rods with barbed hooks accommodates any tree up to 9 feet. As the guy rods are tightened, a spring tension is developed in the base which prevents leaning and accidental tipping of tree.

Lifetime, welded steel construction, finished in bright red, with detachable green water pan. \$4.95 Postpaid.

Large 48" base size also available (perfect for outdoors, large homes, churches or offices). \$24.95 Express collect.

Decorative skirt accessory—new VAC-U-COVER of flameproof red, embossed plastic 48" in diameter. Gives additional suction-cup safety feature and protects floor or carpet. Only \$1.25 Postpaid.

#### SATISFACTION GUARANTEED

Send check or money order, no C.O.D.'s, please. Pa. residents please add 3% sales tax.

**DAVIS, P. O. BOX 106, MORGAN, PENNSYLVANIA**



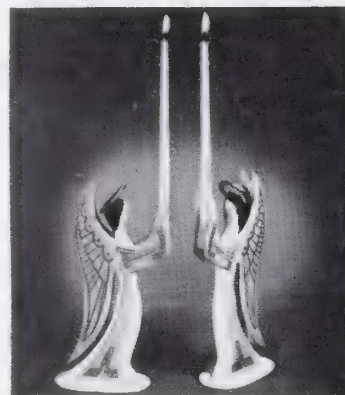
## WINDOW SHOPPING



**BANKER'S COAT**, made in Hong Kong of polished cotton with handmade frog fastenings, comes in solid black, blue or red. This is the coat of distinction that bankers in China wear during business hours, which may be why it's got so much Yen-Appeal. It's a wonderful tailored negligee, in small, medium and large sizes. \$9.95 ppd. Vermont Crossroads Store, Waterbury, Vt.



**PURE CAT.** With spare artistry, a designing wizard interprets the quintessence of cat in fluid lines of sterling silver. Mr. Buck, himself an artist of spare articulation, pinpoints its appeal as "man's wisest associate, the cat who walks by himself." 2 1/2" pin is \$5.95 incl. tax. Ppd. Twinning and Buck, Salisbury, Conn.



**A FESTIVAL OF LIGHT** is the lovely theme that these angels seem to be portraying in their motionless ballet of the Christmas season. Made of wood and enameled in white with pastel pink and rose wings, their praying hands hold glowing white tapers. 10" high. \$2.95 the pair plus 25¢ post. Candles to fit are \$1 for box of 12. Religious Art Guild, 131 First St., Peoria, Ill.

(Please turn to page 62)

#### AMAZING VALUE

**50 Christmas Cards \$1.50**  
WITH NAME IMPRINTED



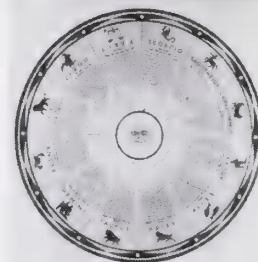
50 beautiful EXCLUSIVELY created Christmas cards, including envelopes. The assortment consists of 5 each of ten different designs... some gay, some cute, some religious. Each lovely card beautifully printed on fine paper. This exceptional low price includes your name imprinted on each card.

**FREE** Beautiful 32 page full color catalog chock full of dozens of gift ideas, Christmas card assortments, all occasion cards, gift wraps, notes and stationery... Send Today.



**BAYFIELD INDUSTRIES**  
427 BAYFIELD AVE., FAIRPORT, NEW YORK

#### CONVERSATION PIECE!



Amuse family and friends with personal character readings from this beautiful Zodiac Wheel designed for a wall of your home. (Gives astrological reading for each birth sign.) Exotic! Decorative! Deep blue, gold and red. Large 14-inch diameter Wheel on 15" x 17" white background. Heavy, glossy paper. Wheel is stationary—reads easily without turning. An intriguing, attractive decoration for any home. \$1 post-paid.

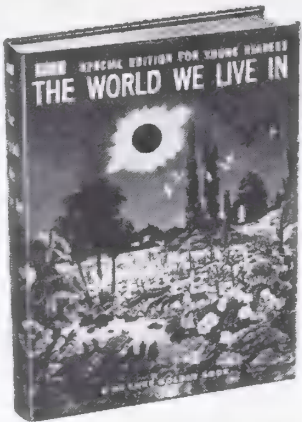
**Marion Wilkerson**  
P.O. Box 1629 Tampa, Florida



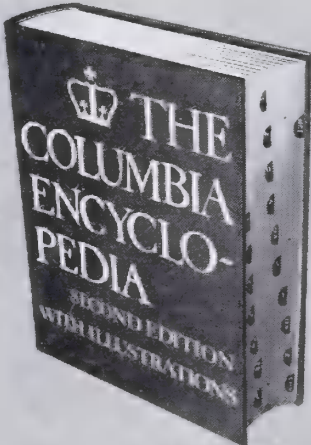


**NEW CALYPSO HITS — FAMOUS TALBOT BROTHERS.** The moonswept magic and romance of tropical Bermuda . . . in 12 haunting, exotic rhythms by native performers! *Dorothy; Wine and Malina; Bloodshot Eyes; Myra, Myra; My Heart Sings; Hundred Thousand Years—Saloon; Make It Do; Pum-Pa-Lum; Nature Boy; Marianne-Sly Mon-goose; Sheik of Araby; Blue Skies.* Terrific! A study in high-fidelity sound. **AUDIO FIDELITY.** 12" long play, 33⅓ rpm. **A \$5.95.**

Life's **THE WORLD WE LIVE IN** Special Edition for Young Readers. *Life's* monumental story of our planet from its beginnings more than 5 billion years ago is now superbly adapted for young readers. Hundreds of color pictures (including huge fold-outs) show our earth, its mountains, plains, and oceans, its creatures, the stars and planets that surround it. *A Deluxe Giant Golden Book* of unprecedented beauty. Ages 8 and up. Sizes 8 x 11". **E \$4.95.**



**THE COLUMBIA ENCYCLOPEDIA — WITH SUPPLEMENT OF ILLUSTRATIONS AND A RECORD OF EVENTS 1950-56.** Most complete, up-to-date, one volume encyclopedia. Over 70,000 articles, 6,150,000 words, 2,307 pages! New 96 page supplement bound-in . . . over 900 line illus., 18 pages maps, updating into 1956! "Indispensable, especially to families with children." **C \$35.** *Separate cloth-bound: THE COLUMBIA ENCYCLOPEDIA SUPPLEMENT OF ILLUSTRATIONS AND A RECORD OF EVENTS 1950-56.* **D \$5.**



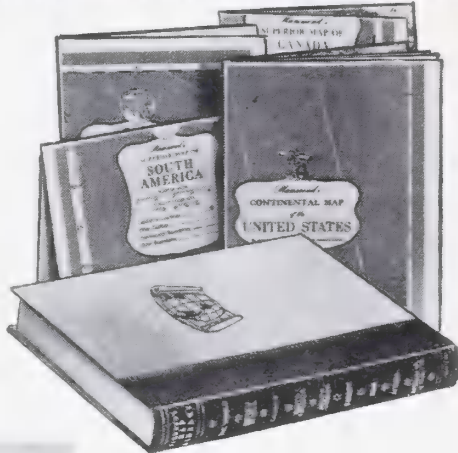
**RODGERS and HAMMERSTEIN'S SATURDAY MATINEE FOR CHILDREN.** "At Home" front-row entertainment. 17 songs from 7 R&H hits, to delight boys and girls 6 years up. *Oh! What a Beautiful Morning* ("Oklahoma"); *Happy Talk* ("South Pacific"), 15 other sparklers. 48 minutes gay song on 8 unbreakable records in gala 7 x 7 x 7" chest. Specify 78 rpm or 45 rpm **E \$4.95;** long play 12", 33⅓ rpm **F \$4.95.**

# Holiday Gifts to Delight Everyone on Your List!

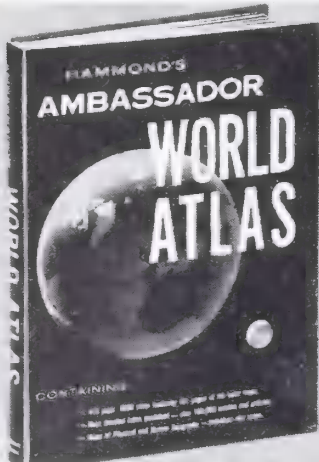


**GOLDEN SLUMBERS —** Book with High Fidelity Record. **LULLABIES FROM NEAR AND FAR.** 16 world beloved sleep-songs recorded by 8 outstanding singers. 33⅓ rpm record bound into magnificent 10 x 10" book containing complete words and music for each lullaby on record; also story of the Lullaby, illus. with 26 superb masterwork reproductions . . . *Picasso, Chagall, Cassatt, others!* Something quite special . . . to use and treasure for years to come. **G \$4.95.**

**THE HAMMOND MAP LIBRARY.** World wonders! These are the same gorgeous giant 50 x 33" maps you've seen selling at dollars more, in just flat sheet form! Now, you can give a whole set of 9, boxed in two-tone gift case (9½ x 12½") that looks like a handsome book—and, at less than half the price these would ordinarily cost. Beautifully printed, easy-to-read, glowing full color. Bound index. Thrilling, impressive gift! **H \$9.95.**



**THE BRAVE BULLS!** Music of the Bullfight Ring. *Banda Taurina, Plaza Mexico, Genaro Nunez, Cond.; Rosalio Juarez, Trumpet.* The whole electrifying pageant of LA FIESTA BRAVA flawlessly captured on **AUDIO FIDELITY** records. Full color *Ruano Llopis* cover, plus 48 page book bullfight poster reproductions, full color. 12" long play. **I \$5.95.** Companion album: **PLAZA DE TOROS plus Portfolio of bullfight prints.** **J \$5.95.**



**HAMMOND'S AMBASSADOR WORLD ATLAS.** Just to see this spectacular 14½ x 11" atlas is enough to delight old and young! What's more, its 416 giant pages bring you a whole world of knowledge! 326 maps, 241 in full color, plus 85 large-scale inset maps . . . *Gazetteer World Index* with over 100,000 entries, articles *plus* separate 33 x 50" full color World map . . . answer questions on political subdivisions, population, air age, climates, solar system . . . everything! **K \$12.50.**

America's Most Modern Book and Record Shops

# Doubleday

New York • Detroit • St. Louis • Philadelphia  
West Hartford • Baltimore • Miami Beach  
Palm Beach • New Haven • Minneapolis • New Orleans

**Doubleday Book Shops, Mail Order Department, 575 Madison Avenue, New York 22, N. Y.**

Please send the following gift items:

Item (Letter)	Quantity	RPM	Price	Item (Letter)	Quantity	RPM	Price

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_ ☐ Check enclosed ☐ Charge my account ☐ Gift-wrap free

On Records: Add 50c for delivery East of Mississippi; 75c West of the Mississippi.  
All other orders shipped outside Metropolitan N. Y., add 25c.



**FABULOUS FINERY →**

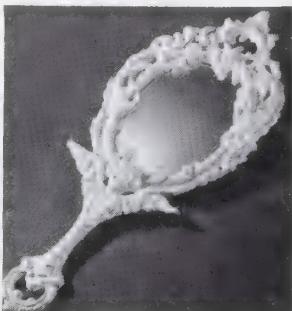
for Mother and Daughter are these fluffy, nylon net slippers, topped by tender pink rosebuds and ribbons. For dainty freshness, foam rubber soles and rosebuds remove for quick laundering. Pink or blue. State shoe size. Mother's—\$6.95 postpaid, Daughter's—\$5.95 postpaid.

**↓ PARTY TIME**

Our gaily decorated, big, lovable, Snow Man, ceramic Cookie Jar, 9" tall. Delightful as a Punch Bowl too (1½ qt. capacity). \$4.95 plus 50¢ post. Matching mugs with candy cane handles—\$1.00 each, plus 25¢ post.

**LOVING GLASS →**

This is the prettiest hand mirror ever. Because Cupid is the angelic design on the handle it has a special magic for lovers. 14" long. Pink or white scrolled iron. \$5.95 postpaid.



**TOWNSEND HOUSE** Dept. B-11  
645 Bergen Ave., Jersey City 4, N.J.



No. 2003

Out of the past... for your new casualness or your gracious Colonial antiques, our solid Knotty Pine Hutch Table of many uses... for conversation or for breakfasting, or swing up the 47" diameter hinged top, leaving a charming seat and a drawer for silver. 29" high. Harmonizing Pinecroft mellow antique pine finish. The Hutch Table—\$77.50, express (73 lbs) collect. Rarely such a true pegged and splined heirloom value.

30" diam.

Lazy  
Suzan

And this large 30" Lazy Suzan is ideal for gifts, for yourself or friends. Richly glowing solid knotty Pinecroft Pine—only \$12.00 postpaid. Fully guaranteed; send check or M.O., no C.O.D. Write also for free Colonial Pine catalog. Box 266, Concord 3, N. C.

**Ephraim Marsh**



**Snowey**

brings a smile to every Guest

Will bring a cheerful smile from every guest—colorful novelty snowman with tinkling bells, huge red bow backed with Minnesota evergreen will beautify your entrance or interior—24 in. high. An ideal gift. \$3.95 postpaid.

**HOLM AND OLSON INC.**  
St. Paul 2, Minnesota

**WRITE WITH A RUBY!**

Sensational new imported German fountain pen has a rolling ruby tip for velvet smooth writing. Uses standard liquid ink... no refills to buy. Writes dry... has concealed filling mechanism. Uniquely curved tip makes it the most comfortable pen to use you've ever owned.

**PRECISION-MADE BY GERMAN CRAFTSMEN**

*Ideal gift for the person who signs his name a lot.*

Only **\$4.95** postpaid

**INTERNATIONAL ENTERPRISES**  
P. O. Box 8121 • Dallas, Texas

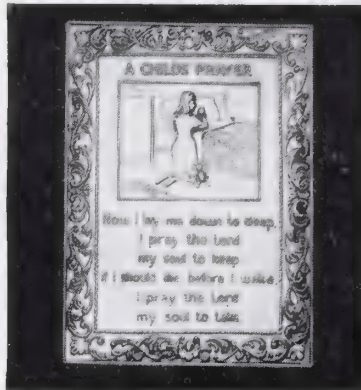
**CUCKOO CLOCK**

This low price possible only through our unique direct import plan. Genuine German CUCKOO CLOCK with weight and pendulum movement. Excellent timekeeper. Cuckoos cheerily every quarter hour in clear pleasing voice. HAND CARVED in traditional design by the famous Black Forest wood carvers. Antique walnut finish. Perfect for den, bedroom, alcove, child's room or kitchen. Shipped direct from Free Europe in export packing with strange foreign stamps. Order as gifts, too, each shipped direct. (Not more than one addressed to the same person.) Send only \$3.95 for each. No C.O.D.'s. Postman collects 15¢ foreign packet charge which can't be prepaid. Satisfaction-or-money-back guarantee.

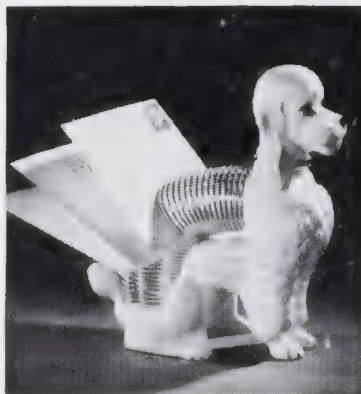
**SEVEN SEAS IMPORTS, Dept. F798**  
1717 Westwood Blvd., Los Angeles 24, Calif.

**WINDOW SHOPPING**

CONTINUED FROM PAGE 60

**GOD'S IN HIS HEAVEN.**

All's right with the world, when a child gets down on rosy knees and sleepily recites the beloved prayer of childhood. "Now I Lay Me Down to Sleep." But lest he forget, and jump into bed without saying a polite goodnight to God, this lacquered brass plaque will remind him. 8" x 11". \$2.50 ea.; \$4.75. pair. Ppd. Seth & Jed, Dept. HB, New Marlborough, Mass.



**"BILLET DOUX"** is the aristocratic poodle who holds a lady's love letters. Reluctantly, he'll even hold such unromantic trivia as bills. But the amours of his mistress bring back nostalgic memories of his own gay-dog days in the *Bois de Boulogne*. Black, pink or white ceramic with jeweled collar and brass letter holder. \$3.95 postpaid. Village Vendors, 11733 Barrington Ct., Los Angeles 49, California.



**RUB HIS TUMMY** in the morning before breakfast, and make a wish, and Ho-Tai, the gleeful Chinese god of happiness, will throw his weight around for you in the land where dreams come true. Hand-carved of ivory, 3¼" high on his base, he's \$3.25, and men love him. We know, because our husbands swiped ours. Ppd. Edward H. Ziff, Box 3072, Merchandise Mart Plaza, Chicago 54, Ill.

(Please turn to page 64)

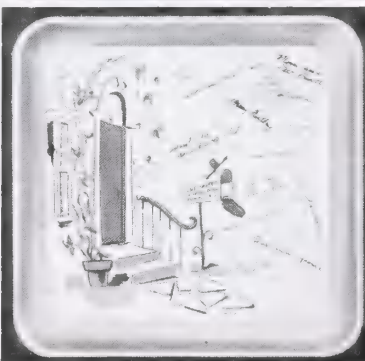
**INCH THICK WOOL HAND HOOKED "WELCOME" DOOR MATS**

Thousands sold at \$7.95 ea.

**\$3.50** 3 for \$10 each All orders postpaid

Size 14"x24" Color choice: BEIGE, ROSE, GREEN or BLUE

**BOSTON GALLERIES**  
210 BOYLSTON ST., BOSTON, MASS.

**PERSONALIZED SIGNATURE TRAY**

A wonderful way to dispense hospitality and keep a permanent memento with your guests' names. This attractive 13" x 13" white tile tray is colorfully hand painted and personalized with your name and address on the mail box in the design. Comes complete with permanent ink and pen for writing signatures. Alcohol resistant, it is decoratively useful.

Perfect for Gift Giving

**\$7.95** ppd.

**FILOMENA'S GIFT SHOP**  
Dept. HB, 196 Chestnut St., Nutley 10, New Jersey



# Bancroft's WHERE SANTA SHOPS FOR THE UNUSUAL



**MEOW**  
**QUACK**  
**WOOF**  
**OINK**  
**MOO**  
**WOOF**  
**TWEET**  
**QUACK**

**Fun On The Farm**  
**THE BOOK THAT TALKS—\$1.00**

A voice is built into every page! Here's a gay and colorful animal story with words and sound. As the child turns the pages, each different animal talks in its own particular way. The cows Moo, the dog barks, the duck goes quack-quack. Press the entire book together and they all sing out in chorus. A load of funny fun—educational, too.

UF 8412-008 ..... \$1.00



**CHRISTMAS APRON WITH RINGING BELLS**

Add a gay, festive touch to your Christmas wardrobe. Bright red cotton apron has 3 clusters of gold bells right on the apron. . . . clappers ring a cheery "greeting" with your slightest movement in pleasant resonant tones. Bells are removable for easy washing.

UF 7251-006 ..... \$2.50



**REAL SNOW SKATES**

They're just like miniature skis! Ingenious Snow Skates provide wonderful fun and healthful exercise as youngsters skim over the least amount of snow—there's no ice needed. Adjustable to any child's foot; made of steam-bent hardwood with grooved bottoms. Aluminum heel plates, sturdy ankle straps. Over 16" long, 2 1/2" wide. Gaily trimmed in red.

UF 3509-016 ..... \$1.79



**FULL SIZE! ELECTRIC FIREPLACE**

The logs actually GLOW and FLICKER! With realistically red-colored bricks, it comes complete with green Holly Wreath, simulated andirons and logs. Almost 3 ft wide by 4 ft. tall; sets up in 90 seconds. Rigid Kraftboard, vinyl coated for easy cleaning. With electric socket, cord, flicker attachment.

UF 4553-069 ..... \$3.95



**Gay Parade of Holiday Greetings CHRISTMAS CARDS ON DISPLAY**

Christmas was never more festive! Reindeer and sleigh parade across mantels, wall or window showing off your most treasured holiday cards. Impressive wrought iron rack displays up to 60 at one time—no shuffling to find the card you want. Folds for easy storage. Extra hangers give unlimited capacity. 40" long.

UF 7346-025 Complete ..... \$2.00  
UF 8375, Six 12 card hangers ..... \$1.00



**WATER-PROOF MITTENS**

Watertight mittens and gloves, hand-lettered with any child's first name—can't get lost. Healthful answer to children's soggy mittens. Plastic coated, flexible. Recee jersey lining prevents cold, chapped hands. Specify red, blue or brown; give child's age for size.

UF 8362-003, Mittens ..... \$1.00  
UF 8363-003, Gloves ..... \$1.50



**SANTA TALKS TO YOUR CHILD . . .**

. . . and calls him personally by name! Imagine your child's thrill when Santa speaks directly to him. Santa talks about being good, his reindeer, etc. Junior can join Santa in singing Jingle Bells. Each individually recorded. Unbreakable plastic, record lasts years. State child's name.

UF 4698-D ..... \$1.00



**PERSONALIZED GAY 90'S PLATES**

Mom and Dad, Hubby and Wife see THEIR names in 22K gold on heirloom plates. You can do them no greater honor than to present them with these nostalgic prints—Mom in gingham, Dad with hand-drawn mustache—recall memories of by-gone days. State first names of each.


UF 7897-D, Set of 2 ..... \$5.45  
UF 7898-D, with plate hangers ..... \$5.95



**PERSONALIZED ART DESK**

For the budding Rembrandt—to draw on, do his homework—an Art Desk of his very own! On the top we'll put his or her own first name. Holds roll of ordinary shelf paper (included) that's pulled forward and torn off each masterpiece completed. Big 13 1/2" x 15" drawing surface. Drawer holds supplies.

UF 7477-074 ..... \$3.50



**SKUNKY THE STINKER DEODORIZER**

The boss smiled when he saw the cute attached poem that reads: "My name is Skunky, the Stinker, and 'tis my job you see—to keep the bathroom pleasant for those that come after thee . . . Hang him on wall, in kitchen or bathroom, and watch how quickly he chases odors. With special incense matches that dispel odors. Glistening quality ceramic, in life-like colors.

UF 3213-011 ..... \$1.98  
Extra Incense Match Books For Skunky  
UF 3754-003 ..... 6 For 89c



**PICTURESQUE TREBLE CLEF BUD VASE**

How charming one single rose, or any other flower, or any other thing will look in this smart vase! Sparkling crystal-clear plastic that's been twisted and turned into a symphony in design to grace mantel, piano, or coffee table. Fresh flowers look lovely, artificial flowers, too. A tiny tube is nestled in this 7" Treble Clef.

UF 6102-007—\$1.00



**MINIATURE BRANDIES**

Imported miniature replicas look like the huge brandy glasses used in the old time "liquor emporiums." Just right for after dinner cordials, or pony brandy or a serving of whiskey. Beautifully finished with lovely etched design, they'll be as exquisite in your china cabinet as gracing your table.

UF 4146-015, Set of 12 ..... \$1.95



**ENGRAVED JEWELRY FASHIONS**

You're living in luxury from now on! The luxury of earrings and cuff links so completely personal, so lustrously lovely. The luxury of a breathtaking new slip-on pin that keeps collars neat. Specify 2 or 3 initials, gold or silver.

UF 7516-D, Earrings ..... \$2.00  
UF 7517-D, Links, Each pair ..... \$2.00  
UF 7518-D, Slip-on Pin ..... \$1.50  
UF 7519-D, Set of all 3 ..... \$5.00



**MONOGRAMMED STRETCH GLOVES**

. . . Studded with pearls—imported, white stretch gloves, embroidered with any initials for that custom made look. Loomed from finest nylon thread and sprinkled with simulated pearls along the cuff, they fit any hand. Suds loving and shape retaining.

UF 7624-001, pair ..... \$2.98  
UF 7625-001, Not Personalized ..... \$1.98



**It "GLOWS" In The Dark PERSONALIZED "COACH" SIGN**

Family name and house number can be seen day or night! Artistically hand-lettered Coach Sign adds friendly warmth to your home—helps guests find it, too! Proudly display it on lawn, house mailbox, post or tree. Durable! Fashioned from heavy, weather-proof melv-methacrylate plastic with rich black hand-painted finish. Over 15" long and 5 3/4" High.

UF 3664-006, Complete ..... \$1.00



**1956 ELECTRIC GREYHOUND BUS**

Just flick the magic lever . . . and away it goes! Forward or in reverse for hours of fun. Driven by a new-type electric motor, powered by flashlight batteries, it's a true-to-scale model of the 1956 Greyhound Strato-cruiser. All metal with balloon-type rubber tires. All the young-at-heart will enjoy it.

UF 7674-013 ..... \$1.69



**A Complete Family DOZEN DOLLIES**

12 entirely different UNBREAKABLE dolls with eyes that open and close. Each has its own individual personality, different colored hair, dress and hat. Hand-painted faces, movable hands and legs. 3" tall.

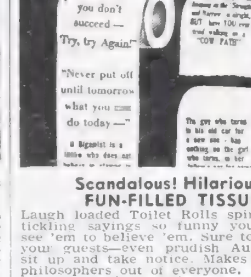
UF 6615-007, Set of 12 ..... \$2.95  
UF 5792, Set of 12 Celluloid ..... \$1.98



**VIRGIN MERMAID FISH LURE**

She really works! Attracts, catches trout, bass, blue gills! She's a cast-away's dream done in alluring bright, natural colors that are so inviting to fish. Almost guarantees you a prize catch every time! Of tough plastic with 2 strong treble hooks. In reusable clear plastic box. Casting size 3 1/2" long.

UF 5811-004 ..... \$1.75



**Scandalous! Hilarious! FUN-FILLED TISSUE**

Laugh loaded Toilet Rolls spin out rib-tickling sayings so funny you have to see 'em to believe 'em, sure to make all your guests—even prudish Aunt Mary—sit up and take notice. Makes bathroom philosophers out of everyone.

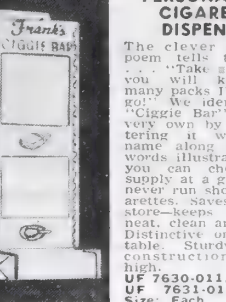
UF 7777-010, 3 Rolls ..... \$1.00



**40-PC. DINNERWARE RACK**

Dishes—say "Good-bye Mr. Chips!" in this space-saving Dinnerware Rack. Any dish can be removed quickly—without "balancing the pile" or disturbing other dishes. White vinyl cushioning over steel prevents breakage. Holds 8 each of cups, saucers, plates, butter and fruit dishes. 17 3/4" x 9" x 9".

UF 6514-045 ..... \$3.49



**PERSONALIZED CIGARETTE DISPENSER**

The clever attached poem, tells the story. "Take a look and you will know—how many packs I've got to go." We identify this "Cigarette Bar" as your very own by hand-lettering it with ANY name along with the words illustrated. Now you can check your supply at a glance and never run short of cigarettes. Saves trips to store—keeps 10 packs neat, clean and handy. Distinctive on wall or table. Sturdy plastic construction. 10 1/4" high.

UF 7630-011, Regular; UF 7631-012, King; Size: Each ..... \$1.25



**"OH, JOHNNY" PIPE**

Won't Aunt Anne be mad when she finds this in the catalog, but you'll be the life of the party when you smoke it! It's sure-fire to break the ice at any get-together—a "Hit" every time. Standard-size, it has a natural highly-polished hardwood finish. Movable hinged lid—just like the real thing. Say, Aunt Anne, let me use it, too!

UF 1109-003 ..... 50c



**PERSONALIZED DRESS LABELS**

Every creation is "exclusively yours!" We'll put YOUR NAME on woven, vat dyed and boilable labels that you can sew in any dress, blouse, knitted garment, etc. Helps identify clothes, avoid mixups. Wonderful way to put your trademark on clothing you give as gifts.

UF 3933-D, 15 for ..... \$1.00  
UF 3934-D, 40 for ..... \$2.00  
UF 3935-D, 60 for ..... \$3.00



**LADY IN A BEER MUG**

If you're fishing for mermaids—and using beer as bait . . . Brother this Beer Stein is for you! It won't be pink elephants, but a lovely lady that puts zest in a man-sized drink. Won't guests be surprised as they pick up their drink and see this "femme fatale" gazing back at them. Quality ceramic.

UF 7189-015, Each ..... \$1.25  
UF 7190-050, Set of 4 ..... \$3.95



**END STEAMED UP WINDOWS**

One rub stops fogging for months! Chemically treated miracle cloth keeps windows crystal clear—even during cooking. Prevents auto windows from clouding and freezing, mirrors from sweating, and eyeglasses fog free.

UF 1978-002, two for ..... 95c  
UF 8251-004, (Jumbo size) 2 for \$2.00



**THE 3 WISE MEN HERALD CHRISTMAS FROM YOUR FRONT LAWN**

A most fitting symbol for your home this Christmas season! Of heavy weatherproof, melv-methacrylate plastic, decorated in vivid colors that stay brilliant year after year. Greet guests with friendly hospitality. Pointed stakes anchor firmly in soil, or mount on house, post, gate. Use indoors—around Xmas tree, on mantel, etc. Each over 27" tall.

UF 6227-036, Complete Set of 3 ..... \$3.95  
THREE WISE MEN LIGHTED, same as above but with bulbs, cord, reflectors. Brilliant at night.

UF 6228-040 Complete ..... \$5.95



**And, Away We Go . . . ! WITH ROCKET SHOES**

Makes a Kangaroo look like he's walking! Rocket Shoes are the newest in fun for small kids! Safe and durable—perfectly balanced to give a hopping good time. Highest quality steel springs and rubber shock absorber. Sturdy steel caps on front protect shoes. Adjustable to fit all children from 6 to 12.

UF 4456-080 ..... \$5.95

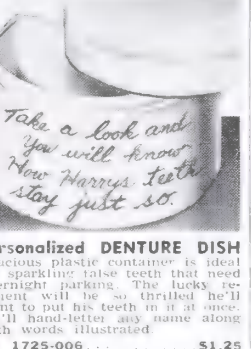


**HOW TO ORDER:**

- Order by number, stating quantity desired.
- Add only 15c to each item ordered for postage and handling.
- Send payment (check, money order or cash) with order. No C.O.D.'s. Satisfaction Guaranteed or money back.

SEND ALL ORDERS TO

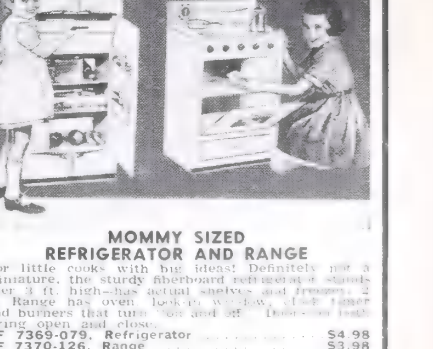
**BANCROFT'S**  
2170 So. Canalport Ave., Dept. HB-861, Chicago 8, Ill.



**Personalized DENTURE DISH**

Spacious plastic container is ideal for sparkling false teeth that need overnight parking. The lucky recipient will be so thrilled he'll want to put his teeth in it at once. We'll hand-letter any name along with words illustrated.

UF 1725-006 ..... \$1.25



**MOMMY SIZED REFRIGERATOR AND RANGE**

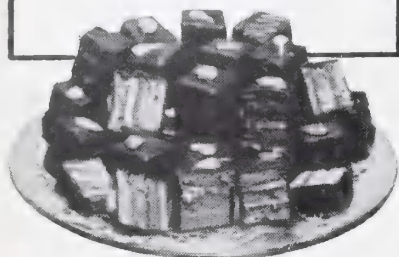
For little cooks with big ideas! Definitely not a miniature, the sturdy refrigerator-retains a standard 3 ft. high—has actual shelves and freezer. 2 ft. Range has oven, broiler, waffle, flat-top and burners that turn on and off. Dishwasher built-in swing open and close.

UF 7369-079, Refrigerator ..... \$4.98  
UF 7370-126, Range ..... \$3.98





**Delicious  
PETIT FOURS ROYALE  
The World's Most  
Precious Pastry**



IT WOULD TAKE A POET to describe the taste of these incomparable real chocolate covered candy-cakes made from a recipe known to very few! The original petit fours were the delight of Louis XIV of France. This same recipe — never equalled or surpassed — has produced a tempting confection served only in such renowned restaurants as Maxim's of Paris, and the Claridge in London. The ingredients are so pure and stable (not one artificial preservative) that they remain for weeks, yes — weeks in oven-fresh condition, and in your freezer indefinitely! Enjoy these for yourself — or for gifts to reflect your discriminating taste. Box of 40, only \$3.00, (6 boxes for \$15.00) postpaid. Your money back in 10 days if not delighted. Send cash, check or money order today.

**Mrs. Dorothy Damar**

381 Damar Bldg., Elizabeth, N. J.



**Rare  
PRESERVES**

FOR CHRISTMAS GIVING  
in a Gay New "Country Cupboard" Box

A fetching gift for personal and business friends! Luscious preserves made of plump, sun-ripened fruits. The gaily decorated "Country Cupboard" holds four 5-ounce jars, one each — Whole Strawberry, Oregon Blackberry, Prune with Hazelnut, Apricot with Kernels. Send us your gift list today!

**FREE FOLDER** Shipped prepaid **\$2.95**

LISTS \$2.95 to \$21.75

JANE AMHERST  
P.O. Box 2024-A, Portland 14, Ore.

☐ Send folder. ☐ Send boxes listed in enclosed sheet.

Name \_\_\_\_\_

Address \_\_\_\_\_

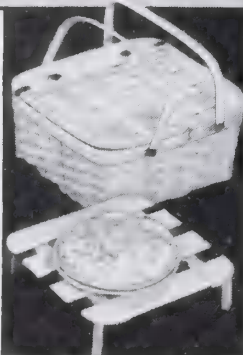
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**VERMONT  
PIE BASKET**

ORDER NOW  
for  
Barbeques  
Church  
Bazaars  
Pot Luck  
Suppers  
Christmas  
giving  
and year  
'round use

Only  
**\$3<sup>95</sup>**

Plus 35c shipping



Big and roomy—13" x 13" x 8" size! Folks down East know these clever pie baskets are as old-established a custom as New England itself. Our guess is that Priscilla had one to tote her prize apple pie the day she made John Alden speak for himself! This ever so handy basket . . . so sturdily made of split ash with removable rack inside . . . will carry two of your own pies (even lemon meringues) in non-squash safety. Fine for hot dishes, too. Makes a wonderful gift. Order now.

Satisfaction Guaranteed or  
Money Back

**FREE!**  
Christmas  
Gift Catalog  
In color—  
write for it!

**Helen Gallagher**

413 (B-11) Fulton St., Peoria, Ill.



Delightful Holiday  
Treats for Family and  
Friends

**SHELLED PECAN  
HALVES**

Finest quality . . . carefully selected for size and flavor. Delicious to eat. Wonderful for salads, pastries, hors d'oeuvres. Gift packaged with recipe suggestions.

2 lbs. \$3.95; 3 lbs. \$5.85

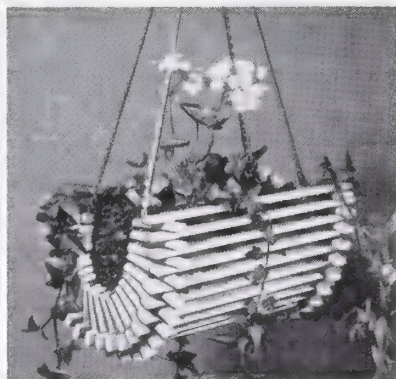
5 lbs. \$9.65; 10 lbs. \$18.20

SEND US YOUR GIFT LIST

Check or money order . . . No C.O.D.'s  
Shipped Prepaid in Continental U.S.A.

**STERNBERG PECAN COMPANY**

Dept. W. Box 193, Jackson, Mississippi



**HAVE A LOVELY HANGING GARDEN  
On Your Porch or Indoors!**

This smooth, sturdy, natural western wood planter comes with its own gleaming brass chain, all ready for hanging. Fill it with potted ivy and geraniums (as illustrated) or your own favorite plants. Hang it on your porch, terrace, patio or anywhere indoors for a lasting touch of unusual charm. 11" long, 8" high, width adjusts up to 12". (Plants not included.)

Hanging Basket, Only **\$3.95** ppd.

Order By Mail Now.

Satisfaction Guaranteed or Money Refunded

**Stern's Nurseries**

Dept. E, Geneva, N. Y.



**WINDOW**

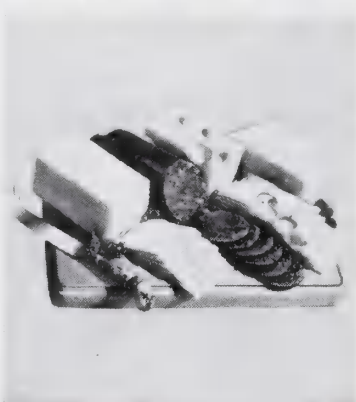
CONTINUED FROM PAGE 62



**CHOIRS OF ANGELS** on high couldn't make a prettier impression in your Holiday Home than these three angelic choristers singing "Ave Maria." Dressed in robes of maroon and white they're hand-tinted and made of porcelain. The music box is a Swiss movement, and it's destined to become a family Christmas tradition. \$5.95 ppd. Ward Phillips Co., Carpentersville, Ill.

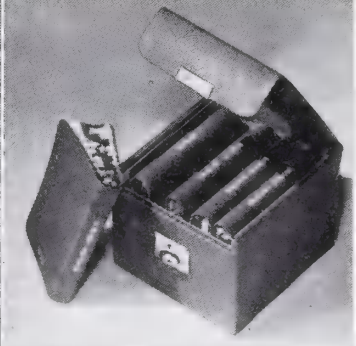


**LITTLE SWEETIES** are miniature china urns for saccharine and vitamins. And they're pretty enough for dining room or breakfast tray. Gold-banded and flower wreathed, they're lettered in gold with "Vitamins Anyone?" and "Sweeter than Sugar." With tiny china spoons, the two 3" covered urns are just \$1 plus 25c postage. Sugar 'n Spice, 5446 Diamond St., Philadelphia, Pa.



**YOUR PRESENT PLANS** will want to include one of the most festive food packages of the holiday season. A hardwood cheese board, 7 1/2" x 11 1/2" comes with a ceramic-handled Sheffield cheese knife and a 9 oz. link of fancy hard Summer Sausage; wedges of aged American cheese, nut-seed Swiss, and shelf-cured Brick. Gift-boxed \$8.95 ppd. The Swiss Colony, 64 Cheese Row, Monroe, Wisconsin

**T. ANTHONY**



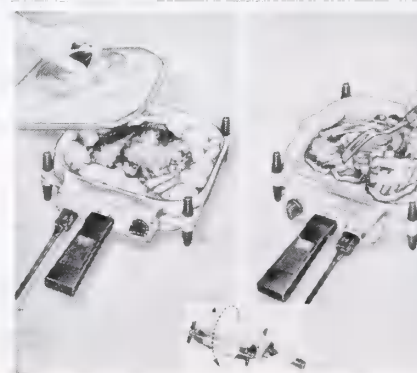
**5-Language Dictionary Set**

Five complete, compact, authentic dictionaries. For your home library table, office or when traveling they are a constant source of reference. English-English, Spanish-English, Italian-English, German-English, French-English. Each volume (2 1/2" x 3 1/4") and the trim carrying chest are bound and covered in genuine Morocco. Available in Brown, Red or Black . . . \$12.50. Prepaid.

**T. ANTHONY**

SPECIALISTS IN LUGGAGE

Dept. HB • 751 MADISON AVENUE • N. Y. 21, N. Y.



**The perfect, Useful Gift!**

This Skillet Grill fries on one side, broils on the other. Gives you two electric appliances for the price of one. It's actually a portable stove that lets you cook entire meals right on your dining room table. Easy to use, easy to clean, complete with heat resistant glass cover, cord and cook book. \$29.95 each. PPd. U. S. A. Or buy two, for just \$49.95. Get one for yourself too. No C.O.D. please.

**J. B. W. ENTERPRISES**  
8145 Keystone, Skokie, Ill.



# SHOPPING



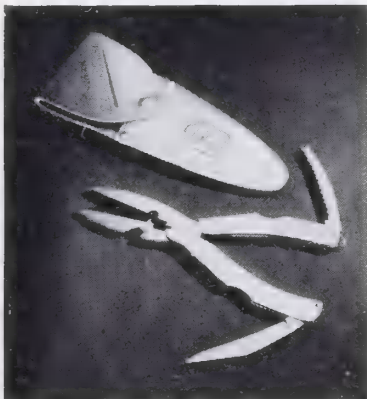
## WHY BE AFRAID TO DANCE?

If the only thing holding you back is lack of know-how, we recommend this Fred Astaire Pocket Pro instruction book. It has illustrated chart and easy lessons for the Mambo, Tango, Fox Trot, Waltz, Rhumba, Samba and Jitterbug. With LP record giving you a Mambo lesson by a Fred Astaire dance instructor, just \$1.95 ppd. Norsil Co., 31 W. 47th St., New York 36, N. Y.



## HIS TOOLISH HEART

will flip with joy at the sight of the Fisherman's Friend. Surgical steel, rust-resistant and chrome-plated, it consists of leader at-tacher, fishhook degorger, pliers, line cutter, wire cutter, splitter, jackknife, hook remover, sharp-ener, fish scaler, bottle opener, screw driver. In leather case, \$6.95 ppd. International Gifts, 5788 Venice Blvd., Los Angeles.



## BABY SITTER

who won't raid your icebox, play your records or invite in her friends is this sturdy steel automatic swing. A few turns of the handle will keep your baby swinging for about 15 minutes! Heavy canvas seat supports head and back. Stand, in blue and red, is 25" high. \$14.95 exp. chgs. coll. Thoresen's, 352 Fourth Ave., New York City.



## DINNERWARE FOR THE SMALL FRY

Children's dishes of fine pottery, with gay circus figures handpainted in bright colors. 8" plate, 6 1/2" bowl, 6-oz. mug.

\$2.50 postpaid

## BEVERAGE WARMER

Ceramic server luxuriously handpainted in modern floral motif of turquoise, sandalwood and yellow on white. Holds nine cups. Black iron warmer keeps beverage piping hot. Overall height, 11 1/2".

\$3.95 postpaid

Free folder of other ceramic gifts on request

THE PATTON HOUSE  
Box 278 Erwin, Tennessee



## ENJOY YOUR HOME IN OILS

One of our talented artists will paint a dramatic, colorful impression of your home from your own snapshot. Certain to be one of your most prized possessions. Exciting gift idea, too. 16" x 20" canvas, ready for framing. \$19.50 Postpaid. Please send check or money order.



Enclose snapshot and color notes

ARTISTS STUDIOS Dept. A, P.O. Box 214, Hatboro, Pa.



present your name attractively... with

**DAY-n-NIGHT** Markers  
for Mailboxes • Lawns • Posts • Gates, etc.  
and engraved  
**DESK-n-DOOR** Markers  
at home and in the office

PERFECT FOR GIFTS—ANY WORDING YOU WANT \*

**DAY-n-NIGHT** Markers  
guide your friends—beautify your home

Your name gleams in permanent reflector letters on your DAY-n-NIGHT Marker—shines brightly in headlights, softly in moonlight! It helps your friends find their way—helps the doctor, mailman and delivery men. Its graceful proportions and quiet good taste make your home more attractive.

The letters are treated with the same material that makes highway signs shine in your headlights, and they are permanent because they are embossed in the background plate.

- Letters shine bright at night
- Easy to read DAY-n-NIGHT
- 2 sided; raised letters on both sides
- Rustproof—lifetime aluminum throughout
- Permanent embossed lettering—raised in solid plates
- Baked enamel finish—black background—white reflector letters
- Attractive size—nameplates 2 1/2" x 18", number plates 2 1/2" x 7"
- Any wording you want, up to 17 letters and numbers on nameplates, up to 6 on number plates. Some on both sides

THE PERFECT GIFT FOR Christmas or any occasion because it's personal

and now—**COLOR!** Now you can have your DAY-n-NIGHT Markers made in your choice of background colors!

**ANTIQUE COPPER • BARN RED • KELLY GREEN** only \$1.00

Baked enamel automobile finish. Same brilliant white reflecting letters as black and white styles.

extra per marker

engraved **DESK-n-DOOR** Markers  
distinctive beauty for your name

At home or in the office, your **DESK-n-DOOR** marker identifies you with classic beauty and quiet good taste. It helps visitors—saves time—prevents errors in delivery, etc. Ageless design harmonizes with any setting.

- Engraved letters, black-filled
- "Silver-satin" bar of solid aluminum or "gold-satin" bar of solid brass
- Any wording, up to 20 letters and numbers
- Ebony-black heavy hardwood base on desk model
- Special stick-on backing on door model. Grips tight to any clean surface, never slips, can be removed and re-used. No screws or holes.

Title (President, Sales Manager, etc.) below name, on any **DESK-n-DOOR** Style, 50¢ ea. extra

### Door Styles

Style AF (aluminum) or Style BF (brass) ..... \$1.00 postpaid

### Desk Styles

Style AKE (aluminum) or Style BKE (brass) ..... \$1.95 postpaid

**SATISFACTION GUARANTEED OR MONEY BACK!**  
**WE SHIP WITHIN 48 HOURS**

**Spear-ENGINEERING COMPANY**  
464 Spear Bldg., Colorado Springs, Colo.

**Spear-ENGINEERING COMPANY**  
464 Spear Bldg., Colorado Springs, Colo.

ANY WORDING YOU WANT ON ANY STYLE MARKER	STYLE	WORDING Any wording you want, up to 17 letters & numbers on Day n Night Marker name plates, # on number plates, up to 20 letters & numbers per line on Desk n Door Markers	DAY n NIGHT Marker COLOR (copper, red or green)	PRICE (add \$1.00 for color)
	TOP			
	BOTTOM			

SHIP TO:

ADDRESS

CITY

ROUTE OR ZONE STATE

TOTAL

☐ Remittance enclosed ship prepaid—no charge  
☐ Ship C.O.D. in 15 days C.O.D. fee and postage

**DAY-n-NIGHT**  
**MAILBOX MARKERS**  
Style M (shown at left) \$1.95 POSTPAID

STYLE MF (framed) \$2.95 POSTPAID

STYLE EM (deluxe) \$3.45 POSTPAID

STYLE NM (Name & Number) \$3.95 POSTPAID

STYLE OM (2-line) \$4.95 POSTPAID

STYLE EOM (deluxe 2-line) \$5.95 POSTPAID

**DAY-n-NIGHT**  
**LAWN MARKERS**

STYLE L \$2.95 POSTPAID

STYLE NL (Name & Number) \$4.95 POSTPAID

STYLE DG Driveway Guide 1 for \$1.00  
Brilliant yellow reflecting target on 24" stand 2 for \$1.85  
E for \$4.95  
O for \$7.95  
postpaid to one address

**DAY-n-NIGHT**  
**BRACKET MARKERS**

for posts, walls, fences and above and below mailboxes

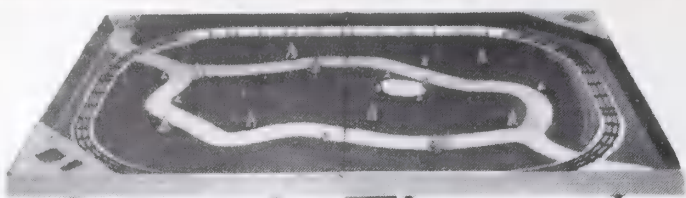
STYLE # \$2.95 POSTPAID

STYLE FB (framed) \$3.95 POSTPAID

STYLE NB (Name & Number) \$4.95 POSTPAID

STYLE OB (2-line) \$5.95 POSTPAID

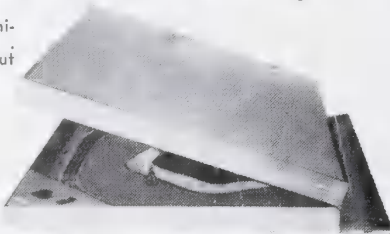




### NEW! 'STOR-WAY' Scenic Train Set-up

A portable folding SCENIC CASE that eliminates all trouble and fuss. Just open . . . plug in . . . it's ready to operate. Pull out plug . . . close . . . it's ready to store.

The patented PORTO-TRAIN-PAK is a marvel, yet so simple a child can operate it. All tracks are engaged and disengaged automatically. Tracks are mounted on SOUND-ABSORBING board which deadens sounds of running trains. Wonderful for apartments.



### "PAKS" for LIONEL, AMERICAN FLYER or LOUIS MARX TRAINS!

The "PAK" is LIGHT & COMPACT—open size 76" x 48". Closed 38" x 48". ■ Beautiful brown METAL Hammer-tone ENAMELED FINISH frame—colorful landscaping decorated with green grass, blue colored lake, winding roads, track road bed and pine trees. ■ Accessories can be permanently installed. Wired for second track lay-out, switch-tracks, control tracks. TWO independent transformer compartments. DAD AND SON CAN OPERATE THEIR TRAINS SEPARATELY.

**\$34.50**  
Complete

Shipped express collect. (Price includes Tracks.)

**PORTO-TRAIN-PAK CO., (Dept. H-8)**

535 Hicks St., Brooklyn 31, N. Y.

Write For FREE PAMPHLET

MAin 4-1713



### A year of Christmas Gifts for Children

Ages 8-12

Five mysterious, fascinating packages delivered to the child of your choice, thruout the year. First, an Italian Christmas Tree; then a Chinese Shadow Puppet, in January; a Japanese Fish Banner to fly in March; a Mexican Fiesta Mask, in September; in November, a Navaho Sand Painting Kit. Each kit contains materials; instructions; a background history of the craft. Children have fun and learn about the world. Child-tested by specialists. Five kits for \$5, postpaid—check or money order. Be sure to give name and address of child. (Material mailed direct to you, if you prefer.) Guaranteed, of course. Supply limited. Order NOW.

**CHILDREN'S MUSEUM, Dept. B**

(a non-profit enterprise)  
3010 N. Meridian St.  
Indianapolis, Indiana



### De Luxe DOLL FURS

COAT, HAT and MUFF of Genuine White Coney Fur—GIFT BOXED

A small girl will love you and these cunning real furs for her doll. They're deep-piled sheared white Coney, the choicest of bunny furs, for dolls 10" to 18" tall. Set consists of a full hat (not a hat band!), a full jacket with full sleeves, a muff with wrist band. Lined with luxurious white satin!

For dolls 19" to 26"—cape. 3-pc. set \$2.98 ppd. hat and muff set—\$2.98 ppd. Immediate Delivery.

**Hobi FURS**

Dept. D15, 15 West 57 St., New York 19, N.Y.



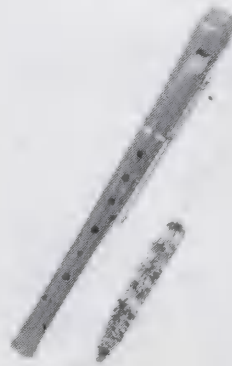
### Hot School Lunches

PERSONALIZED LUNCH KIT is complete with 1/2 pint vacuum bottle for hot soups or cocoa! Box is proudly personalized with their very own first name hand painted in white. 6" x 8" x 3" with plastic handle; plenty of room for good-size lunches! Bottle has non-drip pouring lip to prevent spills, non-leak stopper. Sturdy metal with gay red plaid lithographed pattern. PERSONALIZED LUNCH KIT is \$3.25 postpaid. Ask for Free Gift 'n Gadget Catalog, too!

MEREDITH'S, Evanston 25, Ill.



## WINDOW



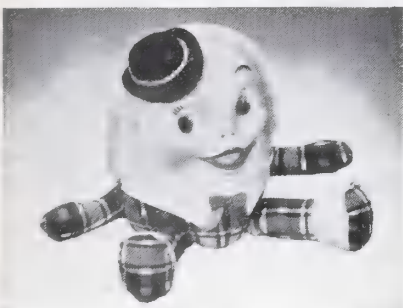
**TOOT SWEET, SWEETIE,** on one of the most remarkable instruments known to man. Bach, Handel and Mozart wrote passages for it in many of their works. This Chromatic Recorder with the Magic Key has a delightful tone, enables you to play in all keys. This is no toy. With tune book, fingering chart, cleaning feather, \$9.95 ppd. Ficker Records, 27A Arcadia Rd., Old Greenwich, Conn.



**FOR THE RECORD.** Embossed record seals with gummed backs are personalized with your name stamped in gold, and index space is provided so individual records can immediately be placed in their proper album or envelope. Wonderful present for anyone starting a collection. \$1.69 for 50; \$3 for 100. Ppd. Hostess House, 5858 Forbes St., Pittsburgh 17, Pennsylvania.



**THE CIRCUS IS GONE,** but the memory lingers on in a wood circus-wagon wall cabinet to cage her treasures. 24" x 34" x 6". It comes in red, trimmed with yellow, silver, gold and black, is personalized with her name, and spaciouly designed for stuffed animals and toys. \$17.95 exp. chgs. coll. Peddler's Cart, 278 Scott Ave., Hubbard Woods Station, Illinois.



### Musical HUMPTY DUMPTY

Children will love this colorful and jolly fellow. Soft and pliable, the imported Swiss music mechanism inside plays "Humpty Dumpty Sat On A Wall." Humpty is completely washable as music mechanism can be easily removed through zipper in back. 11" high.

Postpaid—only **\$6.25**

**G. SCHIRMER**

3 East 43rd Street, New York 17, N.Y.



### Tutu Ballet Dress

For a little miss under 10, this white satin ballet leotard is made with oodles of tiers of star-dust sprinkled net. This gift should delight every young ballet aspirant and make her jete like a premiere danseuse. Comes with silver sequined straps and a pretty flower for her hair. Gift boxed. In sizes 4 to 10. Satisfaction guaranteed or your money refunded.

\$5.95 postpaid

**Lowy's Creations** 260-8 116th St. Rockaway Park, N.Y.  
Enclosed please find \_\_\_\_\_ for \_\_\_\_\_  
ballet dress(es) in size(s) \_\_\_\_\_  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



### "Built-In" Amusement

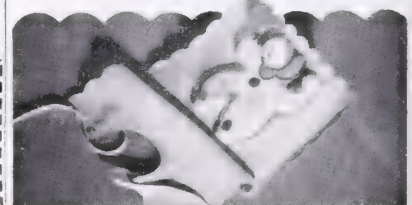
Doll head on "Little Goody" shoe-toy, clown on bib, rattle merrily for hours of play. Baby can't throw away. Adjustable shoes fit all sizes . . . in pink, blue or yellow corduroy. Bib pink or blue plastic. Attractively gift boxed.

\$3.00 Each

Postpaid in U.S.  
foreign add 25c

**Ray Gann**

Box 315 • Stockbridge, Georgia





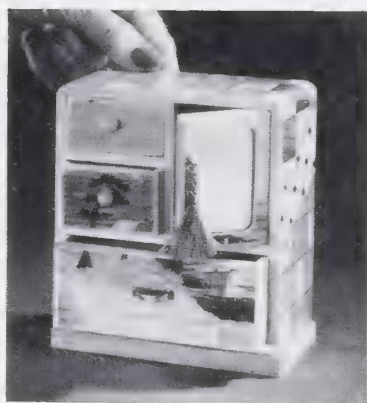
# SHOPPING



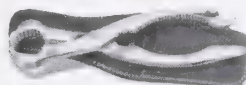
**SO LONG AS LOVE REMEMBERS**, the anniversary most important to two people will never be forgotten. So mark it well for the man you love with the 14k gold Calendar Cuff Links. Date, month and year are *accurately* hand-set with a synthetic ruby. \$33.50. With 2-point diamond, \$41. Tax and post. incl. Holiday House, 111 Bellevue Theatre Bldg., Upper Montclair, N.J.



**TREASURE CHEST**, that is itself something of a little treasure, is a fascinating storehouse for the glamour gear that clutters a young girl's dressing table. In the long drawer she'll keep jewelry; in the 2 small drawers, hair clips; in the mirrored cabinet, her lipsticks. Hand-painted oriental chest, 5½" x 4½" x 2½" deep, \$1.98 ppd. Huss Bros., 100 W. Chicago Ave., Chicago 10.



## AMI OPEN-ALL



\$4.95  
postpaid. Leather Sheath \$2.00

World famous as champagne cork extractor, has dozens of other uses: bar, dinner table, kitchen, yacht, travel, fishing. Opens wine, liquor, all screw-top bottles; crown caps, anchor and vacuum tops, cracks nuts, lobster claws. Fine, precision instrument. Chrome or gold finish.

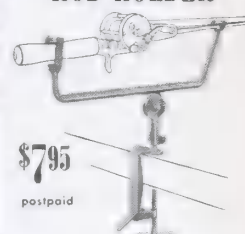


## FINE GIFTS

with appeal for all

Gourmet, Sportsman, Traveler, Wine and Liquor Connoisseur, male or female... here's a superb selection of deluxe gifts with genuine appeal. All are smartly packaged and carry Celebrity's 10-day refund privilege if not satisfied. Send check or money order. Descriptive literature, engraving, gold stamping and quantity discount details on request.

## AMI ADJUSTABLE ROD HOLDER



\$7.95  
postpaid

An extra pair of hands for trolling and still fishing. Attaches vertically or horizontally to seat or gunwale. Holds any type rod securely, yet releases it instantly. Points rod in any direction, at any angle and locks there. Neoprene cushioned — won't mar boat. Aluminum — won't rust.

**CELEBRITY HOUSE, INC., Dept. HB, 3404 Main St., Buffalo 14, N.Y.**  
For Canadian prices write G. W. Wood & Co., 100, Box 34, Toronto 14, Ont.



**FOR MEN AND WOMEN** Will delight any traveler. Keeps valuables from being stolen, lost, misplaced, dropped or forgotten. Soft, pliable suede leather. Two roomy 5" x 7" zippered compartments hold passports, money, traveler's checks, valuable papers. Inner 2" x 2" snap pocket for rings, jewels, precious stones. Adjustable 48" belt fits comfortably around any waist, under or over clothing.



## PERFECT HOST



\$14.95  
postpaid incl. sheath

Smartest carving set ever designed. Adjustable, aluminum alloy tongs grasp any size roast or fowl. Unique, high carbon stainless steel carving knife is prong-tipped, doubling as a serving fork. Two serrated edges — fine and coarse — cut difficult tissue. Beautiful walnut handle. Leather sheath for storing.



## COCKTAIL BELL

\$25.00  
postpaid Bell only

Ring the bell — it's cocktail time. A real guest charmer. Trebles as cocktail shaker, patio bell and sports trophy. Holds 28 ounces. Swing it to mix. Remove handle to fill with ingredients and ice cubes. Pour drinks through easy-opening spout at top. High luster stainless steel. Walnut handle. Set of 6 matching goblets \$25.00 extra. Matching tray \$25.00 extra.



## For your lawn at Christmastime

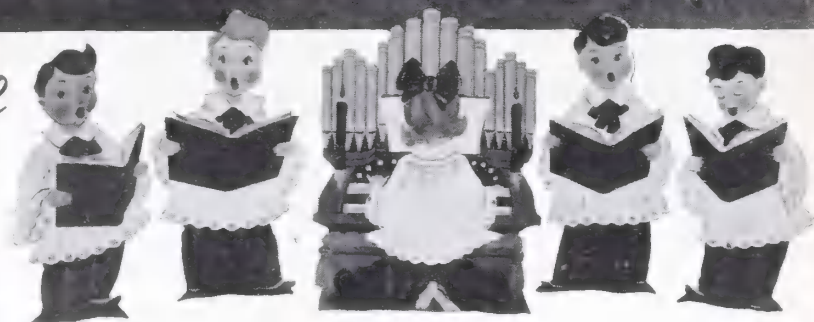
No. 54 SANTA and PRANCING REINDEER

New, beautiful, life size display. Very colorful hand painted in rich oil colors with blue and yellow sled, colorful toys, tan deer with bright red and gold harness. Traffic-Stopper—will "light up" the eyes of the kiddies. Stands 5 ft. high and 25 ft. long. 8 individual reindeer, weatherproof wood, comes complete with harness, whip and supporting stakes in an easy to store carton. Price only \$87.00. Night lighting unit \$6.95 extra. Shipped express collect. Wt. approx. 100 lbs



## SEND FOR CATALOG

of New Christmas Lawn Decorations Now!  
22 New Prize Winning Displays



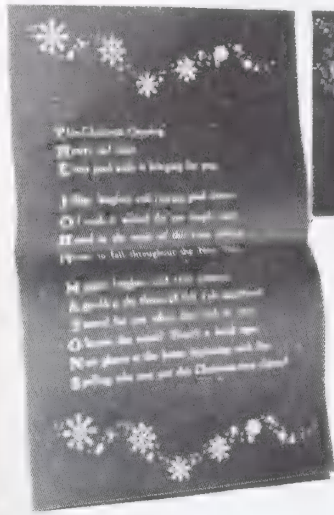
No. 40 CHOIR BOYS AND GIRL

New, colorful, hand painted display consisting of four Choir Boys and little Girl Organist. Dressed in traditional blue and white cotta, organ in yellow and maroon-weatherproof wood—complete with stakes and hardware. 4 ft. high. Price \$59.00. Night lighting equipment \$6.95 extra. Shipped express collect. Wt. approx. 50 lbs.

*Leonard Brynolf Johnson*

Dept. 7B Smethport, Pa.





Money-back Guarantee!

*Yours Free!*

Write for your free catalog of new, unusual ideas in gifts, toys and housewares!



The Verse  
Initials  
Spell  
Your Own  
Name

We will write a warm, sincere verse with the initials spelling your own name, as "THE JOHN MASON" is spelled downward by the verse pictured. Last two lines call attention to initials spelling your name. There's room for up to 23 lines (besides those spelling "THE"). Your address (or, if you prefer, "Christmas 1956") is on cover. All in raised foam white on soft green antique finish paper. French-folded to 4 1/4" x 5 1/2". With white envelopes. 25—\$3.45; 50—\$5.95; 75—\$8.45; 100—\$10.95; 150—\$15.45. Postpaid. Order: Acrostic Verse Greeting, No. 43-8.

**Kimball Printers**

DIVISION OF MILES KIMBALL

43-8 Bond St. - Oshkosh, Wisconsin



**WINDOW**



**"JINGLE BELLS.** Jingle Bells," fills the air as Santa twirls 'round and 'round and no one knows his fat little tummy hides a music box. The most tuneful version ever of that jolly old elf is dressed in red plushy chenille with white furry trim and whiskers. He's 14" high and a Christmas centerpiece to delight your guests. \$9.95 ppd. Nouvelle, Ltd., 225 W. Erie St., Chicago 10, Ill.



**IN SHOW POSITION,** this square-fold man's handkerchief has the embroidered initial so placed that it appears over the edge of the breast pocket while neatly folded. Handmade in Madeira with hand-rolled hems and hand-embroidered with a decorative single initial in white, blue, brown, or gray, they're fine quality at \$1.50 each; 6 are \$7.50 ppd. Mosley's, Dept. G-11, 11 E. Washington St., Chicago 2, Ill.



**VISIBILITY EXCELLENT** in this storage unit that stands in your closet and holds sweaters, lingerie, your husband's shirt, etc. A black wrought-iron stand comes with 4 plastic boxes, 15" x 11" x 4" deep. They stack on top of each other and slide out for easy selection. A neat unit in the nursery, or in the bathroom for extra towels, it's \$22.95. Ppd. National Hanger Co., 15 W. 18th Street, New York 11.



**Candy Cane SLEIGH**

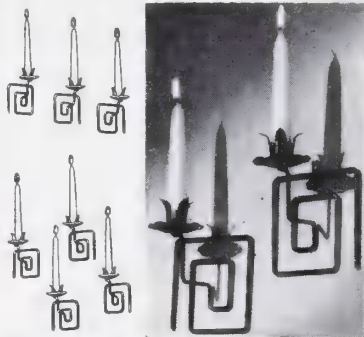
is a big 12" long x 6 1/2" high centerpiece for table or mantel. Fill with festive goodies, gifts or ornaments. Made of golden foil-board with a gay green lining. Candy cane runners are red and white inflated plastic. Fun to use, easy to store. Order several now!

**FREE!**  
Christmas  
Gift Catalog  
In color—  
write for it!

**Foster House**

430-B11 S. Jefferson St.  
Peoria, Ill.

**Make Your Own Arrangements  
Of Candle Sconces**



**ARRANGE** these sconces to fit your own individual needs and personality! Imagine how lovely they will look on your wall, reflecting candlelight and spilling radiance into your room. Workmanship, of course, is superb. Made of handsome black weighty hand-wrought iron and lacquered for lasting beauty. Sconce is approx. 6" high, 4 3/8" wide, extends 3 1/2" from wall. Candles not included. Makes a wonderful gift.

*Satisfaction Guaranteed.*

3 for \$3.50 ppd. Each \$1.25 ppd.

**Northmore's**

P.O. Box 37, Dept. B-11, Park Ridge, Ill.



**100 Gaily-Colored Bells**

Tie them on gift packages, make decorations, dress up cakes or place cards. Each little bell is a masterpiece of perfection in smooth plastic, with slots at top for tying. All-occasion assortment includes red, green, blue, and white bells, 1/2" to 1" long from tip to clapper. Stunning on Christmas gifts! Bargain package of 100 is \$1.00 postpaid.

WALTER DRAKE & SONS, 111 Drake Bldg., Colorado Springs 5, Colo.



**MUSICAL KNOCKER.** to strike a note of hospitality on your front door two wood screws supplied makes installing easy. Send it as a house-warming present to a music lover, or to the man who complains about having to face the music when he is late getting home.

6" long solid brass .....\$5.95 postpaid

6" long Black brass .....\$3.95 postpaid

Bedroom size 4" long solid brass \$3.75 postpaid

*Catalog 100*

**TENNESSEE CHROMIUM PLATING CO.**

206 Louise Avenue N

Nashville 5, Tennessee

**BRASS 'n' GLASS URN**



You'll find a dozen ways to use this wonderful jar...

Sparkling clear glass with polished brass trim, 12" high overall. Fill it with soap, towels or bath salts and beautify your bathroom! Or in pairs on your dressing table! Makes a splendid cookie jar, too! Shipped post-free in the U.S. Send check or M.O. No C.O.D.'s, please. Write for free folder of unusual gifts! \$12.95

Dept. HB-11

\$25.00 per pair

**CANTELL CRAFTS**

205 MAIN ST., HACKENSACK, N. J.

**PERMANENT CHRISTMAS TREES**

you'll  
use  
year  
after  
year!



At last—a Christmas tree you can store in winter and re-use every Yuletide season. Of flameproof visca, it comes in green, white, pink and light blue. Truly beautiful when decorated with lights, tinsel, gifts. Order several—the smaller sizes to decorate window or mantel, the larger as your regular family tree.

72".....\$18.95

48".....\$9.95

60".....\$13.95

42".....\$6.95

All prices postpaid.

Sorry, no C.O.D.'s.

**ABELL COMPANY**

Dept. B-11

475 Fifth Avenue

New York 17, N. Y.



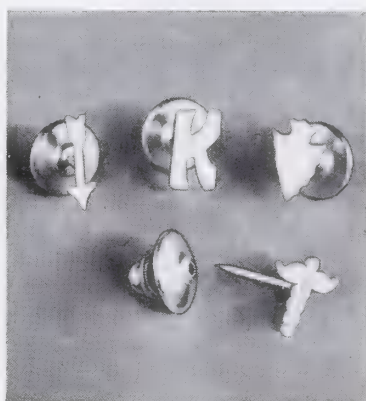
# SHOPPING



**CHAINED TO THE HOST** is a wonderful clanking chrome chain that dangles three fine tools of the bartender's trade. There's a bottle opener, cork screw and strainer, and the chain clips securely to a merry gentleman's belt. \$5.95 plus 35¢ post. Order Chatelaine Bar Belt from Bertram Shrier, Ltd., 1145 Connecticut Ave., Washington 6, D.C.



**TIE THINGS UP** with your beau, doctor, boss or client with a 14k tribute to his conservative elegance. A handsome tie tack in 14k gold or sterling silver is handmade and comes in 4 patterns: single initial, arrow, arrowhead, or the Caduceus insignia for your favorite doctor. Sterling silver, \$1.95; 14k gold, \$4.95; set of one gold, one silver, \$6.50. Ppd. Old Pueblo Traders, Box 4035, Dept. THT, Tucson, Ariz.



**FAVERN TABLE**, styled after an original found in the famous Pidge Tavern, comes in thick knotty pine in a waxed and polished honey-tone or maple finish. Order them finished or in kit form in 3 sizes, 25" high, 14" x 18" top, \$16.80 finished; \$9.95 in kit form, 18" x 24", \$19.80 and \$12.95; 23" x 30", \$24.80 and \$16.95. Finished tables, exp. chgs. coll. Kits, ppd. Yield House, Dept. HB, N. Conway, N.H.



**Letters (WITH GIFTS) from the Land of Santa Claus**

**Twinkletoes**, son of Prancer and Dancer, will write four letters and mail them from Santa Claus, the last part of November and first weeks of December, to the child of your choice—sending with each letter an appropriate surprise gift. Imagine the thrill of the Santa Claus postmark, the illustrated letters about Twinkletoes' adventures helping Santa Claus, and the truly nice gifts with each letter. All four letters and gifts, to one child send only. **\$1.95** (Printchild's name and address)

**Twinkletoes**  
REINDEER RTE 2, SANTA CLAUS, IND.

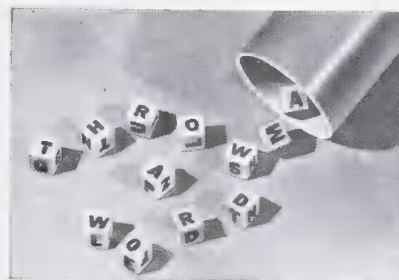


**BIBI...**  
the little angel doll

... the story goes, must take off her wings whenever a child is naughty... (which we hope will be seldom and for a very short time). This cuddlesome, lovable bundle from Heaven has blonde curls, pastel pajamas and a rosy cherub face. An enchanting gift for all "little angels". **\$3.95** BIBI (11" high)

We pay postage—money back guarantee

frances-morris Dept. HB-11  
1016 CARROLL STREET, BROOKLYN 25, N. Y.



## WIN IN A THROW — \$1

New THROW-A-WORD dice game for only \$1 is a sure party stopper! Each player rolls 12 dice from the shaker to form words from letters that turn up. Simplest and fastest word game yet developed. More fun than a spelling bee. Educational, too! Grand gift idea for kids and adults. You must be pleased or your money back! Only \$1, postage paid. Order THROW-A-WORD from SUNSET HOUSE, 497 Sunset Bldg. Hollywood 46, California.



## PERPETUAL CALENDAR — \$1

Carry a key-chain calendar that's never out of date! Tells at a glance the day of the week your birthday will be in any year — and all holidays, too. Plan important dates from now through 1980. Silver dollar size, gold plated and etched in black. Ideal gift for anyone. You must be pleased or your money back! Only \$1, postage paid. Six for \$5. Order PERPETUAL CALENDARS from SUNSET HOUSE, 496 Sunset Building, Hollywood 46, California.

New... Cleverly  
Personalized

## SMARTY NOTES

- 20 notes
- 20 envelopes

only \$1  
4 sets for \$3.75



YOUR OWN FIRST NAME and the names of your friends are cleverly printed with informal, witty sayings. Newest correspondence sensation! SMARTY NOTES draw attention. They're gay, bright and useful for pen fun. And what nifty inspired gifts they make! Names and quips are artfully printed in blue on high grade, fine quality, heavy white vellum paper. Each sheet is 4 1/2" x 7" ... perfect size for quick informal letters. You get 20 notes and 20 envelopes for only \$1, postage paid. If any name is not listed below, send your order along anyway — 800 additional names with breezy expressions are carried in stock.

## SCAN THIS LIST WITH GIFTS IN MIND!

### 800 Additional Names with Cute Sayings Available

postpaid by ADELAIDE	as seen by EILEEN	jottings from JOAN	delirium from MIRIAM
ADELE'S adlibs	something plain from ELAINE	jumping with JOY	murmurs from MURIEL
add-a-line from ADELINE	the score from ELEANOR	voice from JOYCE	MYRA'S memoirs
urgent from AGNES	expressions from ELIZABETH	tests from JUDITH	remarks from MYRNA
as seen by AILEEN	an epic from ELLA	jots from JUDY	nonsense from NADINE
accent on ALICE	ELLEN'S yellin's	jewels from JULIE	fancy — it's from NANCY
from ALMA'S almanac	pretty pleas from ELOISE	jabber from JUNE	baloney from NAOMI
all about ANN	an essay by ELSIE	quips from KAREN	news from NELLIE
data from ANNA	"extra" from EMMA	you rate with KATE	nifties from NINA
scanned by ANNE	memo from EMILY	essay from KAY	NORMA'S notes
ARLENE'S schemes	a note from ESTHER	take pity — it's from KITTY	oratory from OLGA
ARLENE'S schemes	excerpt from ETHEL	legends from LAURA	stuff from OLIVE
hems and haws from AUDREY	echoes from EUNICE	to thee — from LEE	orchids from OPAL
babble from BARBARA	EVA foreva'	low-down from LEONA	a chat with PAT
buzz from BEA	"chin" with EVELYN	something silly from LILLY	patter from PATRICIA
a release from BERNICE	it's FERN'S turn	the latest from LINDA	pearly from PAULINE
BERTHA'S brainstorm	flash from FLO	the low-down from LOIS	from PEARL
backtalk from BETTE	from FRAN'S file	letter from LORETTA	from PEGGY'S pen
bits from BETTY	tales from GAIL	the latest from LORRAINE	fill-ins from PHYLLIS
bulletin from BEULAH	gems from GEORGIA	breeze from LOUISE	prattle from PRISCILLA
brainstorms from BEVERLY	dirt from GERT	spiel from LUCILLE	remarks from REBECCA
blabs from BLANCHE	gossip from GLADYS	something juicy from LUCY	reports from ROBERTA
by-lines from BONNIE	story from GLORIA	the latest from LYDIA	drose from ROSA
call from CARLA	gossip from GRACE	MABEL'S fables	ROSEMARY'S record
cracks from CAROL	greetings from GRETA	mutterings from MADALINE	truth from RUTH
CAROLYN'S comments	gab from GWEN	just a line from MADELINE	sallies from SALLY
cheer from CECILIA	howdy from HARRIET	memo from MADGE	scoop from SANDRA
chatter from CHARLOTTE	hazards of HAZEL	reverie from MARCIE	straight from SARAH
clucks from CLARICE	hello from HELEN	MARGARET'S markings	scribbles from SHARON
CONNIE'S confessions	hi from HILDA	MARGE'S remarks	sweet talk from SHEILA
conversation from CORA	ideas by IDA	myths from MARIAN	stuff from SHIRLEY
corn from CORINNE	info from INA	MARILYN'S mumbings	SUE'S news
something crazy from DAISY	items from IRENE	MARILYN'S myths	secrets from SUSAN
dialogue by DELORES	urgent from IRMA	a story from MARJORIE	SYLVIA'S script
direct from DIANE	something wacky from JACKIE	MARIANNE'S plans	THELMA'S thoughts
dope from DOLORES	it's just from JAN	prophecy from MARIE	VERA'S version
doodles from DONNA	junk from JANE	message from MARTHA	verses from VERA
doings of DORIS	hi-jinks from JEAN	memo from MARY	verbs from VIOLA
dope from DOROTHY	jottings from JEANNE	MARYANN'S mementos	vivid with VIRGINIA
jots from DOT	get-set — it's JEANETTE	MAUDE'S murmurings	VIVIAN'S views
EDITH'S edits	JERRY'S jingles	seen by MAXINE	words from WANDA
EDNA'S edition	today from JESSIE	missiles from MILDRED	whispers from WINIFRED
	let JO blow		adventures of YVONNE

It's So Easy  
To Order  
Just circle names  
wanted and fill in  
coupon. Use separate  
sheet of paper for  
additional names.  
2 to 3 weeks delivery

SUNSET HOUSE, 903 Sunset Bldg., Hollywood 46, Calif.  
Please send me \_\_\_\_\_ Sets of SMARTY NOTES.  
\$1 each set — 4 sets for \$3.75, postage paid.

Enclosed is \$\_\_\_\_\_

FULL NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

YOU MUST BE PLEASED OR YOUR MONEY BACK!  
Airmail Reaches Us Overnight





Plummer's Beloved Christmas Tree Pattern

5-pc. Place Setting \$7.50. (From full open stock.) Hiballs, \$15.00 doz. Christmas Candle Hiballs, \$13.50 doz. Napkins, (Luncheon and Cocktail) box of 200, \$4.00. Christmas Candle Hurricane Lamps, \$16.50 pr.

# Plummer

Send for  
Free Gift  
Catalog

Mail  
Orders  
Filled

734 FIFTH AVENUE AT 57th ST., N.Y. 19, N.Y.



**SAVE 50% OF COST**

**Now! PRE-ASSEMBLED, READY TO FINISH AND HANG INTERIOR ADJUSTABLE Shutters**

All you need is a screw driver (and some stain or paint) to finish and hang these **SHUTTERCRAFT INTERIOR ADJUSTABLE SHUTTERS** to fit your doors or windows. Send inside measurements of doors, windows, bars for low price of these beautiful, custom-made shutters, which we will now also trim and rabbet to size for you. No nailing or glueing required. Instructions with each order. We ship all over the world.

Send only 25¢ for new illustrated brochure.



Dept. B-42

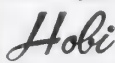
101 NO. SANTA ANITA AVE. ARCADIA, CALIF.



**FRENCH BENCH** 20"x17" 17" high **\$14.95**

a rare find at postpaid West of Miss. add 50¢

You'll marvel at the fine hand workmanship, the simple, beautiful lines of this elegant bench. Genuine braided rush seat is hand woven. Satin-finished birch in *Light Natural* or *Black Lacquer*. At home with modern or traditional for utility seating, chairside table, TV or vanity bench, luggage rack, etc. An exceptional value. Shipped direct to you from our workshop. Quick delivery. Satisfaction guaranteed.



Send check or money order  
Dept. B-116, 15 West 57 St.  
New York 19, N.Y.



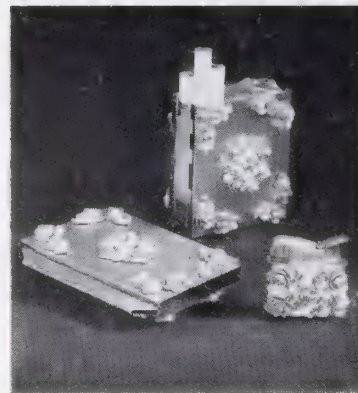
## WINDOW



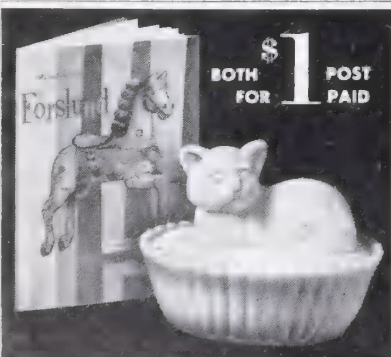
**A SCALE TO DO JUSTICE** to your decorative ideas is so lovely, that it will probably be tomorrow's heirloom. 16 1/2" tall. Satin-finished in walnut with brass balancing trays and chains, and antique-finished brass stem, it's a magnificent centerpiece holding flowers, fruit or plants on a dining room table. \$15 plus \$1 post. C. D. Peacock, Chicago 3



**ANGEL OR DEVIL, I Love You** is a medal with a fat angel and a roly-poly devil on the front. Reverse is engraved: "Presented to Kathy Darwin (or whoever) for 7 (or however many) years of tender loving care." Sterling or gold-fill; 25¢-piece size, \$5; 50¢ piece size, \$6; silver-dollar size, \$8. In 14k gold; \$25, \$35 and \$45, respectively. Tax and post incl. Wayne Silversmiths, 546 H. S. Broadway, Yonkers, N.Y.



**FIT FOR A KING**-size or regular pack of cigarettes, this is indeed a regal gift. Satiny gold-plated case, splashed with sculptured golden roses, simulated pearls and rhinestones, folds flat when cigarettes are removed. A queenly accessory for your important evenings. King size, \$7.95; regular, \$6.95. Tiny Evans lighter, \$6.95. Tax and post incl. Townsend House, 645 Bergen Ave., Jersey City 4, N. J.



**\$1 POST PAID BOTH FOR**

Westmoreland's Milk Glass **KITTEN-ON-A-NEST** Plus our "spanking new" Catalog . . .

Our sparkling, "spanking new" 100-page portfolio of Quaint American Furniture is yours free with this 5 1/2" long, 4" high covered milk glass dish by Westmoreland. A replica of an old soap dish discovered near St. Louis by Mr. Forslund. Kitten-on-a-Nest is wonderful for cigarettes, candy, nuts and the like. Catalog alone 25¢.

**Carl Forslund** Quaint American Furniture  
122 Fulton, Grand Rapids, Michigan



**GENUINE SHEEPSKIN**

**"CUDDLE RUG"**

Because they lend glamour to any setting you'll give her that "Lan-of-Luxury" feeling with these deep, silky sheepskins to scatter beside her bed—before her fireplace—in her playroom. Cloud soft and snugly warm, they make cold weather tiring a delight. They're not imitations! Each rug is a genuine, Brandicalf selected, finest quality skin covering 8' x 10' or 11'.

IN NATURAL HONEY-TONE ONLY **\$11.95\***  
IN CLOUD WHITE ONLY \$12.95\* No C.O.D.'s please

**IMPORTED RUGS OF SILKY ARGENTINE SHEEPSKIN**  
24" x 36" Animal Shape—White, Pink or Blue . . . \$14.95\*  
24" x 36" Oval or Rectangular—White only . . . \$17.95\*  
36" x 54" Oval or Rectangular—White only . . . \$24.95\*  
\*plus 50¢ postage each—Money Back Guarantee

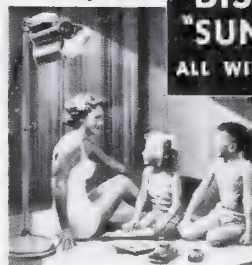
Dept. B66, 157 Federal St., Boston 10, Mass.

★ **FREE CATALOG**

**Brandicalf**

Enjoy

**BISOLAR "SUNSHINE"**  
ALL WINTER LONG!



**Suntan with a Battle Creek BISOLAR LAMP**

Enjoy a much-admired "sun-tanned look" all year—plus wonderful health protection for yourself and family. At the "snap of a switch" the BISOLAR Lamp provides made-to-order light that tans faster than the sun. Yet if you relax and fall asleep, automatic **Soltimer Switch** turns lamp off at time you set—prevents overexposure! Scientifically balanced artificial sunlight contains both ultra-violet-infrared rays. Pedestal, wall and ceiling models. Money-back guarantee. Write today for Free Literature!

**Ceiling Model with Timer Only \$76.50**

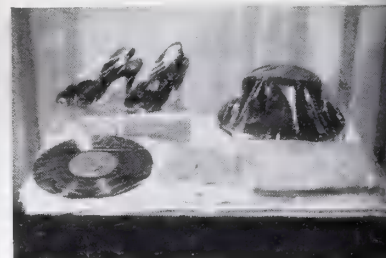
**Battle Creek EQUIPMENT COMPANY**  
Battle Creek -58 Michigan

**MAIL COUPON TODAY—No obligation.** Please send me BISOLAR literature.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**25 ASSORTED HOUSEHOLD BAGS \$2.50**

Delivered

25 useful storage and utility bags made of tough see-through polyethylene, waterproof, dustproof, moth-proof, tear resistant, soft and flexible.

Made out of the strong gauges of polyethylene, the kind that is NOT SOLD IN STORES.

No.	Assortment	Size
1	Formal dress storage	23 1/2" x 72"
1	Dress or coat storage	23 1/2" x 60"
1	Blanket storage	23 1/2" x 30"
1	Blouse storage	23 1/2" x 26"
1	Utility bag, dampening bag for ironing, bathing suit, diaper	17" x 30"
1	or ice bag	17" x 21 1/2"
2	Hat storage	18" x 18"
1	Ham, Roast or Turkey bag	12" x 18"
2	Sweater storage	8" x 15"
4	Shoe bags	12" x 13"
6	Photograph record bags	8" x 8"
5	Hosiery bags	

**Beau Bag Co.**

3360 Iowa St.

Baton Rouge, La.



## SHOPPING



## TIME IS THE PRESENT

hat will make him the best-cuffed man in town. A pair of gold-plated cuff links has a guaranteed watch mounted on one link, copy of a Dutch coin on the other. *Very* handsome indeed, and so pleasantly priced you may want to order another set for your college laughter. \$12.95 incl. tax. Ppd. House in the Garden, 19 Garden Place, Brooklyn, N.Y.



## GOOD FOR LAUGHS

are a pair of polka-dotted percale aprons that will turn a sober couple into a burlesque queen and clowning consort. Her Pantaloonies are ruffled with eyelet embroidery. Pop's Pride makes "short" shrift of his pin-striped dignity. White with red dots, Pantaloonie is \$2.95; Pop's Pride, \$2.25. The pair, \$5. Ppd. Morandy Shop, Dept. B-1, 14 West Elm Street, Chicago, 10.



## NIGHTY-NIGHT GOWN.

"Sleepy Bunny" is embroidered across the yoke of this cotton flannel nightie, and the outline of a little bunny yawning his head off is embroidered on the front. There are ruffles at the neck, on the push-up sleeves, and all around the full skirt. Pink or yellow, sizes 3 to 14. \$3.95 ppd. The Talbots, Dept. HB, Hingham, Mass.



## LILY PAD LIGHTS

FOR THE GARDEN POOL

Delightful nighttime enchantment is achieved with these large, natural looking Lily Pads. Each has a concealed light which illuminates underwater with a soft, warm glow. With the trend to more outdoor living, you'll find these colored pads ideal. 7 1/2" wide and 12" cord, they have rubber water-tight, safe sockets. A fine gift for any gardener.

Single Pad and Cord \$ 6.75 Ppd.

Double Pad and Cord 12.50 Ppd.

(One outlet)

Dept. HB11

Ludlow

STUDIOS, INC.

115 West 23rd Street, New York 11, N.Y.

## CUP OF KNOWLEDGE TELLS FORTUNES BY TEA LEAVES

Read the tea leaves for your friends with this authentic Cup of Knowledge... see what the future holds for health, wealth and happiness. Playing card symbols inside the cup turn the trick with mysterious meanings that are more than 5,000 years old. Cup and saucer are of fine imported English china. A 20-page booklet tells you how to read the tea leaves.

Complete, only \$2.50

Post-paid

Send for free gift catalog

No C.O.D.'s

Dunkhaven's 4115-A11 Lafayette  
Dallas, Texas

This Christmas, give America itself!



## AMERICAN HERITAGE

the magazine of history in book form

6 BOOKS A YEAR, EACH 8 1/2 x 11 INCHES, 120 PAGES, CASE-BOUND

EDITOR: Bruce Catton, 1954 Pulitzer Prize Winner

SPONSORS: The Society of American Historians and  
The American Association for State and Local History

For as Little as \$10.70, a Gift that Grows in Meaning Through the Years

What more glorious gift for Christmas than one which rekindles in a friend the faith and love of America... that constantly reveals the riches of his fabulous American heritage. AMERICAN HERITAGE captures in words and pictures the rich art, the magnificent architecture, the exciting events, the fabulous individuals, the dauntless spirit that have made this land of ours so great.

to see how any reader would resist adding it to his collection of fine books."

**Critics acclaim** AMERICAN HERITAGE, say it "will give the reader a fuller knowledge of the American story and of the democratic foundations on which our government rests, thus making him a better American." It is "a Christmas gift that's certain to evoke the ahs and ohs..." "a wonderful gift to a whole family"... a truly impressive addition to a family's heirloom library (your own included)! Interesting?—it is "by far the most interesting and strikingly beautiful magazine published in this country."... "my favorite magazine. I find in it more to interest me, more attractively presented, than in any other magazine."... "so beautiful and interesting that we fail

**Fine books**, yes—but so modestly priced that a year's subscription costs little more than you might expect to pay for a single volume! A unique publishing concept, AMERICAN HERITAGE is a magazine in book form, bringing you the American past 6 times a year in rich, vivid, true detail. Every issue is a fine book for permanent enjoyment... a big 8 1/2" x 11", casebound between beautiful, durable board covers. Every issue is also a fine magazine... containing 14 varied articles by top writers and 25 or more full color pages of old prints, maps, photographs, art treasures and unusual Americana... with no advertising to intrude. A year's 6 issues make a wonderful gift—a gift that honors the good taste of you who give it and those who receive it—"an ideal present to give to the person who has everything. No one has ever had anything like this."... just the thing to send, for Christmas, to that person for whom you are seeking the unusual."

<sup>1</sup>Houston Post • <sup>2</sup>Carl Victor Little, Houston Press • <sup>3</sup>Nashville Banner • <sup>4</sup>Chicago Sun Times • <sup>5</sup>J. Donald Adams, New York Times • <sup>6</sup>Salt Lake City Tribune • <sup>7</sup>Detroit News • <sup>8</sup>Chicago Tribune.

AMERICAN HERITAGE, Dept. 2102, 551 Fifth Ave., New York 17, N. Y.

**EXTRA CHRISTMAS BONUS!** A magnificently printed 6-color reproduction—23 3/4" x 18 3/4"—suitable for framing—of the oldest known map of the New World, dating from 1500 A.D. ... plus a handsome gift card, bearing your name ... will accompany the first issue of each subscription and arrive in time for Christmas.

GIVE THE GIFT THAT KEEPS GIVING NEW PLEASURE. 6 TIMES A YEAR!

## SAVE \$5.70 ON 1st SUBSCRIPTION — \$7.00 ON EACH ADDITIONAL!

Single issues of AMERICAN HERITAGE sell in bookstores for \$2.95 each... or \$17.70 for a year's 6 issues. This special Christmas offer entitles you to one 1-year subscription for \$12.00 (for yourself or as a gift)... and additional subscriptions for only \$10.70 each. This offer is limited. It may be withdrawn at any time.

AMERICAN HERITAGE, Dept. 2102  
551 Fifth Avenue, New York 17, N. Y.

Please send 1-year subscriptions in my name, starting with the current issue, to the people whose names and addresses I have listed on a separate sheet of paper which I am enclosing. I understand the following rates apply: \$12.00 for the year (6 issues) for the first subscription, and \$10.70 for each additional subscription: (1 sub. — \$12; 2 subs. — \$22.70; 3 subs. — \$33.40; 4 subs. — \$44.10; 5 subs. — \$54.80, etc.)

I enclose ☐ Check or Money Order☐ Please bill me.

MY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_



## Silverware

REPAIRED AND REPLATED



Gold, silver, chromium, brass and special finishes. Antique restored. Stainless steel knife blades installed. Band instruments repaired and refinished. Write for price list or map to us for estimate. Our Main plant address is 221 Pryor Street, S.W., Atlanta, Georgia. If estimate is unsatisfactory, we will return prepaid. Prices reasonable. We do a large mail order business.

## SIMMONS PLATING WORKS

All Work Guaranteed By Over 60 Years Experience

ATLANTA, GEORGIA



### Terrific Value

### DESSERT DISHES

are white ceramic with assorted raised fruit designs in vintage colors. They're perfect for every kind of dessert from fruit compote to ice cream sundaes. Each is 4 1/4" in diameter, 3" high. Set of 6.

**\$1.95**

SET OF 12 DESSERT DISHES . . . \$3.50

MATCHING 7 PC. JUICE SET OF 9" HIGH PITCHER AND 6 TUMBLERS \$2.95

Please Add 25¢ For Postage  
Send For Free Gift Catalog

### THE ADDED TOUCH

Wynnewood, Dept. H.B. 11, Penna.

### STACKING STOOLS from SWEDEN



Stack... Seal... Serve

**\$5.95**

per stool

add \$1.00 per stool for teakwood

Made by Swedish craftsmen and finished to that fine furniture look worthy of the best spot in your living room. Beautiful, individual serving tables, or the best of both worlds—each will support the heaviest of persons, 18" height, 14" diameter tops . . . divided and not leverage proof. All genuine cabinet woods—your choice of walnut, light mahogany, blonde birch, golden teakwood. These handsome Swedish imports available only from Scandicrafts. Satisfaction guaranteed. Shipped Express Charges Collected. No C.O.D.'s. Please. Send check or money order. Catalog Available . . . Hundreds of Scandinavian Imports . . . 25¢

**Scandicrafts**  
Dept. B-25, Ardsley N. Y.

### MAINE LOBSTERS

1 1/8 lb. ea.



10 Lobsters . . . . .	\$14.95
20 Lobsters . . . . .	27.95
Lobster Meat (Fresh) . . lb.	3.95
Steamers—1/2 peck . . . .	4.50
Lump Crab Meat	
(Fresh Virginia) . . . . lb.	3.95
Small Long Island	
Bay Scallops . . . . . lb.	2.95
Frog's Legs (Jumbo) . . lb.	3.50
Caviar—(Imported Fresh)	
1/4 lb. 10.00 . . . . 1/2 lb.	18.00
1 lb. . . . .	32.00
Soft Shell Crabs (Jumbo) doz.	6.75
English Dover Sole	
(Imported) . . . . . lb.	1.95

Shipped Anywhere Air Express Collect—

Send for our Exotic Food Catalog

"Save this ad for your next party."  
(Minimum order \$14.95)

**SCARSDALE SEA FOOD PRODUCTS**

Dept. 182, SCARSDALE, NEW YORK

### HANDMADE SOLID MAHOGANY SILVER CHEST

KEEPS SILVER TARNISH-FREE



**\$149.50**

Express Prepaid  
No C.O.D. please

Beautiful inlaid Hepplewhite design. Made in Old Virginia. Finest hand-made craftsmanship. Three drawers and removable tray in chest, with large drawer in base. Pacific Cloth lined. Brass lock and pulls. For 12 complete place settings and many accessory pieces. Width 21". Height 43".

Write for illustrated folder on solid mahogany companion dining room pieces

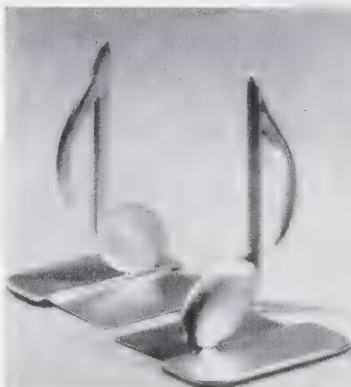
**SHERILL'S** Roanoke, Virginia



## WINDOW SHOPPING



**PLAY TAG WITH THE ANGELS** and you'll have the merriest packages that ever lay under a Christmas tree. Tie-on tags are tipped with fat little hand-carved wooden angels in pretty pastels. With gilt strings, \$1 for 12. Matching Christmas cards, 4" x 4" double-fold, are devastating. With envelopes, \$1 for 8. Ppd. Charlotte Thomas, Sewell, N. J.



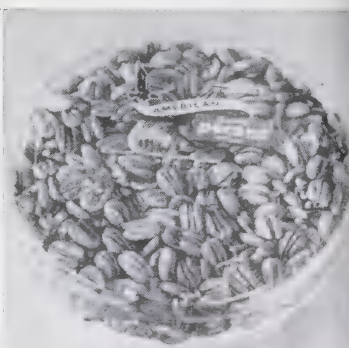
**THE TUNE THAT ESCAPED** the song writer will never be written now, because two important and madly melodic Eighth Notes ran away to become book ends. And here they are, made of solid polished brass, standing 6 1/2" high on a 4" x 4" base, \$9.95. In black satin finish, they're \$4.95. Ppd. Tennessee Chromium Plating Co., 206 Louise Ave. North, Nashville 5, Tenn.



**SHE HAS A LITTLE SHADOW** that goes in and out with her, so she's never lonesome. This is a very special kind of a purse. It has a doll top with sleeping eyes and movable head and arms, and a blue or red gingham dress that's lace-trimmed and zips down the back. She's 8" tall, wears a white boucle hat, has a plastic handle. \$1.98 ppd. Hobi, Dept. HB11, Flushing 52, N.Y.  
(Please turn to page 77)

### A GIFT FOR THE FAMILY!

Selected Shelled Pecans . . . a welcome holiday gift for the important people on your list. Fresh-cracked, fresh-shelled . . . unusually delicious treat for the whole family, healthful vitamin supplement for the kiddies. Send in your gift list. We will mail, prepaid, anywhere in the U.S. 2-lb. box \$3.95; 3-lb. \$5.85; 5-lb. \$8.85. Write American Pecan Company, 1615 N. Laredo St., San Antonio, Texas.



For your next dinner party try these . . .

### LEMON 'N LIME SLICE SQUEEZERS

You'll get "Oh's" and "Ah's" from your guests when you serve lemon sections in these individual silver squeezers . . . the extra piece that gives that extra touch to your table service.

Put one on each plate beside tea, juices, iced tea, melon, fish, seafood cocktails and salads. It retains seeds and pulp. Clear juice pours from lips without squirting. Ends finger squeezing! No seeds—no squirts—no sticky fingers—no bitter rind taste!

Lovely to own—lovely to give any time of the year. Set of 4, gift boxed, \$7.50 (or, singly at \$2.00 for showers, bridge prizes, kitchen and bar use). Postpaid. Send check or m.o. (no C.O.D.). Money-back guarantee!

**FREELAND HOUSE • 180 Euclid Ave. • Mansfield 1, Ohio**





The "Cosmopolitan" Group—Twin Sectional Sofa, \$169.50; Sectional Quarter Circle, \$169.50; Armless Chair Section, \$89.50; Twin-Sectional Queen End Sofa, \$169.50; Lounge Chair \$149.50. All prices include 100% foam rubber cushions.

# High fashion

in the mood  
for modern living

Here is living room furniture with sweep and symmetry...lavish detailing tastefully accented by contemporary simplicity in line and form. This latest edition of Valentine Seaver Originals is furniture that coordinates beautifully with either modern or traditional decor...setting a new high standard in luxury for sophisticated modern living. See the "Cosmopolitan" Group soon.

## Valentine Seaver

Product of **KROEHLER**

*Originals*

DESIGNS OF  
DISTINCTION





Debonaire Table for gracious family living has flush-top legs, gently curved safety corners. Smart New Yorker Chairs... slimly beautiful yet exceptionally strong... in washable white "Tracery" pattern vinyl. New "Ankle-Action" improved self-leveling feet... Daystrom's latest design... keep furniture steady always.

# DAYSTROM

***so graceful... so durable... so livable***



Inviting Club Chairs covered in aqua "Tracery" surround this new Dining Table with contour-curved comfort. Brass tripods on golden-bronze legs support the gleaming Daystromite® top which survives heat, scratches, even a burning cigarette... whisks clean with a damp cloth. Shown here in "Driftwood" pattern.



Ingenious Gateleg Table features patented "Swing-O-Matic" legs: Pull a hidden lever, and legs swing out as leaf goes up, providing *double* support. Yorktown Chairs with chintzy ruffled vinyl plastic seat covers. Daystrom legs take hard knocks without chipping.



Extra leaf makes this Round-Top Table a pleasing oval, seating eight. Wireback Chairs have foam rubber seats. **Daystrom five-piece sets start as low as \$59.95... come in colors and patterns to fit any room in your home.** Made at Olean, Friendship, N.Y., and Alma, North Carolina.

*Send 25c for new Decorating Portfolio and Color-Selector Chart showing hundreds of color combinations. Write Daystrom, Dept. 8, Clean, N.Y.*





Pie server in South Seas pattern by Community



Heavenly, simply heavenly,

## MILE-HIGH CHERRY CHIFFON PIE



*It's Right Out of This World.* And with the pitted, plump, perfect cherries you get in cans, you can turn it out to perfection the year round. Yes, mouth-watering red cherries always at their tender best through the magic of the tin can (actually 99% steel, by the way). So start your long love affair with Mile-High Cherry Chiffon Pie *now*. It's one more of so many, *many* fruit, vegetable and meat mealtime treats made possible by the can. The can that locks in and protects nature's harvests at their fresh, tasty peak—in the handiest, most durable spoilproof container of them all.

**WEIRTON STEEL COMPANY**

WEIRTON, WEST VIRGINIA  
a division of

**NATIONAL STEEL CORPORATION**

### MILE-HIGH CHERRY CHIFFON PIE with a graham cracker crust

- |   |  |
|---|--|
| 1 $\frac{1}{4}$ cups finely crushed graham crackers | water. If using frozen cherries, 2 10-oz. cans |
| 2 tablespoons granulated sugar                      | 1 pkg. cherry flavored gelatin                 |
| 6 tablespoons soft butter or margarine              | 1 tablespoon lemon juice                       |
| 1 $1\frac{1}{2}$ -oz. can evaporated milk           | 2 3-oz. pkgs. softened cream cheese            |
| 1 No. 303 can sour pitted red cherries, packed in   | 2 tablespoons granulated sugar                 |
|   | $\frac{1}{2}$ teaspoon almond extract          |

Combine graham cracker crumbs, sugar and butter; press all but  $\frac{1}{4}$  cup into 9" buttered pie plate. Bake crust 8 to 10 minutes in 350°F. oven. Chill thoroughly (almost freezing) all but  $\frac{1}{4}$  cup evaporated milk—chill bowl and beater. Meanwhile drain juice from cherries, add enough water to make 1 cup. Bring juice to boil. Pour hot juice over gelatin in bowl. Stir until gelatin is dissolved; add lemon juice; chill till consistency of unbeaten egg whites. While gelatin chills, fluff cheese with  $\frac{1}{4}$  cup reserved evaporated milk and sugar. Then beat chilled gelatin until frothy. When milk is ready, beat to consistency of whipped cream. Fold milk and cherries into gelatin mixture along with almond extract. Place  $\frac{1}{4}$  cherry mixture in pie shell. Spoon on half of cheese mixture. Top with half of remaining cherry filling. Spoon on rest of cheese and top with rest of cherry pie filling. Sprinkle on remaining crumbs; chill. Makes 6 to 8 servings.





*sugar beige*



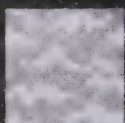
*limetone*



*blue mist*



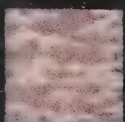
*dream gray*



*grecian rose*



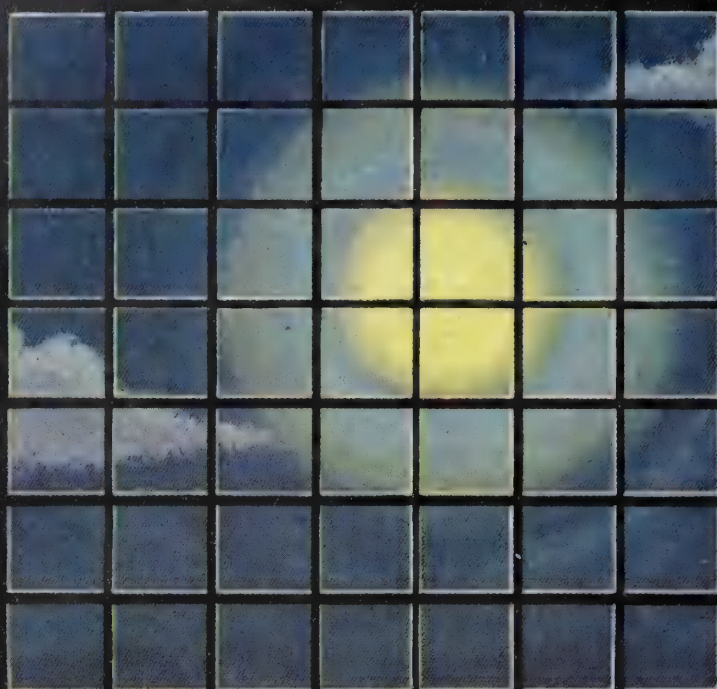
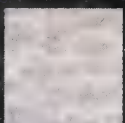
*nutria*



*turquoise*



*sea shell*



*all wool  
broadloom  
with a  
random  
glow . . .*

*prairie gold*



# HARDWICK'S MOONLYTE

*out of  
this world!*

when it comes to carpeting . . .  
small wonder the decorating world is wedded to  
... beauty from the looms of

**HARDWICK & MAGEE CO.**

Makers of Fine Carpets Since 1837 • Lehigh Avenue at 7th Street • Philadelphia 33, Pennsylvania





# WINDOW SHOPPING

CONTINUED FROM PAGE 72

**LOVE YOUR HOUSE?** Then you'll want it to smell fresh as a morning in May all through the steam-heated winter. Just fill the Lily wall vase with Edco's *Trefle*, the spicy fragrance used by the Ritz Carlton Hotels. One filling lasts several weeks. Vase with 3-month supply of fragrance, \$2.90. Extra vases, \$1.10. 16-oz. bottle of fragrance, \$3.90. Ppd. Dodi Drake, 1404 Ponce de Leon Blvd., Coral Gables, Fla.



**MAILED FROM THE VATICAN** with Vatican stamps comes this Madonna and Child Christmas card personalized with your name, plus a 22k gold-tooled Florentine bookmark inscribed with a Scapular. Print name of sender and name and address of person to whom you want it mailed. Orders taken 'til December 1st. \$1.98 ppd. Gibson and Chase, Inc., 39 W. 29th St., New York 1.



**RAISING CHILDREN** to table height used to be a telephone book or pillow process. Now there's a table-height youth chair of solid birch or maple. It's sanded and ready to paint, stain, or lacquer. And it's even roomy enough to accommodate Mom during her nursery or kitchen chores. Seat height 24". It's \$8.95 exp. chgs. coll. No c.o.d.'s. Meadowbrook Industries, 2268 Bellmore Ave., Bellmore, N.Y.



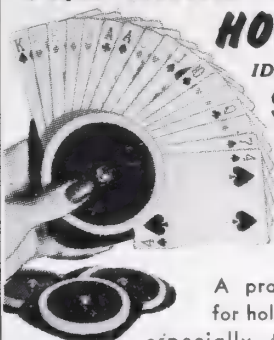
## FAN-HAND CARD HOLDER

IDEAL GIFT

Set of 4

ASST. COLORS

\$1.10 ppd



A practical gift for holding cards, especially the large packs in Canasta, Bridge, etc. Cards easily inserted and withdrawn without displacing other cards.

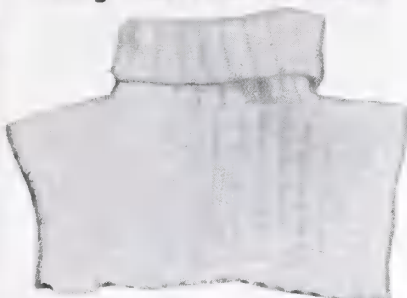
Send 25¢ for my new illustrated catalog, (refundable 1st order).

Please send check or M.O. Sorry no COD's or stamps.

**Ann Carlton**

Stone Haven R.D. #1, Hellam, Pa.

## Snug TURTLE NECKER



Getting it in the neck can be a comfortable feeling. This stylish pull-over bib, great for skiing, boating, or sports car driving, is an old New England revival for men, women or children. Use it with a V neck sweater or sport coat. Very comfortable and at the same time keeps 'lock Frost' away. Wool rib-knit in Red or White for women and children; Men's style in Navy is cut 5" longer in front.

Turtle Necker for women or children \$2.95 ppd.

Turtle Necker for men \$3.95 ppd.

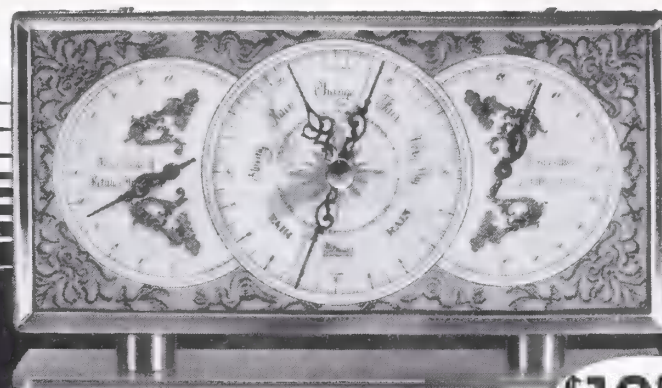
Gift catalog on request



**Johnny Appleseed's**

Box 718

Beverly, Mass.



\$18.95

**Wittnauer** DE LUXE WEATHER-KEY  
A PRODUCT OF LONGINES-WITTNAUER

## An Excitingly Different Gift

New elegance in weather instruments is achieved in this Wittnauer Weather-Key. Jewelry-designed case, electro-plated with gold, frames three iridescent pearl-like dials imaginatively engraved in dolphin design. Decorative hands in black and gilt complete a picture of luxury. Glittering decor for desk or table. So useful, too—this Wittnauer DeLuxe Weather-Key Instrument is a combination barometer, relative humidity indicator and thermometer which answers the most-asked questions: "What's the weather ahead?" "What's the humidity?" "What's the temperature?" 7 1/2" x 4 1/2".

## TOURNEAU, INC.

DEPT. B, BOX 117, GRAND CENTRAL STATION, NEW YORK 17, NEW YORK  
PLEASE Send Me \_\_\_\_\_ Wittnauer DeLuxe Weather-Key Instruments at \$18.95.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

(If to be sent as a gift, send us gift card and insert mailing address above. We will enclose card and mail direct.) Satisfaction guaranteed or money refunded.

Total Enclosed \_\_\_\_\_

Check ☐

Money Order ☐

Sorry No C.O.D.'s.



## SOPHISTI-CUFF

So very personal! Yours and yours alone! Commandingly bold, custom-made 2-initial bracelet. Heavy 14K Gold-plating\* gives that expensive "solid-gold-look." Lovely to look at, delightful to wear. Fabulous—and fabulously low-priced. Massive—fully one inch wide yet weighs but 2 1/2 oz. Your two initials meet on your wrist. Strong spring hinge. A charming gift and one for remembrance.

\* Also available in silver-plate.

Gift-Boxed. Tax & postage included \$3.95

## Mono-Art Co.

50 Delancey St., New York, N. Y., Dept. B-11



## PINCH PENNY PURSE

Little Mesh Purse—a teenager's first love. Holds all her "mad-money". Made of flexible gold color mesh, polished to a jeweler's finish, has fine silk lining. Opens & closes with a new style expansion gate. Tight fitting lid keeps it closed. PPD \$2.50

## BUBBLE GUM BANK

Junior size vending machine operates like the one at the corner candy store. Insert a penny, press lever & out comes a ball of gum. Break-proof plastic globe with bright trim is 6 1/2" high x 4 1/2" around. Comes with gum balls. Children have fun & save money. with name: \$1.75

add 20¢ for pstg.  
100 refills 50¢



**ROBERT CROWN CRAFT PRODUCTS**  
246 FIFTH AVENUE, Dept. 911, NEW YORK 1

## Your Treasured Wedding Gown Deserves This Special Care

Now it's easy to recapture the wedding day loveliness of your bridal gown. The exclusive Le Boeuf Process SAFELY, gently removes ruinous stains and soil, preserves and protects your gown in sealed full-vision, transparent case against moisture, moths, mildew, etc. Bonded pick-up and delivery wherever you live. Fully insured. Write for free booklet, low prices.

MOTHERS: for a thoughtful after-the-wedding gift, have daughter's gown renewed by Le Boeuf.

**Le Boeuf Co.**

234 AMHERST STREET

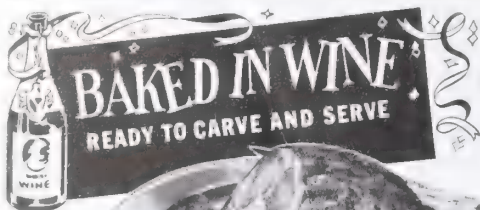
Bridal Service Division.

EAST ORANGE 4, N. J.





for gracious living... discriminating giving



### AMBER BRAND GENUINE SMITHFIELD HAM

Slow-baked, wine-basted  
internationally famous for  
UNIQUE FLAVOR!

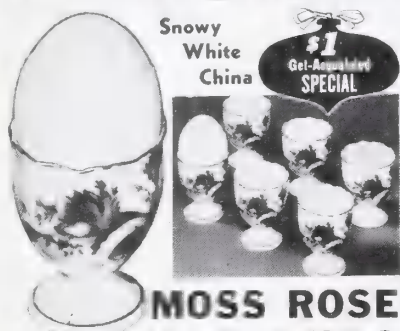
**\$1.95**  
LB.

Add \$1.00 per Ham to cover shipping, \$1.75 per Ham West of the Mississippi River

For all those who appreciate the finer things, a Smithfield Ham is the ideal gift. They are baked slowly, evenly, basted liberally in wine to bring out all the succulent goodness which a year or more of aging produces. They need no refrigeration. A 300-year reputation for flavor and distinction makes a Smithfield Ham a gracious gift for business associates, clients, friends, family.

Send check or money order. 7 to 12 pound weights.  
State weight desired. We'll refund or bill you for difference.

**The Smithfield Ham and Products Co., Inc.**  
SMITHFIELD 2, VIRGINIA



**MOSS ROSE  
EGG CUPS**  
**SIX for only \$1**

This is the favorite design of grandma's day... and still a top favorite with today's smart homemakers! Here's a once-in-a-lifetime value you may never match again. These delightful genuine Moss Rose design egg cups bring brightness and cheer to your breakfast table. Made of fine white china, attractively and delicately decorated in a variety of rich and tasteful colors. You'll find clever individual nut cups, too. Buy several sets for holiday gifts. Imagine! A full set of six, only \$1.00

**FREE**  
CHRISTMAS  
GIFT  
CATALOG  
In Color  
Write for it!

Satisfaction Guaranteed or Money Back.

**Helen Gallagher**

413-B11, Fulton St., Peoria, Illinois

### from Haiti

**mahogany  
NUT DISH**



**ONLY  
\$1.35**  
each postpaid

Hand-sculptured in Haiti of smooth solid mahogany for serving nuts, pretzettes, cocktail snacks, mints, etc. Designed by Umanoff, it's a piece you'll prize as a notable achievement in modern wood sculpture. Scatter several around... for convenience and for their pure decorative beauty. (And we couldn't think of a nicer "more-taste-than-money" hostess gift!) 12" long in satin-finish natural mahogany.

**Hobi**

Quick delivery  
Satisfaction guaranteed  
Send check or money order

Dept. B-116, 15 West 57 St., New York 19, N. Y.



**FRUIT CAKE** from fresh stone ground flour baked the same day

You and your friends will enjoy the real old-time, wine-flavored ingredients of this delicious fruit cake—dates, cherries, pecans and fresh-ground spices. Contains no raisins, citron, peel or other fillers. We enclose personal greeting cards to your gift list signed as specified by you. **2 lb.-\$3.95; 3 lb.-\$5.75; 5 lb.-\$9.00.** Send check or money order. Postage prepaid any place in continental U. S. A. Money refunded if not completely satisfied.

**OLD MAC'S MILL** P. O. Box 6818  
Florence, Alabama  
(MPS) LYNN LACEY MCGOUGH PROP. INC.



## WIND O W



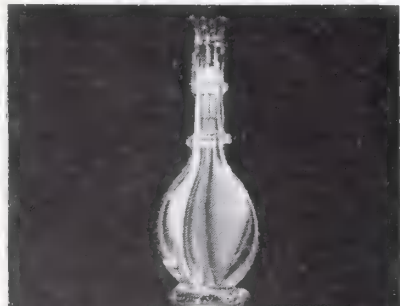
**CLAUS FOR REJOICING** is this very merry Cookie Jar that's the image of St. Nick Himself. Made of glazed ceramic in bright red and white, he'll hold from two to three dozen cookies—and the come-hither wink of his eye seems to invite little boys and girls to dip in! 11" high, \$3.95 plus 35¢ post. Foster House, 430 S. Jefferson, Peoria, Illinois.



**"WELCOME ABOARD"** is the nautical greeting that flourishes across this simply terrific 27" x 52" rug or wall mat. It's made in India of coir yarn and is completely weatherproof, dries quickly, withstands grit, lies flat. A circle of white stars frames an anchor design, and it comes in blue for all skippers, or red for the Power-Squadron skippers. \$6.95 ppd. Yankee Sea Chest, 258 Park Square Bldg., Boston 16.



**CHRISTMAS SOAP** with a magical dollar price tag is a nice idea for those names who rate more than a card, less than a lavish gift. Four fragrant French-milled cakes of soap are gift-boxed "For Our Guests" and decorated with a pine branch. Be sure to get some for your own holiday-decked house! \$1 ppd. Miles Kimball Co., 33 Algoma Blvd., Oshkosh, Wisconsin.



### Four Parts Magic

Frangible as a crystal bubble, this best-selling decanter has four separate sections for different liquors, each with its own pouring spout. Fill it with prime de menthe, brandy, Grand Marnier, Brandy, and your special will have a kaleidoscopic calendar.

Just \$5.95 prepaid

Extra Shippers, 35¢ each  
M. S. & D. A. please

**bertram shier, ltd.**  
1145 Connecticut Ave. Washington, D. C.



### ENGLISH PICKLE JAR

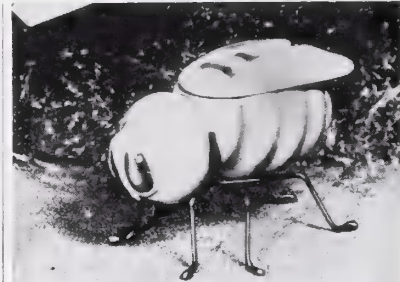
We can think of nothing that will make a nicer gift for yourself or that extra special someone than our imported pickle jar. Square jar is pressed glass set in silver pickle stand with its own pickle fork hanging on the side. A little glass "drip jar" is attached to the stand to catch juice drips from the fork. A truly handsome gift. Postpaid **\$5.95**

**DOUBLE STAND WITH 2 JARS, DRIP CUPS AND FORKS, POSTPAID...\$9.95**

Sorry, No C.O.D.'s  
Pa. Residents Add 3% Sales Tax  
Send For Free Gift Catalog

**Lee Wynne**

(Dept. 811) 5446 Diamond St., Phila. 31, Pa.



### GIANT HONEY-BEE SERVER

A unique gift from California for those "special" friends and relatives. A giant honey-bee holding 8 oz. of delicious wholesome orange blossom honey in its body. Bee is ceramic and golden yellow with black markings... rests on wrought-iron legs, 4 1/2" tall. A graceful, decorative conversational server for any table. Also available in attractive "cactus" server, with honey from desert cactus blossoms... "pear" server with pear blossom honey... "apple" server with apple honey... and an "orange" server with orange honey. Set of any three for \$8.50, or \$2.95 each. Add 40¢ postage for each item.

ORDER SEVERAL FOR CHRISTMAS GIFTS.

Will ship in your name to your gift list. Add 10¢ each item for "special" gala gift wrapping.

Money back guarantee.

**L. HINKEL** 4462 W. 59th St., Dept. A,  
Los Angeles, Calif.



# SHOPPING



**TREE FULL OF TOYS** is a whole miniature Christmas, excitingly crammed into one sparkling 6" plastic tree. It hangs by a ribbon from the big tree, or from the mantel, and contains 20 different little toys, all of them loaded with play value. Specify for boy or girl, because there are separate selections. \$1 each; 6 for \$5. Ppd. Florida Gifts & Gadgets, 1356 Main St., Sarasota, Fla.



## GAMESMANSHIP CARDS

make psychological mincemeat of your opponents. Plastic-coated Congress cards are imprinted "Make Payment to . . ." Mary and Joe; or Mary *not* Joe; or The Joneses. In maroon and royal blue, or white with maroon and royal borders; Bridge or Canasta double deck, \$3.25; Samba triple deck, \$4.95. Add 25¢ post. Denison's Party Bazaar, 411 Fifth Ave., New York 16.



## THE VEST OF HIS LIFE

will be this handsome cocktail vest of white English leather with pearl buttons and bejeweled with pearl and rhinestone plumes. Cotton lining and back are striped in gold and white, red and white, or all white. We've never seen anything more spectacular! In small, medium, large, \$29.95; extra large, \$32.50; ppd. Bejeweled by Mary Ellen, 566 E. Jackson Blvd., Elkhart, Ind.



**"Fluff 'n Frosty"**  
ADD COLOR AND  
DISTINCTION TO  
CHRISTMAS  
DECORATIONS!

Delightful little custom-designed personalities that enhance the festivity and frivolity of the Season! Put evergreens, holly or a wreath behind "Fluff 'n Frosty" to personalize your home or apartment door. Wonderful over fireplaces, on mirrors, etc. Heads are 4" in diameter. Hair is nylon. Use them year after year! Marvelous gifts! Postpaid, \$3.95 per pair. Send check or M.O.

**PAPPAS FLOWERS**  
SUBURBAN STATION, PHILA. 3, PA.



• **Keep Ice Cubes 4 Hours!**

• **THERMO TUMBLERS**

• Exciting Thermo Tumblers keep ice cubes four (4) hours without melting. (Prove it to yourself!) Two layers of crystal clear Lucite with a vacuum between are what turn the trick. They won't sweat, need no coasters, won't moisten hands. Ideal for bridge, 10-oz. size, in festive colors of Cobalt Blue, Red, Green, Amber. They make wonderful gifts and you'll want several sets yourself for fall entertaining.

• Set of 4 (one each shade) **\$5.00** postpaid

• Send for free catalog. No C.O.D.'s please

**artisan galleries**

2100-A11 N. HASKELL DALLAS, TEXAS



**NONE OTHER SO MOIST...SO DELICIOUS**



**FROM CALIFORNIA WHERE THE  
FINEST FRUITS ARE GROWN!**

No other fruit cake like it in all the world. It took 7 years to perfect the recipe. The flavor is incomparable. No small pieces of dried fruits in this magical concoction... but *whole* fruits... magical Mission Pak glacé fruits! Great big tender cherries, huge chunks of moist pineapple, crisp, crunchy pecans and walnuts, and luscious, seedless white figs. Wonderful for Christmas gifts... great to have on hand all through the year for unexpected guests. We dare you to try one and be able to resist the urge to order more. Never sold in stores... just direct to you. Only a limited number available, so order today to be sure of getting this wonderful gift.

**3 BIG GIFT SIZES** from which to choose: Gift No. 11, 1½ lbs., \$3.45. Gift No. 12, 2 lbs., \$4.35. Gift No. 14, 3 lbs., \$5.95.



Only fruit cake made with  
90% fruits, pecans and  
walnuts, and only 10% batter.

**MISSION PAK FRUIT CAKES  
MAKE WONDERFUL GIFTS**

Just give us the address... and we do the rest! We festively wrap your gifts, enclose your card and ship *prepaid* anywhere in the U.S. Safe arrival and complete satisfaction guaranteed.

**FREE GIFT BOOK**—Shop in arm chair comfort! 50 wonderful fruit gift ideas, in natural color, to thrill your friends and compliment you. Send for your copy today!



REFERENCE: ANY LEADING BANK

38 years experience making people happy at Christmas time.

**THE MISSION FOLK**

117 East 33rd Street, Los Angeles 11, California



## ROW-EXERCISER *Gift of Health For The Whole Family*



Stay trim—look sharp—feel better! Row away unwanted pounds this easy way! Just 5 minutes a day and you're bound to notice pounds disappear! A daily stint helps remove exhausting tensions! It's the same row-exerciser used in MacLevy reducing salons all over the country. **DELUXE MODEL** has nickel plated seat, foot rest, standing platform and 5 springs. **UTILITY MODEL** of enameled steel with 3 springs. Both have comfortable contour seat mounted on noiseless rubber wheels that ride on channeled steel tracks. Polished hardwood hand grips. Have steel foot guards on wide foot rest. Adjustable springs reduce or increase resistance. Includes famous MacLevy booklet containing Exercises, Health and Beauty Hints, Calory and Weight Charts. Truly a gift of health for the whole family.

**DELUXE ROW EXERCISER \$23.95**

**UTILITY ROW EXERCISER \$14.95**

(Add \$1.00 for delivery)

No C.O.D.  
Guaranteed, of course.



225 W. Erie St., Dept. G-124,  
Chicago 10, Ill.

## Imported from SWITZERLAND



**CORTINA SNO-CAP**... a fetching bonnet to fit every head. A Swiss import, the colorful mountain flowers are hand embroidered on Christmas red, snow white or smart black felt. Tie adjusts to fit child or adult. \$5.00 Ppd. No C.O.D.'s please.

Write for **FREE CATALOG**

**Talbots**

Dept. H11-6, Hingham, Mass.



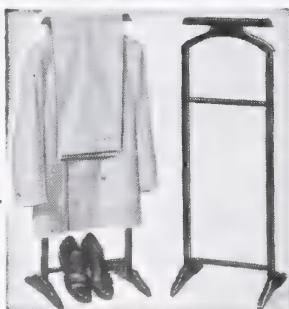
**Wine Bottle Holder** Silver plated import with straw wrapped handle, serves any vintage with Continental flair; fits any wine bottle. This H-S specialty makes a choice gift. Add 50c postage. Inc. Fed. Tax, 10.00

Send for Gift Booklet HB

**Hammacher Schlemmer**

145 East 57th Street, New York 22, N.Y.

For the man in your life...



## VALET RACK

Every man, bachelor or benedict, needs one. This smart, useful 16" x 40" valet is designed to hold a man's suit, trousers, shoes... all neat and ready to use. Helps keep his clothes neat and pressed. To freshen garments, just move in front of open window overnight. Of attractive mahogany-finished wood. Better order two; the ladies love it too. Order now for early shipment.

Satisfaction guaranteed or money refunded

**FREE!**  
Christmas  
Gift Catalog  
In color—  
write for it!

Only **\$4.95**  
plus 35c shipping

**Foster House**

430 B-11 S. Jefferson St.,  
PEORIA, ILLINOIS



## TYPEWRITER TABLE

Store your home typewriter in this "miniature office." Sliding shelf for typing, dust-proof compartment (16 1/4" x 20 1/2" x 9 3/4" high) for typewriter storage. Choice of legal-size file drawer (with 2 removable dividers) or 2 small drawers. Antiqued hardware, dovetailed drawers on hardwood rails. Specify Modern or Colonial, kind of drawers and finish.

Write for **FREE Catalog**. See matching End Tables on pages 96 & 110. Quick delivery. Express charges collect. Satisfaction guaranteed. Send check or money order.

**KNOTTY PINE** unfinished... \$32.95

pine finished... 35.95

**TUPELO WOOD** unfinished... 35.95

finished in maple, mahogany, walnut... 38.95

**Jeff Elliot Craftsmen**

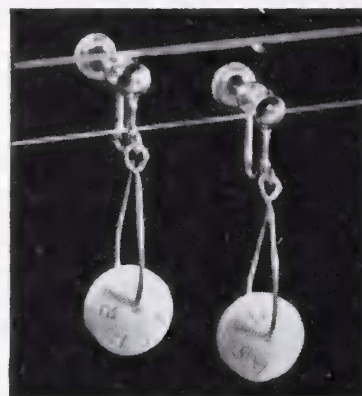
Dept. B-116 STATESVILLE, NORTH CAROLINA



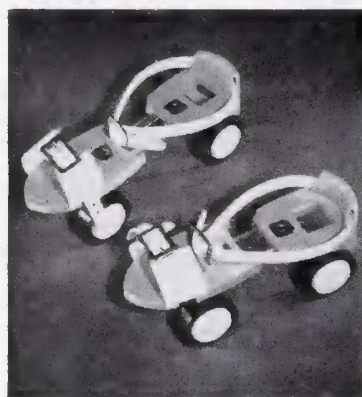
## WINDOW



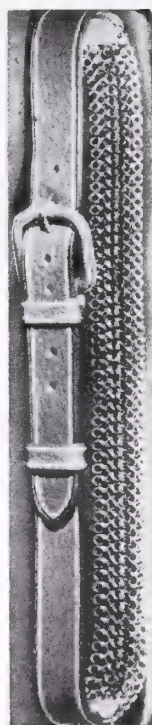
**A MATTER OF TIMING**, the dilemma of the modern girl, is neatly solved. A slick Sheffield watch with Swiss movement has a fine second hand and makes an inspired gift for a nurse, teacher, or any career girl who carefully measures time. Banded in black suede and tailored to an impeccable taste, this gold-plated, 7-jeweled timepiece is a terrific value at \$17.85 incl. tax and post. Lord & Taylor, New York 18.



**HANGOVER EARRINGS**. They're made of sterling silver, hung with real aspirin tablets, and we're here to tell you that they're the darndest adornment that ever earmarked a lady in distress. When you start feeling better, you can announce the fact by substituting Life Savers for the aspirin. \$1.65 the pair incl. tax. Ppd. The Game Room, 1538 Connecticut Ave., Washington 6, D.C.



**PINK OR BLUE & QUIET**, these are by far the best skates on the market for beginners. They're featherweight, non-breakable, rustproof with self-lubricating all-nylon wheels that are practically noiseless! And *très gai* they are! Strawberry-ice-cream pink or sunbonnet blue! Adjustable for children's shoe sizes 8 to 12. \$2.95 pr. Postpaid. Artisan Galleries, 2100 North Haskell, Dallas 4, Texas.



## Very Special Made in England

### DE LUXE COMFORT FOR DAD OR LAD

Martin's Expanding Spring Belt, its gentle spring action breathes with you. Most comfortable sports and business belt. Smart leather covered buckle. Sent postpaid. Send waist size.

**DE LUXE ALLIGATOR**  
Regularly \$10  
Special 55

Tan Cowhide or Pigskin  
Sizes 27" to 46"  
**\$3.50**

Men's Narrow Pigskin, ..... \$3.00

Cowhide Braces, S.M.L., ..... \$3.75

Boy's Morocco, Navy, Red, Tan, (24-37) Silver plated buckle ..... \$2.00

**British Makes, Inc.**

Dept. HB, 525 Main St.  
New Rochelle, N. Y.  
NE 2-7100

## PERSONALIZED GIFTS



### Monogram OPENER

A perfect opener that does 4 obstinate jobs in the kitchen... pries off lids and bottle caps, opens cans and jars. Beautiful and useful. Mechanism of finest steel, with durable wooden handle. Real leather thong for hanging. 2 or 3 initials set in sterling silver. Also ideal as a business gift. **Only \$4.40 pp.**



### Monogram SHOE HORN

The "longfellow" is a handy fellow to have around the house. It would be hard to lose "him" as he is about 10 inches long. No stooping necessary. Made of lacquer red plastic which looks and feels like bone. Real leather thong for easy hanging. 2 or 3 initials set in sterling silver. **Only \$3.95 pp.**

● Satisfaction Guaranteed ●

We will gladly ship direct to your gift list. Write for **FREE catalog of unusual gifts.**

**BRYCE BRANTON**

690 Southern Ave., Muskegon 3, Mich



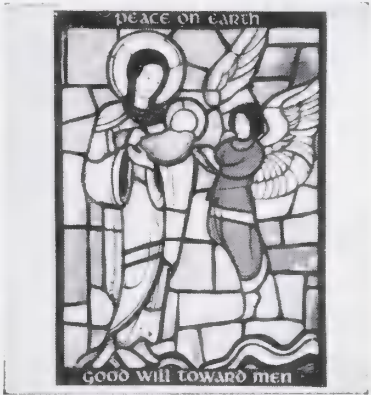
# SHOPPING



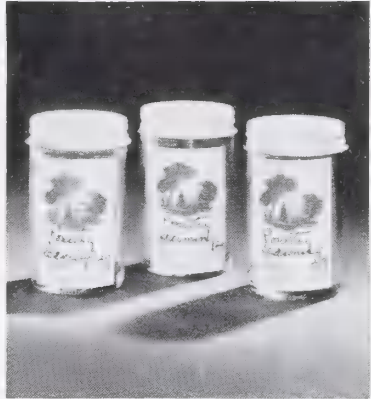
**A FROGGIE WOULD T-VIEWING GO,** and old Tommy Turtle likes to get in the act, too. Both are jolly down-in-front seats for the Junior TV crowd, and they squeak when you squeeze their heads! Froggie has a zip-on jacket of green and yellow corduroy; Turtle's is brown. Both are stuffed with foam rubber. 18" long. \$4.95 each ppd. Page & Biddle, Haverford, Pa.



**A STAINED GLASS WINDOW,** with a glowing Cathedral splendor, can in effect be yours with plastic panels that attach to window with cellophane tape. With the living room lights on, the glorious scene of the Blessed Mother and Child with the adoring angel will shine out into the night, bringing tidings of great joy to passers-by. 40" x 30". \$4.95 postpaid from Helen Gallagher, 413 Fulton, Peoria, Illinois.



**YOU NEVER HAD IT SO GOOD!** This is the poultry seasoning that turns a can-opener cook into a culinary artist. And we know whereof we speak! Its magic properties include a medley of mixed herbs, with extra sage, oregano, and a filip of garlic. But don't limit its use to the festive bird. What it does for bland baked squash is wizardry. 2-oz. jar, \$1; 3 jars, \$2.75. Ppd. Anderson Farm, Tinicum, Pa.



Man's Accessory Box

Only \$3.95 pp.

Personalized

A neat 'n nifty honey-brown lambskin leather box . . . to keep his jewelry and accessories handy and together. It's horseshoe-shaped, saddle-stitched, and lined in turf-green velvet. Top tray is removable; special items hide in secret compartment below. 6 1/2" x 6" x 1 3/4" with sturdy, snap closure. Send check or m. o. No COD's, please.

WRITE FOR FREE CATALOG OF OTHER NOVEL GIFTS

Monogram Shop

86 WESTMINSTER ST., PROVIDENCE 3, R. I.

Calendars For Remembrance

Precious moments fixed forever on accurate calendars conscientiously engraved to your order, the day marked precisely by a prong-set synthetic ruby.

CUFF LINKS SHOWN ACTUAL SIZE

sterling silver \$15.00

gold-filled \$15.00

14K solid gold \$33.50

(For genuine 2-pt. diamonds, add \$7.50 to any style.)

Prompt, safe delivery, all charges pd.

Catalog on request

Holiday House

111 Bellevue Theatre Bldg., Upper Montclair, N. J.

COLOR SLIDE RACK

For all size Kodachromes and Ektachromes. Now — all slides neatly, safely, handsomely filed on the wall. Prevent slides from getting lost or damaged. Special plastic index tabs for filing. Drawers remove to projector. Large camera accessory drawer. Complete only — in honey-tone knotty pine, maple, or mahogany Size 10"x24" (Shown) holds 700 slides \$14.95 Double width 20"x24" holds 1400 slides \$26.95

14 PIPE RACK

A real pipe dream. Does everything a good pipe rack should do. Holds collection of 14 pipes. Has 3 airtight humidifier jar drawers, large accessory drawer; hangs conveniently on wall saves desk or table space. 14 pipe rack 13"x18" Complete \$12.95 Kit \$7.95 29 pipe rack 18"x22" Complete only—\$26.95

MAGAZINE RACK

This large handsome wall rack prevents "magazine mess." Magazines will not slouch or bend. Holds 30 magazines in visible upright position for convenient selection. Beautiful in the home, ideal for office or reception room. 30 mag. rack 23"x27" (shown) Complete \$17.95 Kit \$9.95 45 mag. rack 23"x40" (taller) Complete \$27.50 Kit \$15.95

COMPLETE RACKS in hand-rubbed, honey-tone knotty pine, or lovely maple or mahogany finish. OR IN KITS complete for easy 1 hr. home assembly pre-fitted drilled, sanded, etc., with simple instructions.

All complete racks shipped express charges collect. All kits shipped postpaid (add 10% West of Miss.) Immediate delivery Money-back guarantee. No C.O.D.'s

NEW! An unusual and handsome addition to your bar — or theirs

\$7.50 Pair

Mailed in attractive gift box

SOLID BRASS AMERICAN EAGLE Bottle Beaters

Pulling corks, popping caps a cinch with these distinctive bar mates. Solid gleaming brass catches all eyes. Precision moulded, finely etched American Eagles assure positive grip and opening "toughies" becomes a feather-touch flick of your wrist. Makes any bar or mixing tray come instantly alive with just the right dash of luxury, refinement. 5 3/4" long, 12 ounces. For yourself or wonderful gift item send check or money order today. We'll pay postage anywhere in the U.S.A. Sorry no C.O.D.'s.

FREE! Write now for unique gift folder. Lovely and unusual items.

The Mahogany Shop

61 Central Street Wellesley 81 Massachusetts

Best in the Field . . .

The gift for every huntsman—our new tan corduroy hunting vest printed with ducks in brilliant natural colors. Rayon lining, interlined with quilted Dacron fibre for warmth without weight. Knitted collar, zipper front, spacious pockets, extra back length. Sizes 38 to 46. Only \$14.95 Ppd. Matching Cap—\$2.95 Ppd. No C.O.D.'s please.

FREE CATALOG shows large assortment of fine sportswear, accessories and gifts. Dept. B11-6

Westwood Mass

ALSO VINEYARD HAVEN & HOBE SOUND

COLORFUL GOLF!

For more fun, lower scores, fewer lost balls!

Newest sensation on the fairways—Golf balls in glowing, fluorescent color! Easy to find on the fairway or in rough. Colors won't crack or peel—can be washed over and over. High compression liquid centers make them travel straight and far to cut your score. Get a set for yourself—for friends, for Xmas gifts. Set of 4 (one each color: Tangerine, Tomato, Magenta, Lime) ppd., only \$3.95

Dozen Box, ppd. \$11.50

Send also for Free Gift Catalog.

No C.O.D.'s please. You must be delighted or money refunded.

GLASSCRAFT

920-B Chicago Ave. Evanston, Illinois

Want A Warm Shoe?

SHEARLING-LINED

CHUKKA BOOT

FOR MEN & WOMEN

If you want genuine cold-weather protection, this is for you! It's ankle-high brown ski-leather, oil-treated to repel water, soled with sure-grip rubber! But most important, it's fully-lined with genuine shearling lamb's fleece! Order a pair for cold-weather walking, football games, outdoor working.

ORDER BY MAIL for yourself and as wonderful Christmas gifts for men and women. Sizes 4 to 13. Send check or money order today. Satisfaction guaranteed. Add 35c for shipping.

\$13.95

FELLMAN LTD. Dept. HB—6 E. 46 St., N.Y. 17.

Also 49 W. 43 St., N.Y.C. & 24 Branford Pl., Newark, N.J.





The **J. Berlé**  
DELINEATOR®

is more than a bra... it delineates your figure, brings back contours of youth that tend to disappear with the years.

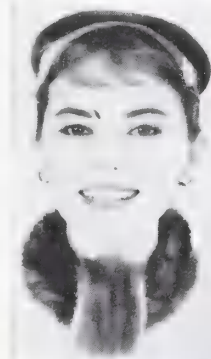
Once you have experienced its heavenly comfort, you'll never be satisfied with any other. Style, beauty and comfort are combined in the Delineator.

From \$17.50.

Consultation welcomed.

**J. BERLÉ** 26 West 58th St., New York 19, N. Y.

**MINX in MINKS....**  
and PURSE



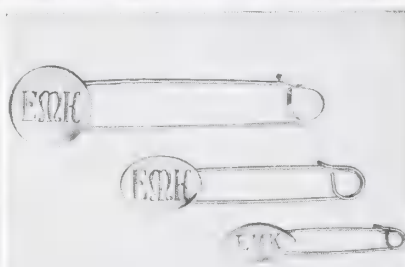
**MINK TAIL CHOKER**  
24" long, mink head clasp. Dark and medium brown or gray.  
**\$14.95**

**BLACK FOX PURSE**  
handsome black-dyed red fox. Inside 5"x9"  
**\$14.95**



**HAROLD J. RUBIN, furrier**  
52 East 56 St., New York 22

**HANDS ACROSS THE OCEAN** bring an excitingly new continental gift designed exclusively for the lass who likes her jewelry imported, imaginative and irreplaceable. Flattering featherlight bracelet and pearl-accented earrings designed by master German craftsmen in a delicate sculptured shell pattern. Your choice of non-tarnish gold or silver. The quarter-size ear-clips are so easy on the ears. Only \$1.00 each incldg. tax and postage, \$2.00 for the set. State gold or silver. **La Boutique**, 12A Fillmore Place, San Francisco 8, Calif.



**THE GOLDEN SAFETY PIN** is fashion's pet. Wear one as a collar pin, (we have matching cuff-links at \$1.95 pair). A pair of the smaller sizes make a perfect gift for a very young lady.

24k Gold Plated Safety Pins with engraved 3 letter monogram, \$1.95 for the 3 1/4" size; \$1.50 for the 2 1/2" pin and \$1.00 for the 2" size. Set of all three, \$3.95 special. Nicely gift boxed. Tax & postage included.

**ELIZABETH McCAFFREY**  
Dept. 11-HB Orange, New Jersey



# WINDOW

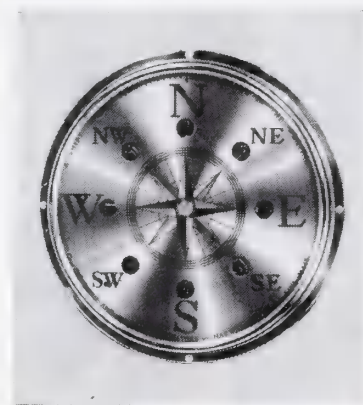


**TIE ONE ON** your Holiday Host and he'll out-sparkle the Christmas tree. Wonderful Glitter Ties in redder-than-red are hand-decorated with twinkling jewel-tone sequins, come in 3 styles, all in poplin. Bow tie is \$1.50; Four-in-hand or Texan String tie, \$2 each; or order one of each for \$5. Ppd. They come from Red Oaks, Prairie View, Illinois.



**HOME-BLOWN WREATH.**

Here's a brand-new idea that we think is terrific. An inflatable green plastic wreath, printed with a red bow and holly berries, blows up in a jiffy to decorate your door or mantel. A white bell in the center is personalized in red with "Greetings, The Browns" or any name. \$2 ppd. Carol Beatty, 200 Beatty Bldg., Dept. 243, Hollywood 46, Calif.



**COMPASS POINTS LIGHT**

**UP** on this decorative brass indoor dial to show you which way the wind is blowing outdoors! Here's how it works. A small brass vane on your roof transmits the wind direction to you indoors. 50 ft. of connecting wire, and a light glows at the proper compass point on the 7 1/2" wall dial. \$49.95 complete, ppd. Cape Cod Wind Indicators, Harwichport, Cape Cod, Mass.



**THE IVORY JEWELRY**

of a Maharani, air mailed to you from the bazaars of **India**



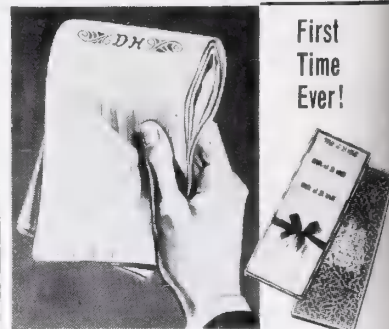
Fashion note—dazzling white. Fashion theme—the lure of far-off India. Perfect harmony—this hand carved ivory jewelry, distinguished examples of India's ancient craft. Earrings are 3 tiny elephants on a screened ball, all sculptured from one piece of ivory! Necklace includes 10 graduated elephants and a magnificent pendant.

Necklace **\$6.50** (pay postman 75c duty)  
Earrings **\$4.25** (pay postman 35c duty)  
Complete Set **\$9.85** (duty as above)

Prices include air mail postage from India. No C.O.D.'s, please.

Our unique magazine-catalog sent free on request.

**SHOPPING INTERNATIONAL, INC.**  
Dept. 37, 65 Court St., White Plains, N. Y.



First Time Ever!

The Custom Made Look  
of **2-Initial Handkerchiefs**  
Box of 3 For Only \$4 ppd.

Now... dress up that man's wardrobe with the latest in Continental styling—personalized **DUO-INITIAL** breast pocket handkerchiefs. These ultra-smart fine lawn handkerchiefs are pre-embroidered, with his **FIRST** and **LAST** initials... for an impressive, distinguished custom-made look! Neat new fold always stays trim and fresh-looking. 3 to a box... in color combinations to harmonize with all his suits. Blue, Brown and Grey initials on white handkerchiefs. All initials except L. O. Q. U. V. X. Y. Z. Please print initials. Box of 3, only \$4.00 ppd. Send check or money order to

**ALEX LOEB, Inc.**  
Dept. 101, Meridian, Mississippi



# SHOPPING



**RED SUEDE SLIPPERS** for your Lord and Master will make his home-coming and his fireside the bright spot of his day. The red is a real red, cheerful as holly berries. The lining is natural lamb's wool, warm as toast. The soles are leather. They come in men's whole sizes 7 to 13, \$9.95; in women's whole sizes 5 to 9, \$9.50; ppd. Johnny Appleseed's, Inc., Box 712, Beverly, Mass.



**GAY-HEARTED BRACE-LET** is truly a spectacular buy. The gold-plated expansion bracelet is set with 15 channel-cut twinkling hearts that look just like aquamarines, emeralds, topazes, amethysts and rubies—three of each stone. Order one for every young teenager on your Christmas list, and they'll give you their hearts. Just \$2.95 incl. tax. Ppd. Aimee Lee, 545 Fifth Ave., New York 17, N.Y.



**RIDE A COCK HORSE** from kitchen to nursery to living room. Give horsey a rest while you see what's happening to Captain Kangaroo on TV; then gallop off to raid the cookie jar or play peek-a-boo with baby brother. Bright red stick horse, gaily aparisoned, is on white wheels. 10" tall, \$5.95 postpaid from Clarion Products, Box 488-HB, Highland Park, Illinois.



**Antique Priming Mirror**



**AUTHENTIC CAST ALUMINUM**

The storied charm and color of the ante-bellum South lives in this decorative masterpiece, flawlessly reproduced in rustproof, lightweight aluminum. Delicately designed with exquisite cupids, this mirror will reflect your good taste in gift giving. 7" x 10" mirror. Colors—white, pink, green, blue or yellow. Made by the makers of America's loveliest decorative furniture... acclaimed by discerning homemakers everywhere. **\$750** Postpaid Anywhere. Order now.

Send 10¢ in coin or stamps for illustrated catalog and prices of other beautiful pieces.

**MOULTRIE MFG. CO.**  
MOULTRIE, GEORGIA

**"TRAVEL TWINS" CARRY YOUR JEWELRY IN STYLE**



These twin jewelry cases are delightful traveling companions you'll take with you wherever you go. Small enough to tuck away in suitcase corners or even a large hand bag (not to mention dresser drawers) yet they hold enough jewelry to see you around the world in style. Made of Swiss embroidered, quilted taffeta, lined with velvet. Cases are partitioned and zippered. In American Beauty with Ice Blue lining. 2 3/4" square.

The pair, only **\$2.95** post-paid  
No C.O.D.'s

Send for free gift catalog

**artisan galleries**  
2100-A11 N. HASKELL DALLAS 4, TEXAS

**BUY ONLY THE HAF-A-JAMA® YOU SLEEP IN!**

*Famous Pajama Separates... sold only by mail*

Why buy a whole pair when you wear only half? HAF-A-JAMA is the answer! All full cut for comfort... double-stitched seams for long life... tub-fast **SOLID COLORS** or **BLAZER STRIPES**. Gals wear 'em too—size A or B. Money-back guarantee.



**LOWA-JAMA**... boxer waist-band, Gripper snaps, large pocket.

**UPPA-JAMA**... extra-long jacket or pullover—no southern exposure!

Fine Sanforized cotton broadcloth; solid Lt. Blue or Gray; Blue stripe or Wine stripe. Sizes A thru E. \$3.50 each, 2 for \$6.85, 3 for \$9.95.

**FLANNELS, TOO!**... Fine Sanforized flannelette sleepcoat, knee length, two patch pockets, side vents. Lt. Blue or Sunshine Yellow. Sizes A thru E. \$3.95 each, 2 for \$7.75, 3 for \$11.50.

**H. M. ALLISON COMPANY, DEPT. B-6**  
175 RAWSON RD., BROOKLINE 46, MASS.

Send me:

	Quan	Size	Color
UPPA-JAMA Jacket			
UPPA-JAMA Pullover			
LOWA-JAMA			
FLANNEL Sleepcoat			

Specify Solid Color or Stripe

I enclose my check or money order for \$\_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

No C. O. D.'s, please. Add 25c to total for postage.



**RELAX in PATAKWA MOCCASINS**  
*Luxury for the whole family*

from the Indian Reservation Country of soft, washable sueded cowhide, flexible padded soles, lifted inside heel cushions and insoles. BLISS TO WEAR indoors and out with cuffs rolled up or down.

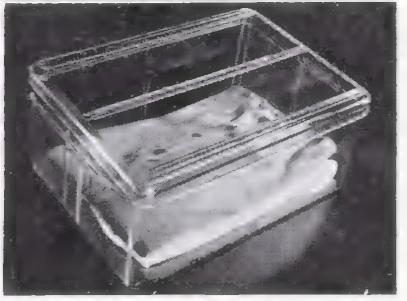
**HANDCRAFTED** in Natural, Turquoise, Brown, Red, Russet, Golden Corn, Indian White.

**FOR MEN AND WOMEN** in sizes 4 to 8... \$4.95  
in sizes 9 thru 12... \$5.95

**FOR CHILDREN** too in natural or brown only. Sizes 5, 7, 9... \$2.95  
11, 13, 2... \$3.95



Send cash, check or m.o. For C.O.D.'s send \$2 deposit. Immed. Delivery—Satisf. guar.



**GIANT CRYSTAL BOX**

Keep Delicate Apparel Fresh and Lovely in This

Here is the very thing you've been looking for to protect your delicate finery from harmful dust particles. Made of durable polystyrene, this attractive box and its snug-fitting cover are crystal clear, so its contents can be seen at a glance. It is 15" x 11" x 6" high—large enough to hold a dozen sweaters or blouses, or a dozen slips and nightgowns, or several knitted suits. Fits easily on closet shelf.

**Perfect for safe, practical off-season storage. \$5.95** ppd.

No C.O.D.'s or Stamps, Please

**OLD PUEBLO TRADERS** Box 4035, Dept. HB-2 Tucson, Arizona

**NATIONAL HANGER COMPANY**  
Dept. HB-11, 15 West 18th St., N.Y. 11, N.Y.



**GRANDPARENTS SPECIAL**

This is a sterling silver gift, and one to cherish. Key chain for a man is \$2.20 and each disc is \$1.10. Bracelet for a lady is \$1.10, and each disc, \$1.10. Each disc has the name and date of birth engraved on it, which may include one each for the whole family or just the youngsters.

Sorry, no C.O.D.'s.

**JEREDITH MANOR**  
P.O. Box 130 Nyack, New York



# Fashion Leader in Doll Society **meet Ginny**

Little girls adore Ginny, for she's just like a little girl herself! SHE WALKS, SITS, STANDS, SLEEPS, OPENS AND CLOSSES HER EYES! Of unbreakable plastic, she stands 11" tall, has movable arms and legs and a guaranteed walking mechanism. Her eyelashes are real, and her hair is blonde, brunette or auburn—in bangs or braids. Her wardrobe rivals any glamour girl's! Here are just six outfits out of sixty to choose from. Every little girl you know will want to be Ginny's mother this Christmas!



**Ballerina**—White nylon dress with head wreath, slippers, panties. **Drum Majorette**—White and red outfit, baton, hat, boots, panties. **Roller Skater**—Green and gold costume, skates, hat, shoes. **Beach Belle**—Soil, coat, pail, hat, panties, slippers. **Ski Queen**—Charcoal and pink outfit, skis, hat, panties, poles. **Ice Skater**—Red velvet outfit, pleated skirt, skates, hat, panties.

**Dressed Dolls \$4.50 each. Outfits Alone \$2.50 each. Ginny in panties, shoes and socks \$2.00**

All prices postpaid. Satisfaction Guaranteed

**ALBEE CO.** Dept. B-11, 6129 Bergenline Ave., West New York, New Jersey

a real doll



## 500 TOY CUTOUTS \$1.95



100 Cars  
100 Birds  
100 Flags  
100 Dolls  
100 Animals

• Color 'Em  
• Cut 'Em Out  
• Educational

Yes... 500 toy cutouts for just \$1.95. Will keep them busy for months, Educational too. Set contains 100 Dolls of All Nations, 100 Flags of All Nations, 100 Birds of the World, 100 Antique Cars and 100 Animals. Color 'Em... Cut 'Em out... or stand them for play. The Kids will love this set and makes a terrific gift. Order several.



**Electric Train**

Runs on flashlight battery. Has own cable track. Set contains engine and coal tender plus track. Only \$2.98 ppd. Nice gift. Money back guarantee.



**Electric Washing Machine**

Everyday will be wash-day for the younger set with this flashlight battery-operated washing machine. Agitator action, hose pump like mummy's and it really washes! 6" high by 4" wide for only \$3.98 plus 51c postage.



## FIGHTING COCKS COPPER-TONE WALL PLAQUES

- 12" High
- 1/8" Thick
- Washable

Pair of stylized cocks for living, den or bedroom walls. Made of 1/8" laminated card stock—die-cut ready to hang. Each cock is hand printed in tones of copper and brown. 12" high and blends well in any type home. \$2.95 pr. plus 32c postage. Money back guarantee.

## 3-D CHRISTMAS MOBILES

Use them over doorways, windows or on the tree itself. The lively 3 dimensional Christmas figures in gay season's colors. Printed on heavy card stock and die-cut. Easily assembled. Set contains: Star, Snowflakes, Tree, Cane, Angels, Deer, Santa, Wreath, Bell and Nativity scene. (14 pcs.) Decorating ideas included. Money back guarantee. \$1.10 set.



**M. B. STEIN**

Box 74546, Dept. H.B.  
Los Angeles 4, Calif.



## Musical Ballerina Bracelet

Its tiny, imported music box tinkles a gay melody anywhere you go! Graceful ballerina perches atop big, golden-hued metal charm dangling from double-link metal bracelet. Jeweler's-bronze finish resists tarnish. Winding key and start-stop button on back. Sweet for a lady of any age—and so low-priced! Only \$4.95 ppd. tax. incl. Order by **4<sup>95</sup>** Ppd. mail.

**BRECK'S OF BOSTON** FREE! BIG CATALOG of Exciting New Gifts!  
761 Breck Bldg., Boston 10, Mass.

## AUTHENTIC OLDEN TIME TOY RANGE



Little girls will love to cook for their doll families on this replica of grandma's old black cast iron range. Older folks use 'em for ash trays, planters, etc. Made from original patterns in rugged lifetime construction. Complete with 5 utensils. 9" x 10" x 5". \$1.95. 11" x 11 1/2" x 7" size. Postpaid (Add 50 W. of Mass.)

Write for MY FREE GENERAL CATALOG

**WILL HAMMOND'S**  
**New England General Store**  
4 Plain Street, Millis, Mass.



## WINDOW SHOPPING



**DEAR BOSS LADY:** Here is your bag. Called the Vendome, it comes in green or blue plaid canvas, or brown or blue duck. The open center section will hold magazines, office papers, your handbag. The two side compartments have flap closings, are big enough for overnight things plus change of clothes. 16 1/2" x 13" x 4", with 3 initials. \$21.45 incl. tax and post. T. Anthony, 751 Madison Avenue, New York 21.



**MINIATURE TABLEAU** that is sweetly meaningful to a small innocent depicts 4 flower-wreathed angels each bearing a gift for The Infant snug in His little heart-shaped cradle. Hand-carved wood and hand-painted in delicate pastels, these adorable figures are an enchanting interpretation of the First Noel. Five-piece set is \$2.95 ppd. Elizabeth McCaffrey, Dept. BH, Orange, New Jersey.



**RING A BELLE** with Aurora Borealis. A dazzling center stone, encircled by rhinestones, shoots off rainbow colors when the light strikes the faceted sparkler, and it's enormously flattering to a pretty hand. It adjusts to fit any size finger. In a velvet-lined box, it's a beautiful fraud she'll seize upon with delight. \$3.30 incl. tax and postage. Jeredith Manor, P. O. Box 130, Nyack, New York.

(Please turn to page 89)

## NEW! KIDDIE KANTEEN



Personalized  
**FREE!**

## DELIGHT THAT LI'L BUCKAROO!

Play and drinking fun for jr. cowboys, cow-girls, injuns, cub scouts and brownies, with KIDDIE KANTEENS in western style buckskin leather case. Rawhide shoulder strap and belt loop for easy carrying, or for wear with gun and holster set. Sanitary canteen made of unbreakable plastic, 5 1/2" x 6 1/2". Any name branded on carrying case without only charge. Satisfaction guaranteed. **\$2.00** postpaid. Send check or M.O.

**TOY POST, Dept. A, 825 Main St., Cincinnati 2, Ohio**

## FOR SMALL FRY



Beautiful handpainted ceramic lollipop jar, made in Italy. 7 in. high, 5 1/2 in. diameter. Delivered filled with highest quality lollipops (safety stems) in a GEORGE III custom package. Can be family heirloom, treasured by youngsters long after they have grown up. \$5 postpaid.

**George III**  
Gifts

3645 N. SMEDLEY ST.  
PHILA. 40, PA.

Check or money order. Send for free catalog





## Your grandmother never dreamed of such a thing ... lovely china Pepper Mill Sets by Lenox

In grandmother's day, a *pepper mill*, heaven forbid, just had to be ugly as a butter churn, a flatiron, or a plow!

A pepper mill was, just by nature, an infernal machine—in spite of the delightful tastes and flavors it dispensed.

Now, oh what a difference! It's that lovely Lenox difference. These are the *first*, the very first, china pepper mill and salt shaker sets

ever made—to match fine china patterns. What's more, they're in lovely Lenox, the china preferred by Presidents and Kings. You can have them today—in your own chosen Lenox pattern, or in cool, chaste ivory to blend with other fine things.

You'll really wish grandma could see you, with your good-looking table settings, your exquisite Lenox China, your pretty table linens,

your charm and candlelight. And most marvelous of all, your graceful new Lenox China Pepper Mill Set. Wonderful gifts. Perfect for you and yours. Heirloom pieces for today—and years to come.

*Pepper Mill mechanism warranted. Prices from \$14.95 to \$17.95 a set.*

*For name of your nearest Lenox dealer, write Lenox Inc., Dept. L-88, Trenton, N. J.*

# LENOX CHINA



Look! the dial lights up

FOR EASY READING!



YELLOW

TURQUOISE

PINK

BLUE

GREEN

also BLACK or WHITE

## Star-Lite by COUNSELOR

### America's Most Remarkable Bath Scale

The *instant* you step on the wondrous Star-Lite, its dial is flooded with light — *automatically!* Your true weight readings are crystal-clear . . . you see what you want to know so quickly and easily. Glamorous, too, Star-Lite is such a smart bath accessory with its high-fashion design . . . sleek, floor-hugging silhouette . . . dramatic custom colors. It's the truth-telling scale your family needs — a bright star on everyone's gift list. In all the world no other scale like it!

Guaranteed for Life.

\$9.95 East; \$10.45 Far West. Higher in Canada.  
Other models from \$6.95  
THE BREARLEY CO., ROCKFORD, ILL.  
America's Foremost and Largest Producer of Bath Scales

**COUNSELOR**  
Scales







## Picture **Callaway Towels** in your home!

CALLAWAY'S luxurious bath ensembles are fashion firsts that last!

And they are yarn-dyed, which assures enduring loveliness. That's why every smart woman wants these towels,\* for Christmas and

forever after! Give gifts of lasting beauty—

CALLAWAY bath rugs and towels.\* ABSORBenized® for instant drying!





now for the first time ...

a **PULLMAN** sleeper with  
Foam mattress, foam bed pillows  
and foam cushioning

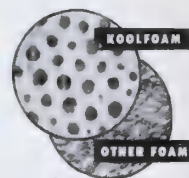


...and not just ordinary foam, but

Dayton

"Air-Conditioned"

Koolfoam



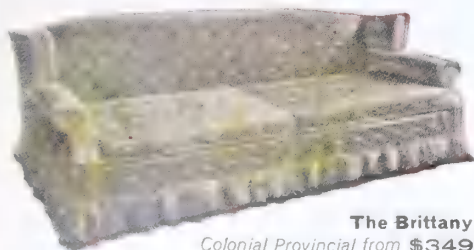
Magnified photos show advantages of Koolfoam's patented open-pore surface, giving up to 14 times more airflow than ordinary foams.

PULLMAN, the leader in fine furniture craftsmanship, brings you the first magnificently styled sofa-sleepers, built *inside and out* with resilient, dust-free, non-allergenic KOOLFOAM. Imagine the luxury of sleeping on a KOOLFOAM mattress, sitting on KOOLFOAM cushioning and tucked away inside this full size double bed, you'll discover *two* KOOLFOAM pillows as a sleep-time bonus!

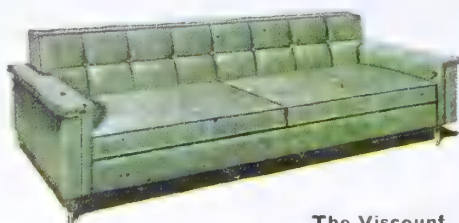
PULLMAN takes all that's treasured in fine design and brings it to life in handsome off-the-floor styling, rich fabrics and long lasting construction. You'll find no other sofa-sleeper offering such luxury.

**SIT on foam cushioning!**  
**SLEEP on a foam mattress!**  
**REST on foam bed pillows!**

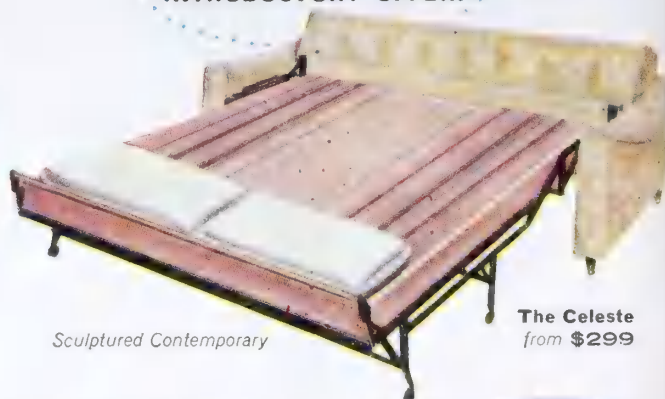
SAVE \$100  
DURING THIS SPECIAL  
INTRODUCTORY OFFER!



The Brittany  
Colonial Provincial from \$349



The Viscount  
Modern Traditional from \$329



Sculptured Contemporary

The Celeste  
from \$299

FOR THE NAME OF THE NEAREST PULLMAN DEALER WITH AMERICA'S ONLY SLEEPER MADE WITH KOOLFOAM, INSIDE AND OUT, **CALL WESTERN UNION BY NUMBER AND ASK FOR OPERATOR 25**



PULLMAN COUCH COMPANY • GENERAL OFFICES, CHICAGO 9, ILLINOIS • PLANTS THROUGHOUT THE COUNTRY





# WINDOW SHOPPING

CONTINUED FROM PAGE 84

**CHERchez LA FEMME** in the velvet sheath and you'll find her flanked by the most attractive men in the room. Natch. Because this is the dress that feminizes a girl. Skin looks creamier; hair looks shinier; figure looks whistler. Scoop neck and buckled empire bodice add to the enchantment. Black, red or turquoise velvet. 7-15, \$10.98. Add 25¢ post. Ilchrist's, Box 912, Boston 3.



**THE CUP THAT CHEERS** is a very merry Santa Mug. It's bright red and white ceramic, and jolly St. Nick, winking one eye and with a jeweled turquoise tinkle in the other, is the perfect pick-up for hot buttered rum or cider. He even makes plain old milk seem like a party. 10-oz. mugs. \$1 each; 6 for \$5.75; ppd. Iron Products, 225 W. Erie St., Chicago 10, Ill.



**GET A HORSE** that is sculptured in walnut by a man up in Connecticut who does as superb work as we've ever seen. Even your photographer, jaded from seeing so many *Window Shopping* ads, gets a lyrical gleam in his eye when he sees Mr. Brasher's horses. In a natural polished wax finish. Running Foal, 4 1/2" long, \$7.50. Curious Foal, 3 3/4" long, \$10. Ppd. M. E. Brasher, Chickadee Valley, Kent, Conn.



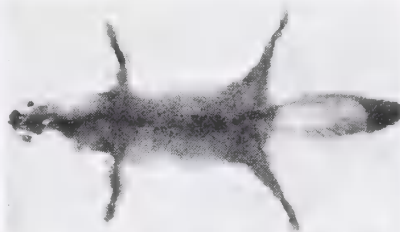
## NEW! AMAZING ELECTRIC TRAIN

The "SILVER EXPRESS" streaks around thrill-packed curves on a single rubber cable cord, powered by a standard flashlight battery snapped inside engine, with stop and go switch! Cutest toy you ever saw, enchanting to watch! All metal train and coal car, 8" long, sturdy and easily colored. Is tested before shipment, comes with battery and 10 ft. cable cord. Best yet, tiny tots can run them without help. Gift boxed. The SMASH hit of toys! Order today.

COMPLETE only **\$2.95** plus 35¢ mailing.

No cod's please. Cash, res'd, add 3% tax. **FREE!** NEW FALL CATALOG of unusual gifts, wonderful imports, home accessories. Write for it!

**BOWMAN'S**  
11H-2477 Lombard St.,  
San Francisco 23, Calif.



## GENUINE WILD GRAY FOX SKIN FOR LITTLE "FRONTIERSMEN"

Your little "frontiersman" will be the envy of his neighborhood when he has one of these real, honest-to-goodness gray fox skins hanging on his wall or as a rug beside his bed. Trapped in the wilds where Davy Crockett once roamed, the pelt has been tanned to keep it soft and luxuriant. Skin is 36" overall. Fur is thick and has its original color tones. Comes with fascinating wild life lore about foxes. An unusual and wonderful gift for Christmas or birthdays.

Only **\$2.95** Post-paid

ALSO AVAILABLE...  
real gray wolf skin,  
4 1/2 ft. overall... **\$5.95**  
Send for free catalog. No C.O.D.'s

**artisan galleries**  
2100-A11 N. Haskell, Dallas 4, Texas

duncraft's

## FLIGHT DECK

all new

LURES

## WILD BIRDS TO YOUR WINDOW!

■ a thrilling gift!

Clip Flight Deck to your window and discover the sheer joy of attracting beautiful wild birds. Feed them, photograph them, watch them bathe just inches away, without going outdoors! Shut-ins, camera fans, youngsters, everyone becomes an armchair bird watcher and thrills to the close-up activity and charm of wild birds. New Flight Deck is a large 17 1/4" x 15 1/2", custom-molded of all-weather duralon. Green with white trim, it has hardwood perch rails and feeding stick, 4 seed wells, drinking and bird bath pool. Attach or detach INSTANTLY without tools. Gift packaged with card; all orders acknowledged. WE PAY POSTAGE, both on your order and Flight Deck gifts sent to friends. Money back guarantee.

Patented

NOW complete with BIRD BATH POOL

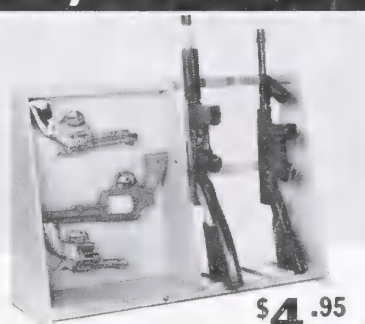
**\$7.95** ppd.  
2 for 14.95

RECOMMENDED AND APPROVED BY NATIONAL AUDUBON SOCIETY

duncraft

dept. 11-H • Dunn Bldg. • Penacook, New Hampshire

## Boy's GUN RACK



**\$4.95** ppd.

He may have everything else, but we're sure he does not have a rack for his beloved gun collection. Get him this one which will add a handsome, masculine note to his room. Keep his artillery in order (and not under foot!)... and teach him the principle of caring for his prized possessions. 24" long, 16" high, 7" deep on bottom, 2 1/2" on top, it holds 3 rifles and 3 pistols, hangs on wall or stands on table. Solid pine with non-warp plywood sides and back. Pre-drilled (and everything included) for easy assembly. \$4.95 ppd., unfinished. \$5.95 with light natural finish.

Quick delivery. Send check or M.O.

Satisfaction guaranteed. Write for FREE catalog.

**Jeff Elliot Craftsmen**  
Dept. B-116, STATESVILLE - NORTH CAROLINA



## YES, 100 TOY SOLDIERS FOR \$1

To introduce our line of molded plastic toys, we'll ship you 100 Toy Soldiers for only \$1. This big colorful assortment includes 4 Riflemen, 8 Machinegunners, 8 Sharpshooters, 4 Infantrymen, 8 Officers, 8 Cannon, 4 Bazookamen, 4 Marksmen, 4 Tanks, 4 Trucks, 4 Jeeps, 4 Battleships, 4 Cruisers, 4 Sailors, 8 WAVES, 8 WACs, 4 Bombers and 8 Jet Planes. Each toy is completely assembled, designed to scale, and measure up to 4 1/2". Order several sets NOW; your kiddies will love them. Send \$1.00 plus 25¢ for postage and handling for each set of 100 toys to:

SUNSET HOUSE

609 SUNSET BUILDING, HOLLYWOOD 46, CALIFORNIA

## SISTER CINDY



She's as big as life. So BIG and realistic looking (42 in. tall), a child can use her own clothes to dress her! So magnificent in her beautiful percale print dress, gay organdy apron, panties and red felt shoes that tie, she's loved

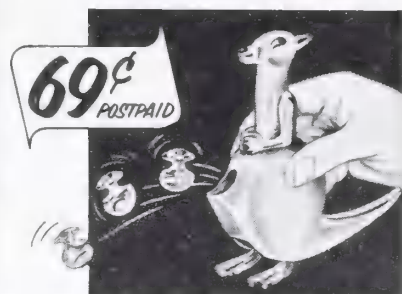
at first sight by every girl young and old alike. Sister Cindy makes a lovable walking companion with her pretty yellow yarn hair and ribboned pigtails.

An unusual and wonderful gift for your favorite girl. Only \$9.95 ppd. U.S.A. Add 50¢ west of Miss. River. No C.O.D.'s.

RUSSELL SNOW CO.

Dept. 401

Waltham 54, Mass.



## KIDS LOVE KATY KANGAROO!

She's an adorable mother kangaroo with three tiny babies who jump out of her pouch every time you press her feet against floor or table. Kiddies will spend hours hopping Katy Kangaroo and watching the little babies spring out, wobble as they land, and then flip upright. Katy is 4 1/2" tall, of bright plastic; babies are unbreakable plastic. All orders shipped within 24 hours. Money back if you're not satisfied. Price, complete, is 69 cents postpaid.

Walter Drake and Sons, 111 Drake Bldg.  
Colorado Springs 9, Colorado



Reg. 16.95 Children's Washable

**CORDUROY  
BEDSPREAD**now just  
**\$10.95**

Now enjoy extra savings on premium quality bedspreads in butter soft CROMPTON pinwale CORDUROY, awarded the Parents' Seal. Exquisitely fashioned in "Throw" style with overlocked seams, rounded corners. Choice of CREAM WHITE, PINK, COBALT BLUE, DARK BLUE, MEDIUM GREEN, HUNTER GREEN, BRIGHT RED, BROWN, SILVER GREY, MAIZE. Specify NAME Monograms in any above color, block (illustrated) or semi-script lettering. Also BEIGE with brown trim and brown monogram.

**SATISFACTION GUARANTEED**

Check or money order only. No COD. Sent postpaid. 2 weeks del'y.

**MAY SCHAFFER • Box 7102-C • Elkins Park 17, Pennsylvania**

Send 25¢ for complete catalog and swatches, refunded with first order.

**WHISKEY  
FLAVORED  
TOOTH PASTE!****GENUINE 6 PROOF STUFF  
SCOTCH • RYE • BOURBON**

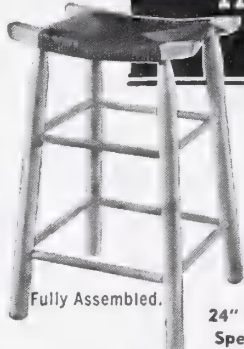
Why fight oral hygiene—enjoy it! Here's real he-man tooth paste that's the best argument yet for brushing teeth 3 times a day. Full size 2½ oz. tubes are flavored with the real thing. Don't hoard (there's plenty) so give 'em for gifts. Send \$1.00 for each tube and start living.

**Hostess House, Dept. B114**  
5858 Forbes St. Pittsburgh 17, Pa.

**Learn French or Spanish  
by playing cards!**

The easy way to learn French or Spanish—by playing cards! Originated by Berlitz, foremost language school in the country, the pronunciation-at-a-glance system has young and old conversing in a new language quickly and easily. May be played singly or in groups. Try one or both languages . . . return if not pleased. \$2.98 plus 25¢ postage per game.

**HUSS BROS.**, 800 N. Clark St., Dept. 15-L  
Chicago 10, Illinois

**YOUTH**66 x 100  
(33" top — 16½"  
drops) . . . . . **10.95****TWIN** 72 x 108  
(39" top — 16½"  
drops) . . . . . **10.95****SUPER TWIN** 80 x 112  
(39" top — 20" drops) . . . **12.95**  
ADD \$4.50 for monograms. (Reg. \$6 value)Matching Pinch Pleated Drapes  
40 x 90, per pair . . . . . **10.50**

Fully Assembled.

24" or 30" high.  
Specify which.Unfinished, smoothly  
sanded— **\$6.95**Light natural finish—**\$7.95**Maple, mahogany, walnut,  
cherry or pine finish—**\$8.95**Write for **FREE** catalog.Express charges collect. Satisfaction  
guaranteed. Quick delivery.  
Send check or money order.

**Jeff Elliot Craftsmen**  
Dept. B-116 STATESVILLE • NORTH CAROLINA

**LITTLE PINE SHOP GEMS**by *Greenbaum Brothers*  
**EARLY AMERICANA****CUP & SAUCER SHELF  
IN SOLID PINE**

Beautifully fashioned of  
solid pine in a hand-rubbed  
mellow antique finish. 8"  
wide, 4" deep, 10½" high.  
**\$4.95**

**CIGARETTE RACK**

HOLDS FULL CARTON  
Lovely, and practical too.  
Solid pine in an authentic  
distressed and waxed  
finish. 3¼" wide, 14"  
6.95 high, 3¾" deep.

WE PAY SHIPPING CHARGES. SEND CHECK  
OR MONEY ORDER. NO C.O.D.'S PLEASE.  
SATISFACTION GUARANTEED.

Visit us, if you can, to see America's leading display  
of Early American furniture exclusively.

SEND 25¢ FOR LAVISHLY ILLUSTRATED  
36-PAGE CATALOG SHOWING AMERICA'S  
FINEST EARLY AMERICAN FURNITURE.  
MANY NEW ADDITIONS.

**Greenbaum Brothers**  
DEPT. HB1156, 101-105 WASHINGTON ST.  
PATerson 1, NEW JERSEY

**WINDOW**

**WARM UP** in a sweater that's  
boldly striped in *his* school colors.  
A cardigan with shawl collar in  
rough knit orlon is easy to wash,  
keeps its shape, and is available  
in Ivy League colors: Princeton,  
Yale, Cornell, Colgate, Dartmouth,  
Harvard, Columbia and Pennsylv-  
vania (specify). Women's sizes  
(s.m.l.) 8 to 18, \$25; men's (s.m.l.,  
xl) \$29.50; ppd. John Jarrell,  
518 Fifth Avenue, New York 18.

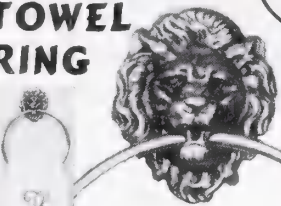


**FLOWER MADONNA BY  
HUMMEL** is once more avail-  
able from Germany! The Blessed  
Mother is the lovely embodiment  
of reverence and humility as She  
holds Her Infant Son. Her mantle  
is strewn with flowers. 9" high,  
\$7.95 in white ceramic; \$14.50 in  
pastel tones. Assortment of 6  
adoring angels; set of 3, \$3.75 in  
white; \$6 in pastels. Postpaid.  
Hildegard Studios, 597 Farming-  
ton Ave., Hartford 5, Conn.



**HAND IN GLOVE** is delicious-  
ly warm and very smart when it's  
snuggled within this fur-lined,  
butter-soft leather glove. They  
come from the glove center of the  
United States, so you expect su-  
perb workmanship. But the price  
is a delightful shock. In black,  
brown, beige, white or cork, hand-  
cut for perfect fit; women's sizes  
6-8, men's 8-12; \$4.95 postpaid.  
A'Delman Glove Factory, Box  
175, Gloversville, New York.

Richly Decorative!

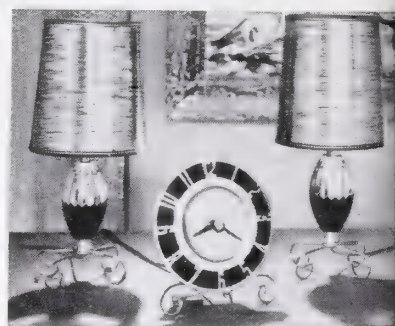
**LIONHEAD  
TOWEL  
RING****\$1**  
Get-Acquainted  
**SPECIAL****SMART,  
SOLID  
BRASS**

To get acquainted . . . we're  
offering an exciting accessory for  
your bathroom. It's a beautiful solid  
brass "lionhead" towel ring that is  
smart decor personified. The lionhead  
is 2½" cast brass and the ring is a  
generous 5" diameter . . . suitable for  
the heaviest bath towels. Order as  
many as you need at this amazing low  
price. Satisfaction Guaranteed.

Only **1.00** Each

Postpaid

**FREE!**  
Christmas  
Gift Catalog  
In color—  
write for it!

**Foster House**410-B-11, S. Jefferson St.  
Peoria, Illinois*the Georgian* **ELECTRIC CLOCK  
with MATCHING LAMPS**

- Georgian Clock finished in gold and black with three-dimensional design.
- Candlelight lamps to match.
- Accurate, dependable electric clock movement, by Spartus.
- Clock has removable base so that it may be hung on wall.

Send your order with check to  
Surf Sales. No C.O.D. accepted  
**3 piece set \$1995**  
plus tax

**SURF SALES** 4309 W. Lake Street  
Chicago 24, Illinois



# SHOPPING



## CANDY KISS WREATH.

Here's a pre-Christmas project the whole family will have fun making. You get 4½ lbs. of cellophane-wrapped candy kisses, copper wire for attaching them, a big red bow, and red tape to cover your own wire coat hanger that you've stretched into a circle. About 15" in diameter. \$3.95 ppd. Breck's of Boston, 423 Breck Bldg., Boston 10, Massachusetts.



## JIGGER GLASSES!

Bless the genius who designed these handsome new highball glasses with the bell-shaped bases that are really built-in jiggers. Now all the host has to do is pour. No need to measure. And the result is a civilized drink every time. Not too strong; not too weak. Base holds 2 oz. With hand-engraved monogram. \$10.95 for set of 8 ppd. Here's How, 27 E. 22nd St., New York 10, N.Y.



## WHEN YOU'RE IN LOVE

there's an orchestra in your heart. dance step in your walk, and strangers think you're smiling at them. You're in a spin. Girl. Like this sterling charm that spins out "I Love You." Heart or disc charm. \$3.95; on necklace or bracelet, \$4.95; on key chain, \$5.95. Key chain and necklace or bracelet, \$9.95. Tax & post. incl. Frontier Traders, Box 4035, Dept. HBS, Tucson, Arizona.



## Night Stand for Bedspread

For her crazy quilt or treasured import. Far more handsome than its price would indicate... choose it in French Provincial or Mahogany finish.

**\$995**

Easily put out of sight for daytime storage

\$10.95 West of Rockies Express Prepaid

**Setwell**

1701 W. 13th St. Chicago 8, Illinois



## PROTECT CARPETS with New Style Inside Doormat

Now you can protect your expensive carpeting with this new inside doormat that really works. Top-quality cotton carpeting, permanently bonded to non-skid rubber backing, does the trick. Thirsty, deep carpeting gets feet dry and clean. Rubber base grips floor, won't curl. Special DuPont chemical makes mat soil resistant. Easy to clean with vacuum or detergent. Four rich decorator colors match your carpeting: beige, wine, green, only \$4.95 postpaid. Send for free catalog. No C.O.D.'s.

**artisan galleries**  
2100-A11 N. Haskell Dallas 4, Texas



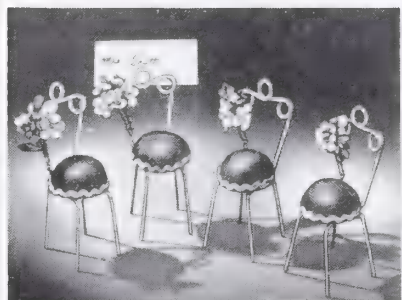
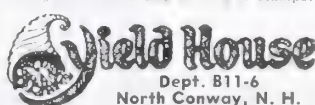
HOLDS 60 MAGAZINES  
A WHOLE YEAR'S SUPPLY

## Now... in Kits, Too FLOOR RACK

This handsome and practical floor rack holds all your magazines where each is visible for quick, easy selection. Holds 30 on each side. Magazines will not bend. Easily carried for convenience and furniture arrangement. Hand made in honey tone knotty pine, or lovely maple or mahogany finish. 23" x 30" x 9½". \$29.95. Express Charges Collect.

ALSO IN COMPLETE KIT—for easy 1-hr. home assembly. Pre-fitted, d-i-l'd, sanded etc. with step by step instructions. \$17.95 Postpaid.

NOW—NEW CATALOG showing our large complete line of Finished and Kit Form Furniture and Wall Racks in Friendly Pine. Send 10c in coin or stamps. Immediate Delivery No C.O.D.'s Money Back Guarantee



## PLACE CARD CHAIRS

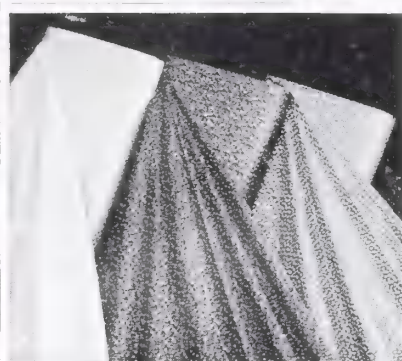
are wee copies of the Victorian Ice-Cream-Parlor Chair! Just 3½" high with scrolled white wire frames and plump seats covered in lush, rich-toned velvets. Tiny nosebags are pinned to the chair back where place cards slip into place. Adorable for luncheon, buffet, or parties—they're perfect favors too. 'Specially priced for you!

Set of EIGHT \$1 postpaid

FREE! Christmas Gift Catalog In color—write for it!

**Helen Gallagher**

413-B11 Fulton St., Peoria, Ill.



## OLD-FASHIONED CALICO

Printed from original plates, the very patterns our great-grandmothers loved; enchanting for dresses, skirts, blouses, draperies, quilts. Blue, green, yellow, red, brown, black or lilac grounds. Yard, 67c, plus 25c handling. Set of samples, 15c. Send for our new catalog showing our own fashions in calico, deerskin gloves, gift ideas for the discriminating.

**THE VERMONT CROSSROADS STORE.**  
WATERBURY 12, VERMONT.

## OVER 500 ACTIVE, INACTIVE and OBSOLETE PATTERNS

FOR IMMEDIATE DELIVERY



Most of the illustrated and 500 other inactive patterns are available immediately. One of the world's largest silver dealers, we will also take your old silver in exchange on a purchase of any one of 100 new, current patterns.

Correspondence Invited  
**JULIUS GOODMAN and SON**  
Jewelry in Memphis since 1888  
113 Madison Ave., Memphis, Tenn.



**MOSLEY'S SPECIAL SALE**  
OF CHICAGO

★ **MONOGRAMMED SHOWER CURTAIN** only **\$9.95**  
Matching window curtain, plain or ruffled pair .....only \$5.95

**MONOGRAMMED TOWEL SET**  
★ 6 pieces (2 bath, 2 hand, and 2 wash cloths) .....only **\$14.95**

★ **MONOGRAMMED BATHMAT** (21"x36") **\$6.95**

**MONOGRAMMED CHENILLE RUG** (21"x36") **\$9.95**

Prices include monogramming and postage prepaid  
Fine 6' x 6' taffeta shower curtain is water repellent, mildew resistant, quick drying, long wearing. Luxuriously thick Martex towels are extra large, extra absorbent, with rich, deep softness that lasts for years.

Choose one color for shower curtain or towels from pink, turquoise, white, black, rose, yellow, green, gray, charcoal, peach, red, dubonnet, blue, champagne and brown. Monograms in any color you designate. Indicate script or block letters

**MOSLEY Linens**  
Dept. H6-116, 11 East Washington Street, Chicago 2, Illinois

**New Crop!**

1956  
**TREE-Ripened GEORGIA PAPER SHELL PECANS!**

From the red old hills of Georgia, you get the finest full-flavored pecans grown.

**REDLAND BRAND**

5 Lb. Basket Mammoth Stuarts . . .	<b>\$ 4.95</b>
10 Lb. Basket Mammoth Stuarts . . .	<b>\$ 8.95</b>
5 Lb. Basket Mammoth Schleys . . .	<b>\$ 5.95</b>
10 Lb. Basket Mammoth Schleys . . .	<b>\$10.95</b>
5 Lb. Box Fancy Large Stuart Halves	<b>\$ 9.75</b>
5 Lb. Box Fancy Large Stuart Pieces	<b>\$ 8.25</b>

Send us your gift list POSTPAID-INSURED

**Terrific Value**  
**SET OF SIX MINIATURE BRANDY GLASSES**

Sip your after-dinner brandy from these 2" high miniature brandy glasses. Nicely decorated with a graceful hand-cut design. Perfect for serving cordials or liqueurs, set of 6 only **\$1.00**

set of 12 only **\$1.95**

Please Add 25¢ For Postage  
Send For Free Gift Catalog

**WHAT'S NEW SHOP**  
Wynnewood B 11, Penna.

Write for **NEW BROCHURE**

**Harvey's**  
JONESBORO 1, GEORGIA

**COMICE PEARS**  
for Christmas Giving

AS LOW AS **\$3.60\***  
DELIVERY PREPAID

**FROM ROGUE RIVER VALLEY**  
MEDFORD, ORE.

■ Luscious, large Comice Pears, creamy in texture, rich in juicy flavor, make unusual and appreciated gifts for family, friends and business associates. These world-famous pears are grown in our own orchards, carefully selected — individually wrapped. Delivered PREPAID in colorful gift boxes to any point in 48 states. Perfect arrival guaranteed. Gift card enclosed. Send list, we do the rest. No stamps, C.O.D.'s or charge accounts, please.

No. 1 — **Deluxe Box** (8 to 14 pears, pictured above) ..... **\$3.60\***  
No. 2 — **Deluxe Box** (15 to 18 pears) . . . **4.65**  
No. 7 — **Asst. Fruit Chest** (About 14 lbs.) **7.25**  
No. 5 — **Asst. Fruit Basket** ..... **14.65**  
(About 18 lbs.)

**EARLY BIRD PRICE** . . . if your order, complete with names and addresses of recipients is airmailed and postmarked on or before November 31, 1956. Regular Price ..... **\$3.85**

WRITE FOR FREE CATALOG  
**PINNACLE ORCHARDS**  
405 Fir Street • MEDFORD, OREGON

**Silver Sauce Bowl**  
with gleaming ladle included . . .

There's nothing quite so elegant as gleaming silver. What a charming accent to your table to serve piping hot sauces or tasty marinades in this interesting 2 1/2" x 3" Silver Sauce Bowl. It's imported directly from England where they are so famous for silver design. Has intricate open work design around top. The ladle is matching silver and the crystal liner bowl pops out easily for quick easy washing. You'll be delighted with the superb quality. Buy several for yourself and for gifts!

**\$3.50** plus 25¢ shipping charge  
Satisfaction Guaranteed or Money Back

**FREE!** Christmas Gift Catalog  
In color — write for it!

**Helen Gallagher**  
413-B11 Fulton St., Peoria, Ill.

**THE GIFT THAT'S GAY**  
\*\*\* and Useful Too!

You can't go wrong when you give HI-JACS for Christmas! They're sensational coasters, in assorted bright colors to identify each glass, made of scratch-fitting fasten-tens to catch drips. Easy to wash, colorfast. Solids, left, 8 for \$1; BANDS, right, 8 for \$1, all in smart gift boxes. Buy now and don't forget yourself! Orders postpaid in U.S. No C.O.D.'s please. **KILLINGER GIFTS**, Box 4888, Marion, Va.

**Killinger HI-JACS**



## WINDOW



**THE BAMBOO PEN** is a knock-out with a big golden ring that hangs on the wall near your telephone or becomes a base for standing on your desk. Which ever way you use it, it's enormously smart—the first ball-point pen we've seen with high style. \$2.75 ppd. Refills are 40¢ each. Emily Alexander, 909 E. 8th St., Tucson, Arizona.



**THE SMELL OF LAVENDER** on a man is a nice smell. Its spic and span scent on a freshly shaven face makes you think of the countryside and long walks in the rain. A 3 1/2-oz. bottle of Spanish Lavender is attractively encased in cork, comes from Barcelona and makes a refreshing gift for the men in your life. \$2.75 ppd. Daniel Low & Company, Salem, Mass.



**"GUARDIAN ANGEL**, watch over me" is the prayerful inscription on a medal to be worn around the neck of your own little angel. On the reverse side is engraved her name and birth date. Gift-boxed, sterling silver 1" medal is \$4; sterling silver 16" chain, \$2.50; incl. tax and post. Lion's Novelties, Inc., 139 Payson Avenue, New York 34, N.Y.

**Authentic Reproductions of Colonial COPPERWARE**

**COFFEE SERVER**  
with cover and stand

Solid copper with tin-lined interior. Solid brass spiral design handle with 4 1/2" grip. Hand soldered. Tin lined copper cover with solid brass ring. Aluminum warming stand with black painted steel candle holder. 4-hr. candle. Reg. \$12.95—  
**only \$8.95**

Shipped express collect.  
Send check or money order with name and address to

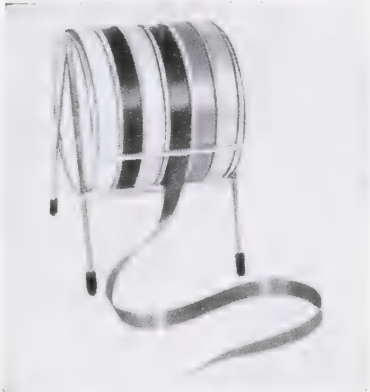
**James G. Rolley Dept. C2**  
331 Madison Ave., N.Y.C. 17



# SHOPPING



**RIBBON BACK.** A designing woman will tie things up, add frou-frou bows and create gift packages to mesmerize with one of these. A metal rack with rubber-tipped feet holds and dispenses six 50-yard ribbon rolls in an assortment of red, royal blue, green, white, gold; or pastels in pink, blue, orchid, yellow, green. \$3.75 plus 35¢ post. The Krebs, HB-11, Westerly, R. I.



**PARK THE BOYS** in front of an elevator auto parking garage on Christmas morning and they'll know everything is on the up and up. A remote control electrical unit consists of garage with built-in steel elevator, car wash, 5 parking levels, apron ramp, accessories, cars, two "D" batteries. All set up. Built for rugged handling and hard play, it's \$9.95 ppd. Kimball Toys, 73 Bond Street, Oshkosh, Wis.



**GENTLEMAN'S JEWEL CASE** is simple and spacious and nicely engineered. A brown or black leather-like hinged case with gold-tooled fleur de lis design has a velvet-lined interior. 7" x 4 1/4" x 1 3/4" deep, it holds 6 pairs of cuff links, has a tie rack bar, and catch-all for studs, rings, collar pins. A terrific value, it's \$2.98 plus 35¢ post. Mastercraft, 212 HB, Summer St., Boston 10.



## Giant Beluga Caviar in luxurious gift ensembles



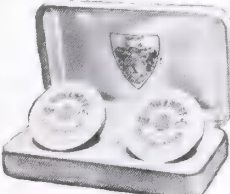
■ Magnificent Pewter Bowl, 6" diam., contains 1 lb. of finest caviar. Fill bowl with ice when serving. Also perfect for shrimps, cocktail snacks. \$15.95 ppd.

■ Exquisite Jewel Box, covered with real Irish linen and lined with satin, contains two 2-oz. jars of giant grain Beluga Caviar. \$8.50 ppd.

Caviar prices on request.

We will gift wrap and enclose your card—just send us names and addresses. For Xmas delivery, order before Dec. 15th.

No C.O.D.'s, please



King's Table

Dent. HB-11  
1016 Lexington Avenue  
New York 21, N. Y.



All aged, natural cheeses mixed by us to make our delightful, unmatched Club Cheese. Ready to serve from re-usable pottery casks. Satisfaction guaranteed.

### CHEESES WITH WINE

Pack 63-H — four 6-oz. casks (with tray): Club Cheese with Port, Sherry and Rum and Blue Cheese with imported Brandy, del. \$5.95

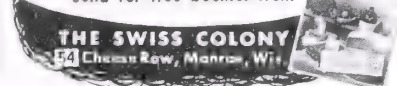
Pack 64-H — two 6-oz. casks (with tray): Club Cheese with Port, Blue Cheese with imported Brandy - - - del. \$3.65

### CHEESES WITHOUT WINE

Pack 75-H — four 6-oz. casks (with tray): Club, Blue, Smokee and Garlic Cheese, delivered \$5.65

Pack 76-H — two 6-oz. casks (with tray): Blue and Club Cheese - - - del. \$3.45

Send for free booklet from



## INDIVIDUAL STEAK PLANKS FOR THAT SPECIAL DINNER

Solid seasoned maple carved to catch the tasty juices.

Clear marine finish. 12"x8".

Set of 4 \$14.95 postpaid



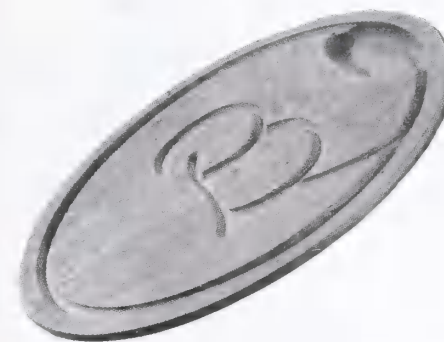
## New Large Personalized Steak Plank

Enjoy a Planked Steak with all the trimmings. Solid (not glued pieces) seasoned oak 18"x12"x1 1/4" thick

Carved with one initial \$8.95 postpaid

carved with three initials or with cattle brand \$10.95 postpaid

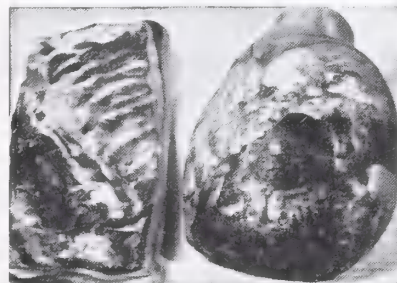
Planks of special sizes and carvings made to order.



Write for Free Catalog of Unusual woodwork.

CHARLES W. CHASE

1 HADDAM NECK  
EAST HAMPTON, CONN.



## "OLD HOOSIER" Brand HOME CURED, SLOW HICKORY SMOKED HAMS, BACON, TURKEYS, for GOOD Holiday Eating—

Young, tender, juicy, flavorful, personally selected whole hams, bacon and turkeys. Home cured and slow, hickory smoked in the good old-fashioned way. **THEY'RE NEVER HURRIED.** No finer quality anywhere at any price. Carefully packed and shipped prepaid to reach you in perfect condition. Order Now!

Hams, 10 to 16 lbs. .... \$1.25 per lb.  
Bacon, 4 to 8 lbs. .... \$1.15 per lb.  
Turkeys, 4 to 12 lbs. .... \$1.75 per lb.

Specify size desired. No C.O.D.'s.  
Prepaid East of Miss. River.  
West of Miss. add 75¢ per order.

SAFE DELIVERY GUARANTEED.

"OLD HOOSIER" Meats  
BOX 47, MIDDLEBURY, INDIANA

## TRY A FREE SLICE OF THIS WORLD-RENOUNDED FRUIT CAKE



ORIGINAL

**DeLuxe**  
TRADE MARK

"THAT FAMOUS  
CORSICANA, TEXAS FRUIT CAKE"  
... SINCE 1900

Now, while there's still time, let us send you a generous slice of this world-famous fruit cake. Taste its richness . . . the rare fruits and fresh, rich-meated Texas pecans. Taste wonderful old-time goodness that brings back memories of good things past and you'll know . . . this is the fruit cake you've looked for. DeLuxe cakes are baked to order . . . prepared with all the care of fine home baking. They arrive moist, luscious, beautiful . . . ready for your holiday get-togethers, for friends dropping in. Write us for your sample now. Better still, order your DeLuxe cakes today . . . they're *unconditionally guaranteed* to please or your money refunded.

## IDEAL GIFT FOR FAMILY AND FRIENDS

A DeLuxe gift is a treat unequalled . . . a compliment to your own taste in fine things. Each cake snugly packed in Christmas tin, your gift card enclosed. Sent postpaid and insured. Special quantity discounts on request 2 lbs., \$3.95; 3 lbs. \$5.45; 5 lbs. \$8.80. Checks or money order.

**COLLIN STREET BAKERY**  
P. O. BOX 117 • CORSICANA, TEXAS



## Amazing Device for Cracking ICE!

Now . . . crack ice so fast you won't believe your eyes. One or two light taps on a cube of ice cracks the ice to bits without effort. It's the action of the Tap-Icer spring steel vibrator that does the trick and the ice doesn't scatter. No grinding. No jabbing. No pounding. No skill required. Amaze friends. A gift everyone enjoys. Made to last for years. Money back guarantee. Only \$1.00 postpaid. Immediate delivery from

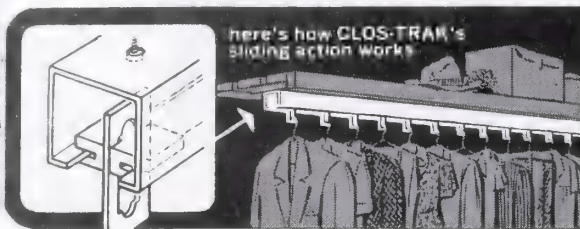
**TAP-ICER COMPANY**  
376 W. 3rd St. Williamsport, Pa.



## got "CLOSETROPHOBIA" at your house?

Get **CLOS-TRAK**... the closet rod with sliding rings that **KEEPS CLOTHES** and **CLOSETS NEATER**

A PLACE FOR EVERY GARMENT—EVERY GARMENT IN ITS PLACE! CLOS-TRAK's self-spacing, individual glide rings keep each suit, coat and dress neat in a space of its own. Rings glide at a touch, make every garment easily accessible. Fits right up under your closet shelf—just a few small screws and it's in! Free your family from tangled hangers, cram-packed clothes—get CLOS-TRAK, the ultimate in closet convenience!



Plated steel rings—Enameled steel track may be cut to any length.

Order TODAY By Number—3 Convenient sizes

CR No. 1—3 ft. length (14 glide rings)...\$2.45  
CR No. 2—4 ft. length (19 glide rings)...\$2.95  
CR No. 3—5 ft. length (24 glide rings)...\$3.45  
ER No. 4—3 Extra rings...45c

**All prices postpaid—send check or money order for immediate delivery—satisfaction guaranteed**

**EQUIPMENT & RESEARCH, INC. • BOX 353 • NEW CASTLE, INDIANA**

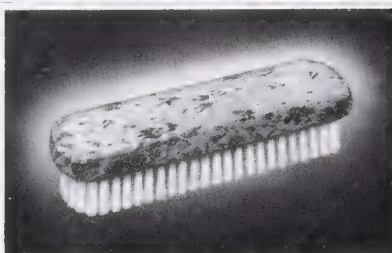


### DRESS UP CONDIMENTS

in these English import silver-plated holders, and they'll take their place on the table with your finest silver.

Postpaid... Tax Incl. Sorry No COD's  
CATSUP or CHILI SAUCE...\$4.00  
MUSTARD JAR (with cover)...\$5.00  
A-1 SAUCE...\$4.00  
WORCESTERSHIRE SAUCE...\$4.00  
SET OF FOUR...\$15.00  
Pa. Residents add 3% Sales Tax

**THE Lillian SHOPPE**  
(Dept. B11)  
20 Armat St., Germantown, Phila. 44, Pa.



### IMPORTED BROCADE BRUSH

Who'd ever think such a beautiful gift could be as inexpensive as this remarkable value! A dainty 6" clothes brush for a dainty lady... its top resplendent with Orient-inspired floral brocade to delight her fancy! It's all aglitter with metallic golden threads and rich pastels, interwoven on a silvery-white background! Seven rows of plastic bristles whisk milady's costume bandbox-neat. Order by mail. Just \$1.25, ppd. Two for \$2. Satisfaction **\$1.25** guaranteed. **PPD.**

**BRECK'S OF BOSTON** FREE! BIG CATALOG of Exciting New Gifts!  
764 Breck Bldg., Boston 10, Mass.



**HAND-LOOMED 100% WOOL HOOD & GLOVES**

**HOOD**—Originally designed for skiers—that's why it looks so sleek, fits so comfortably! Hand-loomed—won't stretch out of shape, won't shrink after washing. Misses' or Pre-teen size; white, black, red, camel. \$2.98 ppd.

**GLOVES**—Extra-long—to ward off nippy winds, to add a stylish touch with push-up sleeves! Hand-loomed, washable; white, black, red, camel. Misses' S, M, L. \$1.98 ppd.

**"GOLD BUG" PINS**—Clip on easily, anywhere. Big 2"x1 1/2" in gold metal, \$1.10 ea. (tax incl.)

FREE gift & fashion catalog. **HERE'S HOW CO.**, Dept. HB-11 27 E. 22 St., New York 10, N. Y.



**"TOPS" for the Home, for Athletic Clubs, for Reducing Salons—for MEN and WOMEN!**

Enjoy the relaxing, stimulating benefits of efficient vibratory massage! Health Builder gives you pleasant, scientific deep-tissue manipulation—"at the snap of a switch." Helps weight and figure problems, muscle-toning, blood circulation. Widely used in Health institutions. Built for years of service—fully guaranteed. **WRITE FOR FREE LITERATURE TODAY!**

Special spiral-bound book "How to use your Battle Creek Health Builder" shows 20 applications plus weight chart, \$1.65 ppd.

\*Reg. U.S. Pat. Off.

**Battle Creek EQUIPMENT CO.**  
Battle Creek 22, Mich.



## WINDOW



### GLAMOUR PANEL SHOW.

Here is one of the most exciting finds of the Christmas season. It's a gold bamboo screen, 36" long x 12" wide, fabulously decorated, top and bottom, with gold sequins and jewels. Show off special Christmas cards by slipping them into the bamboo strips. Later, use them for invitations. With gold cord, \$7.50 each; \$14.50 pr.; ppd. Chalmar, Split Rock Rd., Syosset, N.Y.



### BOYS WILL BE BOYS, and

this is the perennial boyhood favorite. Your son's Pop made his own, probably from an old soap box and split skate. But this Skate-O-Jet is zoomier by far. Steel tubing in a red and white finish with ball-bearing skate wheels, it's a thrilling means of transportation for kids from 4 to 11. 35" long, 27 1/2" high, \$8.95 ppd. Bradlee Products, Dept HB, 550 Fifth Ave., New York.



### THE TWEED SHEATH that

emphasizes the glory of a lithe figure has a very remarkable talent. It makes a pretty girl look smart; and it makes a smart girl look pretty. In gray with black braid trim, or brown with brown braid, both with matching belt; sizes 7 to 15, \$8.95 plus 25¢ postage. Order from Julia Blake, 275 Church St., New York.

**100 WOOD SPOOLS** **SEWING THREAD** **1¢ EACH**  
**FREE NEW NEEDLE THREADER!**  
Genuine **WOOD Spools**

First time anywhere! World's BIGGEST and best Thread offer—on fine **WOOD Spools**! NOT to be compared with cheap cardboard so-called "Spools"! 90 different colors, plus black and white. Amazing bargain! 100 spools of thread in every color you can think of—packaged in beautiful, crystal-clear, plastic reusable **FREE GIFT BOX**!—only \$1.00 plus 10¢ postage and handling. Perfect for mending, darning, sewing, patching. All colors. (16 shades of blue alone!) Easy to match any color fabric. Fine quality. No. 50 mercerized thread. **FREE** needle threader. Satisfaction guaranteed or purchase price refunded in 15 days. Order **NOW!**

**MAGIC MATCH THREAD CO.**, Dept. N-3  
305 Knowlton St., Bridgeport, Conn.

### de-LIGHT-ful personality! Name-In-Skirt Lamp



Modern wrought iron and brass lamp with personal charm. Three paneled parchment shade decorated with an old-fashioned girl silhouette with your first name in skirt, up to 13 letters. Perfect for desk or vanity in college or home. Ideal for the younger miss' boudoir, too. 16 1/4" high.

each **\$5.95**

pair **\$11.00**

Money back guarantee. Sorry, no C.O.D.'s. Please PRINT name.

**REMINGTON**

Charles & Mulberry

Balto. 1, Md.



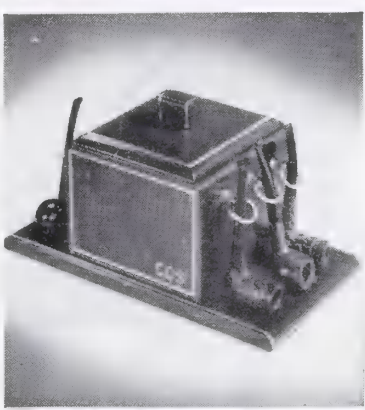
# SHOPPING



**BE AN ANGEL** and give these beautiful bisque angels to someone who collects heavenly accessories. Or get them for a teenager who has recently renounced the devil and is trying very hard to be an angel. They're pure white, modeled in attitudes of adoration, and measure 5 1/2" high. The price is astonishing. \$3.50 the pair, ppd. Cortley Gifts, 105 E. 83rd St., New York 28.



**NOTHING COULD BE FINER** than this superb humidor and pipe rack. Covered in beautiful gold-tooled calf leather, it has 6 polished brass rings to hold the pipe stems, and grooved rests for the pipe bowls. Dark green or maroon, stamped with 3 gold initials, it's a magnificent possession for the nicest man you know. \$40 ppd. David P. Ehrlich, 207 Washington St., Boston 8, Mass.



**PLANK PLUS PLATTER** adds up to the carving sensation of the season. The Danish stainless steel platter is fitted with a solid maple carving board—and all the men at HOUSE BEAUTIFUL are ordering it like crazy. 14 1/2" x 10 1/2" platter is just right for dinners for two, and its narrow brim takes up a minimum of table space. \$14.95 plus 35¢ post. Charles W. Chase, Haddam Neck, East Hampton, Conn.



**NOW! 6-SET PEARL EARRING WARDROBE**  
All in One Pair!



Select the color of pearl to match your ensemble. Just insert it into magnetic setting.

Imagine! These exquisitely designed gold finished earrings, set with gleaming pearls, can be changed as fast as you change your mind (or your dress)! Each set comes with 6 pairs of interchangeable pearls—white, gold, blue, pink, gunmetal and aqua. To change the color, just lift the pearl and slip in a different one! The remarkable lifetime Anico magnet holds the pearls securely in place till you change them again!

**LADY ELLEN "MAGNETIC INTERCHANGEABLE EARRINGS"**

Only \$5.95 ppd., tax incl.

Complete with 6 sets of Magnetic Pearls  
Send Check or M. O. No C.O.D.'s Please

**LYNN DENISE, Inc.**  
246 Fifth Ave., Dept. B, N.Y.C. 1, N.Y.



**HAREM SLIPPERS PUT AN EXOTIC LOOK UNDERFOOT!**

These clever Harem Slippers are exotic to look at, fun to wear, and oh, so comfortable! Made of bright-patterned Persian print cotton, Harem Slippers have kitten-soft suede soles—foam rubber inner soles with double thickness in heels. Toes take an "oriental" tilt and six bright gilt coins tinkle from the bow ties. Harem Slippers look delightfully frivolous, but are so really practical—long-wearing and completely washable. Send shoe size for correct fitting.

Also Available, black or cherry red Italian velvet (spot resistant), \$3.95.

Per Pair, only \$3.95 postpaid

Send for free catalog. No C.O.D.'s.

**artisan galleries**  
2100-A11 N. Haskell Dallas, Texas

A WAYNE ORIGINAL



**Precious Trophies**

Distinctively Gift Boxed, Prompt Delivery

**WRITE FOR CATALOG**

All prices include engraving, federal tax & postage

Always in her heart . . . why not on her wrist? Photo holding locket shows a growing tribe from diapers in dungarees. Treasured trophies for the fond mother or doting grandma.

Bracelet, heavy Sterling Silver link chain	ea. \$ 4.00
12 Kt. Gold Filled	ea. \$ 4.00
In 14 Kt. Solid Gold	ea. \$35.00

Round Locket, 1" dia. which open and hold two pictures.

First name and birthdate engraved in script. In Sterling Silver	ea. \$ 3.50
In 12 Kt. Gold Filled	ea. \$ 3.50
In 14 Kt. Solid Gold	ea. \$20.00

**Wayne Silversmiths** 546A SO. BROADWAY • YONKERS 5, N.Y.



**PETITE COIN COMPACT**

Unique and practical way to end coin fumbling. Neatly holds \$3.24 in change. Translucent red styrene, beautifully embossed in gold with charming French design, including the Fleur-de-lis. A wonderful little gift. Inexpensive too.

Attractively boxed and only \$1 each

Special Price of 6 for \$5

Order by mail today—No COD's. Satisf. guar. Send cash, check or m.o.—Immediate delivery

**OLD PUEBLO TRADERS** Box 4035, Dept. BC-2 Tucson, Arizona

**SHIRT AND BLOUSE BOOKLET**



Will hold 4 individual Shirts or Blouses as well as Sweaters neat and clean. Made of heavy scuff-resistant Polyethylene, tapebound with heavy binding. 18" x 12" with full angle zipper across the cover for air-tight storage. At this special low price you had better order a good supply. Make excellent gifts that will be appreciated. Order by No. G 260.

Only \$1.00 postpaid  
Three for \$2.85 ppd.

Satisfaction guaranteed or money back  
Send for New Free Catalog of Unusual Items

**BARD'S PRODUCTS INC.**  
DEPT. 1181A, EVANSTON, ILL.



**Initialed or First Name Informals**

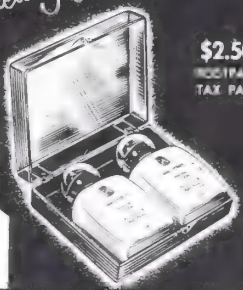
Only \$1.25 per box of 24 sheets & 24 envelopes, personalized, postpaid.

These Informal Correspondence Notes reflect your own good taste so nicely! One, two, or three initials — OR your first name — beautifully hot-stamped in black, blue, gold or silver on fine-quality Eaton's Highland Vellum white stock. Specify initials or name, and color of printing desired. No COD's, please.

Write for Free Catalog of Other Novel Gifts

**Monogram Shop**  
86 WESTMINSTER ST., PROVIDENCE 5, R. I.

*A new Gift for Him!*



\$2.50 POSTPAID TAX PAID

**WALL STREET TRAVEL KIT**

SHAVING LOTION AND COLOGNE  
For Distinguished Masculine Appeal

Direct from the Perfume Shop of

**MICHEL PASQUIER**  
7 W. 46th St., New York 36, N. Y.  
Just off 47th Street



ORGANIZE AND GLAMORIZE WITH THE

## FILE-DRAWER TABLE

Why buy an ordinary end table . . . when you can get this handsome piece of furniture that doubles as a file chest, too! Now you can keep your important papers as orderly as a corporation's . . . in a drawer deep enough for standard alphabetical guide and long enough to store the accumulation of years. Hand-made with brass hardware. Drawers are dovetailed and set on hardwood rails. The inspired touch for your Early American OR contemporary home . . . the gift your efficient friend (or husband) will adore you for.

## WHEN ORDERING, SPECIFY

SIZE: Letter (16 1/2" x 22 1/2" x 28" high) or Legal—add \$3.00—(18 1/2" x 22 1/2" x 28" high)

STYLE: Modern or Colonial  
DRAWERS: 2 small drawers  
5 1 file drawer (#FDT-1) or  
2 file drawers only (#FDT-2)

FINISH: Unfinished Knotty  
Pine, smoothly sanded  
Hand-rubbed Antique Pine  
finish—\$27.95

Unfinished Tupelo, smoothly  
sanded—\$32.95

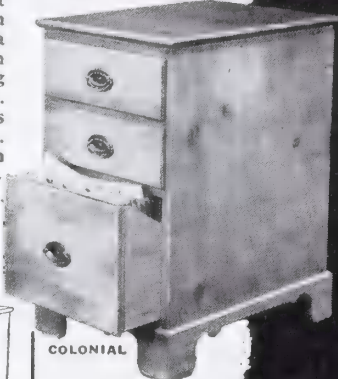
Maple, Mahogany, or Walnut finish—\$34.95  
(add \$3.00 for Legal Size)

See matching End Tables on pages 80 and 110

MODERN



LETTER OR LEGAL SIZE



COLONIAL

Fast shipment direct from  
our workshop to you.  
Send check or money order  
Satisfaction guaranteed

Express charges collect.  
WRITE FOR FREE CATALOG

Jeff Elliot Craftsmen

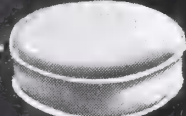
Dept. B-116 STATESVILLE - NORTH CAROLINA

## DECORATOR FOAM

**PILLOWS**  
with  
ZIP-OFF COVERS

THAT ADD BEAUTY  
AND COLOR AT

**LOW COST**



CORDUROY

**\$2.98**  
EACH

Complete with  
ZIP-OFF COVERS

Also available in  
imported VELVETEEN  
with ZIP-OFF  
covers only  
\$3.98 complete.

- SOLID FOAM RUBBER
- 9 DECOR-RELATED COLORS
- WASHABLE, ZIP-OFF COVERS
- 14" ROUND BOX or 14" SQUARE

It makes such a difference when you add luxurious-looking SOLID FOAM throw pillows to your living room, bedroom or den. Sofas, chairs and beds simply spring to life with these fresh, sparkling colors. They won't fade or wear away, and the covers slip off easily for washing. Solid 14" of cushion comfort, these decorator pillows are well worth owning at this special money-saving price.

## CORDUROY COLORS:

Black, White, Brown, Red, Hunter Green, Avocado Green, Pink, Gold, Turquoise.

## VELVETEEN COLORS:

Black, White, Red, Hunter Green, Avocado Green, Pink, Gold, Turquoise. Dry clean only!

MIN. ORDER 2 PILLOWS ADD 50¢ FOR POSTAGE & HANDLING. WE PAY POSTAGE FOR EVERY ORDER OF 4 OR MORE

SATISFACTION GUARANTEED or MONEY BACK

LANDAU HOME PRODUCTS

315 FIFTH AVENUE, NEW YORK 16, N. Y.

Please send me the following foam rubber pillows:

FABRIC	SHAPE	COLOR	QUANTITY	PRICE	TOTAL

I enclose \$ ☐ Check ☐ Cash  
☐ Money Order

Name Address City  Zone  State 

## Reproductions By Mail

Brighten up  
for fall!

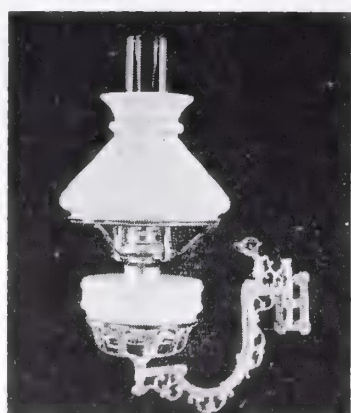
The Susan  
Only \$21.75



Here is delightful spring cheer for only \$21.75. for your bedroom, bath or boudoir, our lovely, sturdy "Susan", smartly button tufted, with coil springs and rubberized hair filling. Height 30"; Width 20"; Depth 19"; in sturdy American hardwood. Upholstered in distinctive striped chintz, as pictured, either blue, green or red, combined with white. Price \$21.75 each or two for \$40.00. Or, in your fabric, per chair—\$19.75. (Send 4 yds. of 36" or 2 1/2 yds. of 50" material.) Express collect. (No C.O.D.'s.) Send check or money order. Also send 10¢ for your copy of "A Selection of Chairs".

The Chair Shop

Box 725, Morganton, N. C.



Add a touch of

## Victorian Charm

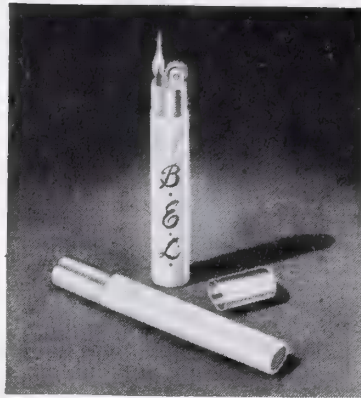
to your home with an exact brass plated copy of great-grandmother's wall bracket lamp with swivel hinge. Enhances beauty on any wall in your home or club house. Complete with milk glass lamp, 100-watt electric adapter and kerosene burner. May be used either as electric or kerosene lamp.

Only \$12.50 Postpaid in U.S.  
No C.O.D.'s

JACK DANIEL CENTRALIA ILLINOIS



## WINDOW SHOPPING



**LIGHT A CIGARETTE** with a cigarette lighter that looks exactly like a cigarette. It will even fit into your package of cigarettes! And it works like a charm. In white enamel with a brass tip the lovely price is \$1.25 with any 3-letter monogram, and if you know a good thing when you see it, you'll order these like hot cakes for Christmas presents. Ppd. Crown Craft Products, 246 Fifth Ave., New York 1.



**WE'RE STUCK ON THIS SCOTCH LASSIE** because she holds a roll of Scotch cellophane tape, keeps it where it belongs, and dispenses it as needed. She's a bonnie wooden doll, 5" tall, that we think you'll want for every stocking hung by your chimney. And you'll be delighted with her thr-r-rifty price tag, \$1 ppd. Tape not included. The Added Touch, 11-HB, Wynnewood, Pa.



**YULETIDE TITANS** are these giant Christmas candles that will make your front entrance the talk of the neighborhood. Electrified and weatherproof, they stand 42" high and come in bright red, garlanded with a holly design. Complete with flame-tip bulbs, cords and plugs, \$9.95 the pair. Shipping charges collect. Order from The Fitzgeralds, Box 19, Peter Stuyvesant Station, New York 9.

(Please turn to page 101)



## GAY &amp; COLORFUL HAND PAINTED FIGURES WILL BRING NEW CHARM TO YOUR HOME . . .

Solves Your "Anytime" Gift Problems. . . Ideal for Any Age to Any Age. . . Molded of sparkling "Marblite" and painstakingly hand painted. Made to endure a lifetime and be handed down as heirlooms. Assorted bright, unfading colors with gold trim.

## Lovable Dutch Boy and Girl

New figures tell in charming way the old, old, story, "Boy Meets Girl." You'll love the hidden bouquet behind the boy's back, 5" high. Richly painted Your Choice, \$1.25 each, or one of each, \$2.25 the pair.

## LUXURIOUS TURKISH PAIR

As gay as a harem romance and twice as colorful. Will be the center of attraction on your what-not. 1 1/2" high. Assorted colors. Gold trim. Your choice, \$1.25 each, or one of each, \$2.25 the pair.

**SPECIAL** "Window Shopping" Offer. We will send both pairs. Postpaid, for only \$4.00

No C.O.D.'s  
**NICHOL ART PRODUCTS**

Box 333, Dade City, Florida.



The Gift—that's really different!  
**BLACKBOARD**  
FOR GROWN-UPS—NOT FOR CHILDREN

This blackboard is designed for grown-ups who will use it many ways—in the kitchen for grocery list or reminder notes, near the phone for messages and numbers, recreation room, sitter's notes, etc. One of the handiest, colorful and most decorative things in your home. 11" x 14" with permanent, washable, smooth slatted surface. Beautifully shaped and hand screened in attractive colors. Chalk and cord furnished.

Money back if not entirely satisfied

**Town & Country House**

"In the World's Largest Village"  
Dept. H-116, 1124 So. Harvey Ave., Oak Park, Ill.

If you prefer Pennsylvania Dutch Motif, order HEART & TULIP (shown); Green PHILODENDRON or Red GERANIUM. \$2.00 ea. POST PAID





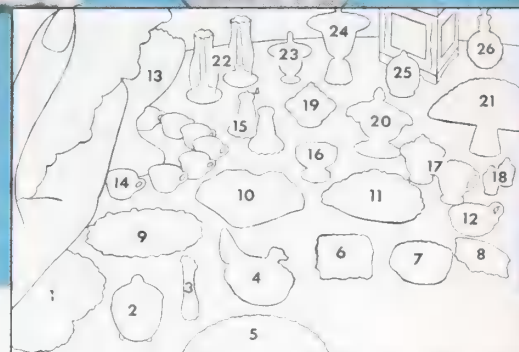
## Why is Fostoria Milk Glass so admired?

You'll know *how much* Fostoria Milk Glass is admired the first time your friends see it! You'll hear them "oh" and "ah" about its porcelain-like beauty, its milky-white smoothness. But that's just part of the reason Fostoria Milk Glass is so prized. You see, Fostoria means authentic milk glass, crafted just like the priceless antiques of Early America. Each

piece is made by hand, molded and shaped one at a time by painstaking craftsmen. Each piece, truly a work of art.

See the Fostoria Milk Glass display at your local store. You'll find many different ideas for gifts. And while you're at it, why not start your own collection of Fostoria Milk Glass! Fostoria Glass Company, Moundsville, W. Va.

*all prices slightly higher in the West*

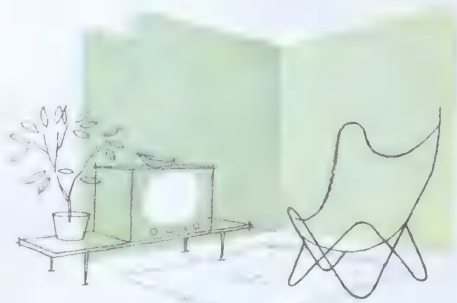


- |                                |                                    |
|--------------------------------|------------------------------------|
| 1. Cake Stand, \$8.50          | 14. Punch Cup, \$1.45              |
| 2. Candy Jar & Cover, \$3.50   | 15. Salt, Pepper Mill Set, \$13.50 |
| 3. 6" Bud Vase, \$1.65         | 16. Square Jelly, \$2.25           |
| 4. Hen & Nest, \$4.25          | 17. Sugar & Creamer, \$5.65        |
| 5. Footed Buffet Plate, \$5.50 | 18. Salt, Pepper, pair, \$2.20     |
| 6. Handkerchief Box, \$3.50    | 19. Preserve & Cover, \$4.00       |
| 7. Square Nappy, \$2.00        | 20. Footed Urn, \$10.00            |
| 8. Pin Box & Cover, \$2.25     | 21. Banana Stand, \$9.50           |
| 9. Egg Plate, \$5.50           | 22. Hurricane Lamps, pair, \$9.50  |
| 10. 9" Square Bowl, \$4.25     | 23. Spoonholder, \$4.25            |
| 11. Shallow Fruit Bowl, \$4.25 | 24. Compote & Cover, \$10.00       |
| 12. Handled Nappy, \$1.75      | 25. Candy Jar & Cover, \$3.50      |
| 13. 16" Punch Bowl, \$19.50    | 26. Cologne Flask, \$6.00          |

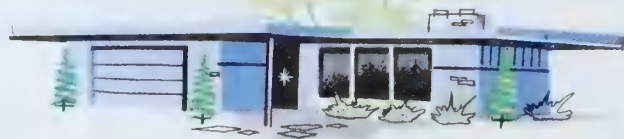
*all prices slightly higher in the West*

**Fostoria**





**indoor**



**outdoor**



**on-the-go**



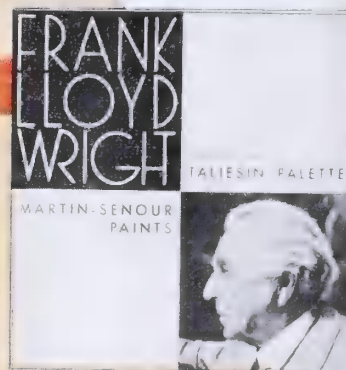
... wherever your busy life takes you, it's color that sets the scene. From gay, conversation-inspiring tones in the living room—to sleep-inducing hues in the bedroom—... color influences your mood, your thoughts, the very pace and pattern of your day.

Now to suit your every mood, Martin-Senour, *Pioneers in The Science of Color*, have created a vast array of colors in every conceivable type of finish for home and automobile. Your Martin-Senour Dealer can provide the colors you want—tailor-made for you—in all the famous-for-quality Martin-Senour finishes.

Before you paint, see your Martin-Senour Dealer for the world's largest color selection.

**NOW... THE FRANK LLOYD WRIGHT TALIESIN COLOR PALETTE IS READY FOR YOUR HOME!**

Personally selected by Frank Lloyd Wright, this significant collection of 36 colors has been perfectly reproduced and swatched in a handsome folder. For this Taliesin Color Palette, send a quarter to The Martin-Senour Company, 2500 South Senour Avenue, Chicago 8, Illinois.



**MARTIN-SENOUR PAINTS, 2500 SOUTH SENOUR AVENUE, CHICAGO  
NEW YORK • LOS ANGELES • DALLAS**





Quality is always in good taste  
 . . . good taste is always in  
 Miller High Life!

THE CHAMPAGNE OF BOTTLE BEER



© Miller Brewing Co.  
 Milwaukee, Wis.

Photography by Leslie Gill  
 Separates by Tina Leser  
 Jewelry by Moselle  
 Tea Cart by Lee L. Woodard; Some

Brewed and Bottled By The Miller Brewing Company ONLY . . . and ONLY in Milwaukee





*Christmas Joy the whole year 'round*

**Dundee**  
TOWEL ENSEMBLE  
GIFT SETS



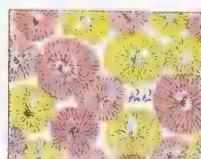
CORNUCOPIA



EPERGNE



BLUE ROSE



POM PON



HARLEQUIN



GARLAND





# WINDOW SHOPPING

CONTINUED FROM PAGE 96

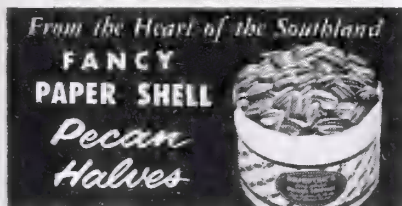
**JUNIOR'S LICENSE** to drive is achieved without turning your hair gray. A new driving school takes a small boy in tow and teaches him to drive, park, gas and garage the cars. He'll learn traffic rules and *win* his license. Metal school comes with cars, steering wheel, gas station, tunnel, streets and garage. 19"x12"x6", it's \$4.98 ppd. Jolan Sales Company, Dept. HB, Fostertown Road, Newburgh, N. Y.



**FOR A NEWBORN BABE.** Embedded in a 3" square of sparkling Alanite plastic, are the baby's hospital identification beads. And his first name, birth date, hour of birth and weight are inscribed in 23k gold script. This rests in a pink or blue ceramic base with a 7-watt night light bulb. \$7.95 complete. Without lamp base, it's a paperweight. \$4.95. Ppd. Alan's, Box 163-HB, Silver Spring, Md.



**IN JIG TIME** your toolish fellow will cut intricate patterns, however large, in plywood, plastics, metal, even whiz through a 2 x 4, with the Arco Jig-saw that fits any 1/4" drill. Unique adjustable circle-cutter and rip gauge cuts perfect circles up to 20" in diameter, rips accurately up to 10" wide. \$10.95 ppd. Arrow Metal Products, Dept. HB, 140 W. Broadway, New York 13, N.Y.



From the Heart of the Southland  
**FANCY  
PAPER SHELL  
Pecan  
Halves**

Fresh from the groves... the choice of the new crop... world-famous Priester's Mammoth Pecan Halves. A delightfully different gift.

No. 7 B—2 1/4 lb. Box Mammoth Halves **\$4.40** POSTPAID  
\$4.65 WEST OF DENVER

No. 16 B—2 1/4 lb. Box Mammoth Pieces **\$3.75** POSTPAID  
\$4.00 WEST OF DENVER

**NEW FRUIT CAKE DELIGHT**

**PRIESTER'S PECAN  
Fruit Cake**

Guaranteed 85% fruit and pecans. Entirely different from any fruit cake you've ever tasted.



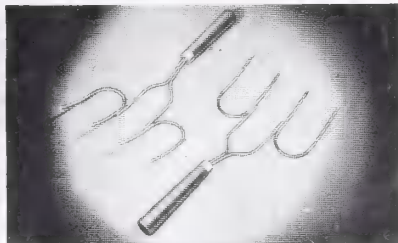
Send for  
Gift Brochure

No. 38 B—1 1/2 lb. **\$2.95** POSTPAID  
\$3.10 WEST OF DENVER

No. 39 B—3 lb. **\$5.10** POSTPAID  
\$5.35 WEST OF DENVER

Free recipe booklet with each order

**PRIESTER'S PECANS** FT. DEPOSIT, ALABAMA  
WORLD'S LARGEST GIFT ORDER PECAN HOUSE



## IVES MEAT-LIFTERS

the  
perfect  
practical gift  
for the Gourmet!

For any occasion, give a pair of Ives Meat-Lifters. Your thoughtfulness for safety in handling large roasts, hams, steaks, and fowl the easy, convenient way, will be doubly appreciated. No spills—no painful burns—no loss of tasty juices. Features stainless steel tines; natural wood, heat-proof handles. Approx. 12 1/2" long; overall line spread 6 1/2". Mailed in self-storage box.

Send check or money order—sorry, no C.O.D.'s. **\$2.75** per pair  
Money-back guarantee plus 25¢ postage in U.S.A.

**IVES NEW PRODUCTS, Inc.**  
208 Medical Arts Building • Richmond, Ind.

## Once Again, You Can Get—And Give IRONSTONE WARE



### Made in England in The Original Molds By The Potters of Hanley

Here's the famous hundred year old Wheat pattern by Thomas Hughes, imported from England where Ironstone Ware originated in 1797. Order now, and you'll have A Coffee Service with a History. Graces any decor. Coffee pot, 10 cup capacity. Creamer and covered sugar bowl, 5 1/2" tall. 3 Piece Service, prepaid, only **\$9.75**

Soup Tureen, 4 qt. with platter and ladle, Express Collect, only **\$25.00**

Sorry, No COD's

Write for our complete Ironstone Ware Catalog

**UNICORN IMPORTS**

P.O. Box 258, Cincinnati 15, Ohio



HAND BLOWN—HAND FINISHED

### Crystal CORDIAL SET

Add charm and beauty to your sideboard during dinner and be a gracious living room hostess after dinner. Each of these 7 sparkling pieces is hand blown and hand finished crystal. Decanter is 11" high, glasses 4 1/2". Postpaid, complete **\$5.95**

SET OF 8 MINIATURE BRANDY GLASSES, tinted crystal 2 1/2" H. Ppd. **\$1.95**

Pd. Residents Add 3% Sales Tax  
Send For Free Gift Catalog

**TAYLOR GIFTS**  
Wayne 2, Pennsylvania

## FROM OLD NEW ORLEANS STRAWBERRY PRESERVES IN WOODEN PAILS



Fraise de la Louisiane: sun-ripened whole fruit in a preserve of incomparable flavor—certain to please even a Gourmet's taste!

3-lb. **\$4.45**  
PAIL each postpaid

### PRESERVES FROM THE IN A CRATE CREOLE STATE



3-14 oz. Jars  
Strawberry-Fig-Peach

\*West of Denver add 25¢  
**SATISFACTION GUARANTEED**  
Write for Complete Gift List

**CREOLE DELICACIES CO.**  
533 Saint Ann Street

P.O. Box 1042-H New Orleans, La.

## AGED LIKE VINTAGE WINE (Smoking alone takes 30 days!)



*Jordan's*  
**GENUINE  
VIRGINIA HAM**

NEARLY 300 years ago, Virginia colonists sent to England hams of a distinctive savory flavor that soon were acclaimed by gourmet and royalty throughout the capitals of Europe. Both the fame and famous flavor have endured. Today, as then, the true Virginia ham is one of the world's delicacies.

Each magnificent ham now hanging in our aging rooms, slowly cured, smoked to a rich mahogany hue, aged approx. one year, has been tended by hand through each unhurried step—as we have done for the past 116 years. These carefully selected hams are put down in dry salt in cool cellars for 25 to 45 days, and turned often. The salt is removed and the ham allowed to mature for three weeks. Next it is rubbed by hand with a thick coat of black pepper. Then it goes into the smokehouse to hang for 30 days and nights over hand tended fires, until the juices drip and the dense, pungent hickory smoke permeates and flavors the meat. Then to darkened aging rooms, to hang for months.

And finally, just before shipment, each ham (in a 40-hour process) is soaked, simmered, the skin removed, the fat trimmed, then glazed with sugar and baked with wine to a savory feast of firm, sweet and tender meat.

Your Jordan's ham arrives ready to be enjoyed, needs no heating. It keeps for weeks and weeks. Traditional for Christmas dinner... perfect for cocktail party or buffet.

Sealed in amber cellophane, nestled in burgundy tissue in Old Virginia Smokehouse box (carving, serving and keeping suggestions enclosed), here is a magnificent gift for those you especially wish to please this year, and a grand treat for your family.

Our hams are prepared to please discerning people, and we guarantee complete satisfaction. Weight 8 to 13 lbs. cooked; \$1.89 per lb. (net cooked wt.) shipped anywhere in continental U.S. Please specify whether wanted now; for Christmas; or other date.

### JORDAN'S OLD VIRGINIA SMOKEHOUSE

1433-F E. CARY ST., RICHMOND, VIRGINIA

Please send ☐ Jordan's Genuine Baked Virginia Ham(s). Size about  lbs.

☐ Check enclosed \$  ☐ Ship now. ☐ Ship for Xmas.

NAME

STREET

CITY  STATE



# RELAX IN LUXURY

Handcrafted Deerskin

## Deer-Mocs

Original & Genuine Trade Mark Registered

TRULY A DISTINCTIVE  
AND UNUSUAL GIFT

Matching Pairs for  
"him" and "her"

Velvet soft, premium quality natural tan Western deerskin handcrafted into foot flattery and the ultimate in foot comfort. These slippers mold to your feet for a perfect fit...easy on and off, yet hug your feet when you walk...fold for traveling. *Hand washable!* Imitated but never duplicated.

Give men's or women's regular shoe size.

**\$8.95** per pair postpaid  
Fit & satisfaction guaranteed.

Thick foam rubber insole assures the ultimate in foot comfort.

Send for FREE 56-Page Catalog featuring leather shirts, exclusive clothing and equipment for sports, country living and gifts.

**Norm Thompson**

Dept. 25 1311 N. W. 21st, Portland 9, Ore.

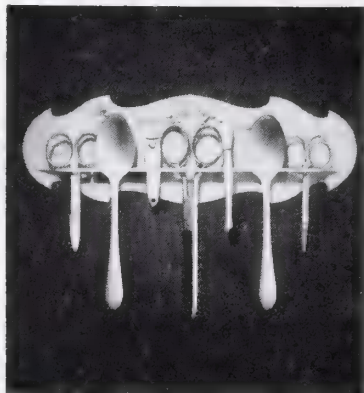
SOLD ONLY BY MAIL



# WINDOW



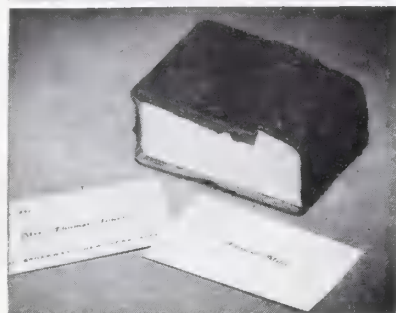
**FATTEN UP PIGGY** with a rich diet of money! As he gobbles up coins, his flexible plastisol tummy bulges like a well-fed gentleman's bay window, so even a reluctant depositor will be fascinated enough to feed him regularly. What's more, he'll stay put in dozens of funny poses! With any first name, he's 8" tall, \$1.50 plus 15¢ post. Bancroft's, 2170 S. Canalport Ave., Dept. 317, Chicago 8, Ill.



**UP FOR SELECTION** on your bathroom wall is the wonderful new Scissor and Spoon Rack. It has 7 slots for holding spoons, scissors, tweezers, clippers, etc., comes in white, pink, black or clear plastic, decorated with a garland of flowers. It attaches to the wall by enclosed screws, or to tile with cement. 10" long x 3 1/4" wide. \$2.50 ppd. Closet Decor, 460 Arthur Godfrey Rd., Miami Beach, Fla.



**JAP SLEEVE KNIFE** is a letter opener for a man's desk that will make even a buzzer-pushing big shot want to open his own mail. The 4 1/2" curved scimitar blade of etched forged steel slips into a shisham wood scabbard that is decorated with dragons to put the evil eye on his enemies. \$1 ppd. D. Corrado, 26 N. Clark St., Chicago.



## 100 MIDGET NAME CARDS

Clever, formal calling cards on regular quality paper (size 1" x 1 3/4") in genuine leather case. Wonderfully handy and nicely printed. Thrill the children with their own cards, too.

With name, address and 'phone number **\$1.25 Ppd.**

Please Print Plainly

**Midget Card Co., Inc.**

3970 Broadway, New York 12, N.Y.



POPULAR GIFT

## 8 ROWe-O-Tools

IN SELECT QUALITY LEATHER CASE

Gleaming bright nickel-plated tools...hand forged, hand ground and hardened. All fold flat into handle for use, each tool snaps separately and rigidly into ready position.

LARGE SCREW DRIVER—SMALL SCREW DRIVER—GIMLET or DRILL—HAMMER—SCRIBER—SAW—CORKSCREW—METAL FILE

Compact 6 oz. pocket size set—hundreds of uses for housewives, motorists, fishermen, doctors, dentists, travelers, hobbyists, professional men and sportsmen—home, shop or office. Makes a smart and handy gift.—SHIPPED IN PROTECTED GIFT BOX.

ORDER BY MAIL—we fill them promptly same day received.

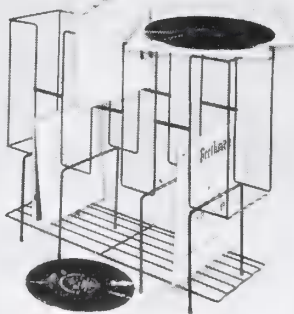
Only \$3.95 Postpaid

**ROWE MFG. COMPANY, Dept. 3**

1144 South Broadway, Los Angeles 15, Calif.

## COLLECT RECORDS?

We've seen our share of record racks, but this one is so handsome, we just couldn't resist it! 10 compartments hold over 200 albums in a 25"x22"x10" space. Please remit \$9.95; shipping chgs. collect. Leslie Creations, Dept. 205E, Lafayette Hill, Pa.



Order Direct and Save!

## CAPTAIN'S CHAIRS and TABLE

IN SOLID BIRCH OR MAPLE

Fully Assembled—Ready-to-Paint!



4 CHAIRS & TABLE

**\$59.95**

CHAIRS ALONE \$8.95 each 2 for \$15.95

Extra 12" Table Leaves \$10 ea.

This handsome, authentic reproduction of an early American dinette would cost up to \$98.00 at retail! Sturdy construction withstands a lifetime of rugged wear. Your choice of solid, beautifully grained birch or maple, carved and sanded to a satiny smoothness. You'll have fun bringing out its rich beauty with paint, stain or lacquer! Full-size chairs with wonderfully comfortable saddle seats, curved backrests—seat 17" by 16 1/2", height 28 1/2". Table is 30" high, 42" wide. Prompt delivery—shpg. chgs. collect. Send check or money order. Sorry, no C.O.D.'s. MONEY BACK GUARANTEE. "How to Finish Unpainted Furniture" FREE with each order. Ask for illustrated catalog. VISIT OUR FACTORY SHOWROOMS. Makers of Fine Furniture Since 1851

MEADOWBROOK INDUSTRIES Meadowbrook Bldg., DEPT. A-2 3335 Bellmore Ave., Bellmore, N. Y.



## ELECTRIC SOCKS

let you enjoy the comfort of warm feet all day long regardless of the cold. These durable, grey 100% virgin wool socks with nylon reinforcement are like tiny electric blankets. Wires are sensibly arranged to allow complete freedom of action. You don't have to walk on wires, either. 6 volt lantern batteries obtainable at any hardware store provide heating. 3 sizes: Small (10-11); Medium (11-12); and large (12-13). Postpaid.

IF DESIRED BATTERIES SUPPLIED \$2.00 EXTRA **\$15.95**

Pa. Residents Add 3% Sales Tax Free New Gift Catalog

**WAYNE MFG. CO.** Wayne 1, Pennsylvania



## WONDERPANELS HARDWOOD CONSTRUCTION SET FOR TOYS UNLIMITED

A hardwood construction set designed to stimulate the imagination and creative ability of children from 4-12. Beautifully waxed in natural finish, WONDERPANELS dovetail together easily and firmly, to construct realistic doll houses, castles, airplanes, boats, docks, wagons, and TOYS UNLIMITED. All are in scale for miniature cars, men, horses and dolls furniture. Building is quick, but versatile, training the child to think ahead, as well as training the fingers and muscles of the hands. Each set has flat panels, posts, axles and wheels. The Junior set will make any toy pictured above, and countless others.

JR. SET—\$7.95 SR. SET—\$12.95  
MASTER SET—\$19.95—Prices Ppd.

No C.O.D.'s—Money Back Guarantee

**CHAPIN CO.** 2300H Washington Street  
Newton Lower Falls, Mass.



# SHOPPING



**CASHMERE MUFLER** and matching tie will keep your man of distinction both comfortable and smart, no matter how the temperature plunges. Made of 100% cashmere, soft as mist on a moor, they're silk-lined, come with 3 embroidered initials. Muffer has a self-fringe. Navy with gray initials, coffee brown with ivory, gray with black; muffer, \$9.95; tie, \$6.95. Ppd. Downs & Co., Dept. 1181, Evanston, Ill.



**CANDY CANE WREATH.** When you hang this at your front door, every youngster in town will call to pay his holiday respects! Bright red styrene Christmas wreath is decorated with a wheel of 32 red and white peppermint sticks, which frame jolly St. Nick's face. Lots of fun and very festive for \$1.45 postpaid. Bodine's of Baltimore, 501 E. Preston St., Baltimore 2, Md.



**CHAMOIS ON HIM** is superb if he's a man with a flair for wearing fine sportswear. And chamois on you is ditto. This beautiful shirt for men or women washes or dry cleans, is warm in the breeziest duck blind, comfortable in a pine-paneled den. With convertible 2-way collar and fine tailored details; sizes 36 to 46 for men; 12 to 20 for women; \$45 plus 50¢ post. Brandicalf, Dept. B-2, 157 Federal St., Boston 10, Mass.



TELL HIM  
YOU  
LOVE HIM  
with this  
HAND  
PAINTED  
Monogram  
TIE

Solve all your Christmas gift problems with this beautiful, fully lined tie—ideal for that very special man, Dad, brother, relative. Personalized with 3 initials or short first name on front; 3 word message and giver's name on back. Green, maroon, navy, brown, red, charcoal grey, or silver grey.

Sorry. \$3.00 ea. in nylon  
No C.O.D.'s. \$5.00 ea. in pure silk

Please print initials and message

Send For Our Exciting Christmas Catalog

**KATHY ILSA GIFTS**  
Box 201-H Montclair, N.J.



## New Way To Sleep!

Tee-PJ's resemble a T-shirt, but are over a foot longer. Rib-knit, soft combed cotton. Gives when you move, eases up when you relax. No bind, no bunch, no chafe, no buttons! If not most comfortable sleeper you've ever worn, return within 7 days for full refund and we send you regular T-shirt FREE! S (34), M (36-38), L (40-42) XL (44-46). \$2 ea., 3 for \$5

**NOW!** Tee-PJ's available in long sleeves with knit wristlet and in heavier knit fabric for real cold weather comfort. \$3 ea., 2 for \$5 All postpaid.

**WITTMANN TEXTILES**  
6505 S. Dixie, Dept. 221  
W. Palm Beach, Fla.

give him a gift from America's most famous pipe store

distinctive and personal gift

**MONOGRAMMED PIPE and PLAID POUCH**

complete in case **\$5** postpaid

**INITIALED PIPE SMOKERS KNIFE**  
made in England of finest Sheffield steel

**3.50** postpaid

A pipe isn't any good without tobacco to put in it. A pouch of tobacco isn't of much use if you've left your pipe in your other pants pocket. If you're making a gift to a smoker, here is just the thing... the whole outfit: A fine Algerian briar pipe monogrammed with three letters in a handsome jewel case, and a Scotch plaid pouch.

Includes Tamper, Cleaning Pick, Cutting Blade, Pipe and Carbon Scraper... initialed FREE... complete with genuine leather case.

**DAVID P. EHRLICH CO.**  
Dept. HB, 207 Washington Street, Boston 8, Mass.

Orders shipped same day received  
... send for Free catalogue

**SLIP-ON COLLAR PIN**

No jab marks—Personalized for yourself and ideal for gifts too. Of gold or silver plate with 2 or 3 engraved initials... \$1.50

You'll love the matching Earrings & Cuff-Links \$2 pr.

Special Price for Pin & Earrings or Cuff-Links... \$3

Complete Set of all 3 items... \$5

Cuff-Links very smart for men, too.

Send cash, check or m.o. Specify center initial.

**OLD PUEBLO TRADERS** Box 4035, Dept. HBX  
Tucson, Arizona

SLIP-ON COLLAR PIN

**THE BIG CHIEF'S CIGAR HOLDER**

The big boss at the office or the big wheel at home will love this 5" ceramic Indian Chief who holds a big handful of cigars. He has that middle-aged spread and an air of quiet contentment. Just looking at this "executive" is relaxing fun for a busy business man.

In brown-and-tan glazed ceramic. **\$2** plus 25¢ post.

FREE Gift 'n' Party Fun Catalog

**HOSTESS HOUSE** Dept. B113  
5858 Forbes St. Pittsburgh 17, Pa.

SLIP-ON COLLAR PIN

**TRAV-L-BARS**

3-compartment. Ginger leatherette. Includes 4 8-oz. aluminum tumblers. Chrom-plated mixing spoon, bottle opener, bone-handled corkscrew. Lock & Key. **\$19.95** Prepaid

2-compartment (not shown) has 4 2-oz. plastic whiskeys, same bar tools. Lock & Key. 4" x 7 3/4" x 12 1/2". **\$14.95** Prepaid

No C.O.D.'s.  
Add 3% Sales Tax N. Y. C.

Send for Free Catalog 27 Chock Full of Gifts and Gadgets for Home Entertaining

**the BAR MART**

62 West 45th Street N.Y. 36, N.Y.  
Mu 7-1190  
Bobbie Ganger, Executive Director

**EVERY MOMENT IS MORE PRECIOUS**

with these time-telling cuff links! Superbly crafted, with long lasting 14K gold overlay. One link contains a 17 jeweled, inca-bloc Swiss watch of guaranteed accuracy. The other has a hand engraved monogram which makes it even more personal. A wonderful gift for the top man in your life!

**\$39.95** plus 10% Fed. Tax

Sorry, no C.O.D.'s. Write for FREE catalog.

**Merrill Ann Creations** Dept. B-11, 102 Warren St., New York 7, N. Y.

EVERY MOMENT IS MORE PRECIOUS



**NEW** Patented **GIANT PLAY LOGS** Featured in LOOK Magazine and NBC-TV "HOME SHOW"

Sturdy—Durable—Foolproof

For ages 3 — 8



**Delight Your Child With This Wonderful New FRONTIER BUILDING TOY**

New interlocking logs make it remarkably easy to build life size cabins (4' x 3' x 3'). Big enough to play inside! Stockades, Corrals, Frontier buildings, etc. Can be rebuilt hundreds of times. Hours of fun. Aids child development, develops creativity. 82 piece set contains interlocking giant logs of sturdy brightly colored fiberboard—strong enough to support the weight of any child, and other construction pieces. Send check or M.O. today express charges collect. Satisfaction guaranteed.

ONLY **\$12.95** Complete Set

**SPECIALTY PRODUCTS**  
712 Dept. B, Broadway, Cincinnati 2, Ohio

**Simple To Build!**  
**Child of 3 Can Build—**

- Life-size Log Cabins
- Western Stockades
- Frontier Buildings



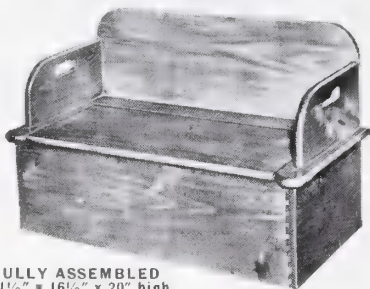
## Personalized MY OWN CRAYONS

Hand made bucket of native pine. Natural lacquer finish. Colorfully hand painted with child's name. Holds full set of crayons or tidbits, buttons, etc. Hand lettered to your specifications. 5" X 5".

\$2.95, plus 30¢ handling charge  
No CODs Send for FREE Catalog

**GOTHAM GIFTS**  
67-85 Exeter St. Dept. H-11, Forest Hills 75, N. Y.

## Early American TOY-CHEST BENCH



FULLY ASSEMBLED  
31 1/2" x 16 1/2" x 20" high

You'll bless this chest that keeps toys under control (and not under foot!)... you'll love its charming Colonial flavor... and you'll find many other uses for this decorative piece wherever there's a storage problem! Hand-made of solid Pine and dovetailed, it will hold the toys of your children and your children's children. Cut out handles and concealed sliders make it easy to move despite its very solid construction. Direct from our workshop to you.

Write for FREE catalog

Express charges collect  
Send check or Money Order only **\$14.95**  
Quick delivery Satisfaction Guaranteed \$16.95 with hand-rubbed, antiques Pine finish

**Jeff Elliot Craftsmen**  
Dept. B-116, Statesville, North Carolina



## ROCKET SHOES

Youngsters from 8 to 12 will "jump for joy" with these exciting new ROCKET SHOES! They're "out of this world" for enjoyable fun and healthful exercise all year 'round. Rocket Shoes are perfectly balanced with highest quality steel springs, colorful shoe protecting caps, rubber shock bumpers. Provide thrilling, safe action in every step. Adjustable for perfect, comfortable fit to shoe. Made to last for years.

ONLY **\$5.95** pair POSTPAID U. S. A.

(Add 50¢ west of Miss. River)

Order several pairs Today. (No C.O.D.'s).  
Write for FREE FOLDER of unusual Gifts!

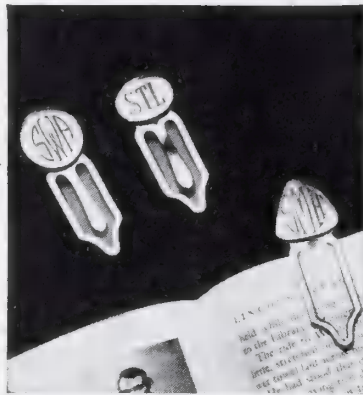
**RUSSELL SNOW CO.**

Dept. 325

Waltham 54, Mass.



## WINDOW



**ONE FOR THE BOOKS.** A 24k gold-plated bookmark clips onto the page, bobby pin-fashion, and marks the place where you turned out the light or went to answer the door bell. Engraved with any 3 initials, it comes in a round, oval or triangle shape. 2 1/2" long, \$1 each; 3 for \$2.75; ppd. Cloverleaf, Box 300, Pearl River, New York.

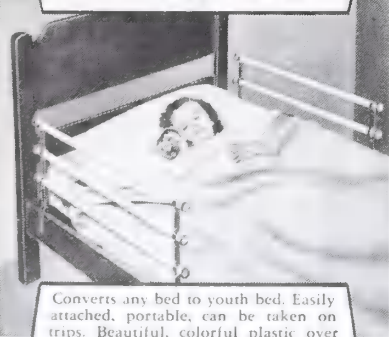


**SLING BED** for dogs and cats gives your pet the penthouse treatment! Wrought-iron frame holds vat-dyed canvas sling that comes in black, white, green, yellow or red. 18" x 18", \$4.75; 27" x 21", \$7.45; 36" x 27", \$10.95; all ppd. 48" x 32", \$12.95 exp. coll. Extra slings available for each size at \$1.50, \$2.50, \$6, \$7. No c.o.d.'s. The Hitching Post, Dept. HB, Sea Cliff, New York.



**HIS OWN SIGNATURE** flourishes with great distinction across 15-oz. highball and double old-fashioned glasses in 23k kiln-fired gold. Glasses are clear and heavy-based. You'll look a long time before you find a gift to top this! Be sure to include signature with order and allow 2 weeks delivery. Set of 8 in either size, \$12.50 ppd. Warren E. Guggenheim, Box 86, Enka, North Carolina.

**...MOTHER!**  
accidents can be tragic and costly...protect your child from falling off the bed with "YOUTH GUARD"



Converts any bed to youth bed. Easily attached, portable, can be taken on trips. Beautiful, colorful plastic over hardwood, chrome steel supports extra strong. Perfect for children of all ages. Will not mar bed. Available in two sizes.

31" long x 21" tall ONE SIDE **\$395**  
48" long x 21" tall ONE SIDE **\$495**

**Touwee Products**

3679 East 14th Street, Dept. H, Brooklyn 29, N. Y.

## REVERSIBLE HOOD



### Wear It Either Side Out!

This cozy item is really two hoods in one because each side is a different color! It's made especially for Johnny Appleseed's of 100 per cent wool jersey. The long ends that tie under the chin or toss back like a scarf also enable you to put the hood on or take it off without mussing your hair. Your color choice of: a) Gray Heather and Red; b) Navy and Red; c) Navy and Powder Blue; d) Brown Heather and Beige; e) Black and Red.

Reversible Hood .....\$4.95 ppd.

Gift catalog on request



**Johnny Appleseed's**

BOX 716

BEVERLY, MASS.

## ACTION TOYS

Shipped direct to you from Japan



Mercedes Starfire Sports Car

**SET of 3 Only \$3.95**  
**Postpaid—Duty Free**

**Sturdily made of Steel, Rubber tired**  
Youngsters will never tire of playing with these realistic toys that have friction power drive. The red, black, and yellow Jet Airplane (8" x 3 1/2" with 9" wing span) shoots harmless sparks from the engines. The red and white Mercedes-Benz Racer (7 1/2" x 3 1/2" x 2 3/4") and the brilliant red Sports Car (8 1/2" x 3 1/2" x 2 1/2") both have the sound of high speed (racing) engines.

Order today—order as gifts too. (Not more than one addressed to the same person.) Send only \$3.95 for each set. No C.O.D.'s. Postman collects 15¢ packet fee which cannot be prepaid. Money back guarantee.

**THE FRAN-RUE CO.**

DEPT HB 11T

708 Miller Road

Austin, Minn.



# SHOPPING



**PERSONALITY PILLOWS** are fast supplanting Elvis Presley in the teenagers' swoony affections. These silly bedfellows come in pink, blue or red and white gingham, with appliquéd and hand-embroidered faces, and short legs that stick out in front of them as they sit on bed, couch or window sill. 21" Humpty Dumpty and 17" Porky Pig, \$3 each ppd. Frances-Morris, 1016 Carroll St., Brooklyn 25, N.Y.



**LEST THEY FORGET** to say their prayers, little girl and boy prints are shining examples. They may have stolen from the cookie jar and biffed the bully who borrowed their kiddie car, but the halos they sprout, come bedtime, are very real. For every holy terror who does in like manner, there is joy in Heaven and a twinkle in God's eye. 13" x 17", \$3.75 pr., ppd. Harvard Gifts, 75 Harvard St., Pittsfield, Mass.



**IT'S GOT YOUR NAME** on it, this big red flannel Christmas stocking that you make yourself. Kit comes with 18" stocking and white felt cuff, cut-to-shape and ready to stitch up. For the gay trimming there are felt toy appliques, letters to spell out your name, beads, sequins, a jingle bell, floss and yarn. \$1 ppd. 3 for \$2.95. Geneva House, 670 N. Michigan Ave., Chicago 11, Ill.



**Party Tiles**

This one has a mate that reads "What the hell—who can't cook!" and daringly depicts Soup-mix, Cake-mix and How-to-mix-a-mix.

Rolling new design in festive colors, created to charm every host and hostess and add holiday sparkle to your Christmas-giving. These 6-inch tiles are cleverly set in cork mat for utility as well as frivolity. Complete with hangers, they may be used for decorating or serving.

— Available in gourmet & coffee designs, too! —  
Gift-boxed. \$2.95 ea. or \$5 the pair, ppd.!

Bright red Christmas-time aprons that say:  
... "Don't Kiss me. I'm busy!"  
... "To hell with housework!"  
... "My heart belongs to Daddy!"

**\$2 EACH**

and a stocking gift for all the gals,  
Merry little Christmas earrings at \$1.00 each. Gay poinsettia or cluster of bells.

**Miss Lorraine**  
Box 345—Dennisport ■ Cape Cod—Mass.

**LITTLE BUCKAROOS "RIDE THE RANGE" IN A TV SADDLE SEAT!**

Now your little buckaroos can sit right "in the saddle" when it's western movie time on TV—have the time of their lives riding along with their favorite cowboy hero! Authentically styled, this unique TV Saddle Seat is double-stitched in genuine leather. Has real couchas, leather tie strings, bedroll and bright, Indian-patterned saddle blanket. Saddle rests securely on sturdy hardwood legs, rubber-tipped to save carpets. Stands 22" high. **Complete, only \$6.95 postpaid.** Deluxe model in top-grain saddle leather with rodeo parade decorations—24" high—**complete, only \$10.95**

Send for free catalog No C.O.D.'s

**artisan galleries**  
2100-A11 N. Haskell Dallas, Texas

## FREE! DELUXE ITALIAN PROVINCIAL DOLL

SENT DIRECT FROM FLORENCE  
On New Membership Plan Of

### WORLD-WIDE DOLL CLUB!

Kiddies and grown-ups will be thrilled with membership in unique deluxe foreign Doll Club—so exciting to have or give! A luxurious Italian Doll arrives first—a **Free Membership Bonus!** Each month another rare doll arrives from an exotic land—in export packings with colorful foreign stamps! Unusual, deluxe, hand-crafted—up to 1 foot tall. Adorable hand-painted faces. Such unusual details as earrings, lace trimmed undies, glossy hair! From Europe, Asia, South America, Africa—the whole world! Ideal for play, yet genuine collector's items *Available in U.S. only to members*. Inspire interest in geography, history, customs. Fascinating brochure with each. **You'd expect to pay up to \$7 each—and even more!**

**Money-Back Guarantee Lets You Keep Italian Doll Free!**  
If not delighted with free Italian doll money is refunded in full and you keep doll free. Furthermore, you may cancel membership at any future time.

**Membership Makes Fabulous Gift!**  
Gift membership announced by handsome Membership Certificate. Then each month another foreign package—another thrilling doll!

**WORLD-WIDE DOLL CLUB**  
Dept. 354, Greenvale, N. Y.

**SUBSCRIBE NOW FOR FREE BONUS!**

WORLD-WIDE DOLL CLUB, Dept 354, Greenvale, N. Y.

Please enter the following subscription Remittance enclosed

<input type="checkbox"/> 3-MONTH DELUXE MEMBERSHIP \$8.75	PLUS FREE ITALIAN DOLL ON ANY PLAN
<input type="checkbox"/> 6-MONTH DELUXE MEMBERSHIP \$14.50 (Save \$3)	
<input type="checkbox"/> 12-MONTH DELUXE MEMBERSHIP \$26.50 (Save \$8.50)	

FIRST DOLL SENT AIR MAIL FOR ONLY \$1 EXTRA

Send To \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

IF GIFT, SEND YOUR OWN NAME AND ADDRESS ON SEPARATE SHEET.  
NOTE: Postman must collect 15¢ foreign package fee.

## Unusual Christmas Cards for You!

Your Card pictures a serene Christmas Eve scene. A warm glow of yellow light shines from the windows of the homes. Pull the sliding strip—one by one the lights go out. For a moment, the scene is dark.

As the strip moves along, the church windows seem to come alive with bright yellow light. And then, your name and message are revealed, printed on the strip.

### The Lighted Church Greeting

Telling the story of everybody's Christmas night, the lovely scene is pictured in azure set against a background of deep blue. Windows are cut out so the bright yellow shines from them. Generous 3 3/4" high by 9" long. Fine white envelopes. 25 Cards—\$4.95; 50—\$8.75; 75—\$12.45; 100—\$16.00; 200—\$30.20. Postpaid. Money-back guarantee. Order: Lighted Church Greeting, No. 1-8.

### The Praying Hands Greeting

The revered "Praying Hands" by Albrecht Durer, reproduced in sepia, is framed in a baroque border in rich gold and soft gray. Your friends will want to frame this unusual Christmas Card! Size closed is 5 3/4" x 7 1/4". Matching envelopes. 25 Cards—\$4.95; 50—\$8.75; 75—\$12.45; 100—\$16.00; 200—\$30.20. Postpaid. Money-back guarantee. Order: Praying Hands Greeting, No. 40-8.

Left — Your name is printed under the inspiring message in flowing engraver's script. Creamy 100-pound Strathmore paper with a rich texture and deckled edge.

**Free!** Write for your free catalog of new, unusual Gift Ideas!

**Gift Ideas!**

**Kimball Printers** 40-8 Bond St. Oshkosh, Wisconsin  
DIVISION OF MILES KIMBALL



## Learn-and-Play FOLDING TABLE



At last, a table sized just right for children from 6 to 11. Complete with many games, it easily converts to a stand-up easel. Opens at the touch of a button, folds in a flash for storage after study or playtime is over, is easily carried on its own plastic handle. Sturdy, lightweight steel is colorfully lithographed with psychologically-planned educational games. Perma-Clad finish needs no care. Seats 8 to 10 children.

21 1/2" x 60" top—25 1/2" high. Folds to 21 1/2" x 30" x 3". Weight 17 lbs. **\$14.95** shipping charges collect.

**Elf Hollow**

No C.O.D.'s, please.

WRITE FOR FREE GIFT CATALOG.

P.O. Box 65

Dept. H-11, Watertown, Conn.

### ALL THESE PLAY-LEARN GAMES INCLUDED! (WORTH OVER \$9.95)

Crayons, Drawing Pad, Magnetic Darts, Racing Game Pieces, Space Ship, Instruction Booklet, Spinner, Doll House, Checkers, "Skelly" Game Pieces. Complete multiplication table, weights and measures and other facts are right on the table—plus pictures and facts about U.S. Presidents and every State!

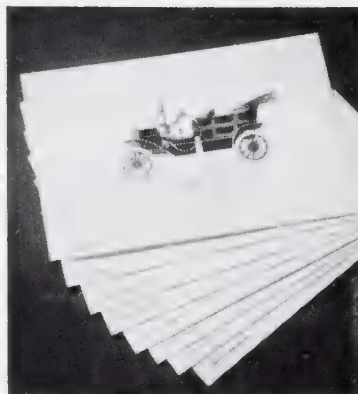


## WINDOW



### ELECTRIC SHOE SHINER.

Wow! What man wouldn't dote on this! Just plug it into any 110-volt AC outlet and you get a professional shine in jig-time. It automatically switches off when too much pressure is applied, so your polished gentleman needn't worry about leather "burn." Polishing head can be dry cleaned. \$29.95 ppd. Camalier & Buckley, 1141 Connecticut Avenue, Washington 6, D.C.



**YOU AUTO HAVE THESE** in your den or husband's office. They are authentic, full-color prints of America's first automobiles: Selden 1877, Duryea 1895, Ford 1896, Winton 1898, Packard 1899, Autocar 1902, Cadillac 1903, and Oldsmobile 1903! On heavy white stock, ready to frame, they're 5 1/2" x 8 1/2". And just \$1 per set of 8 ppd. Jeff Elliot, Dept. HB11, Box 152, Flushing 52, New York.



### MERRY CHRISTMAS RUG

star-crosses your threshold with Yuletide cheer. Place it inside the front door, and it will be a happy prologue of what guests can expect. Or in front of your fireplace it will glow like a giant greeting card. Thick cotton chenille in holly berry red with white; 33" x 22" with 2" fringe; washable and colorfast; \$3.98 plus 35¢ post. Greenhall, 1133 Broadway, New York 10.

## Reproductions By Mail



### A Pretty Soft Value!

The king size and comfortable ottoman, our "Bryant" with tufted and softly yielding coil springs seat, rubberized hair filled on a very sturdy hardwood frame, 25" wide; 20" deep and 16" high. Shipping wt. 20 lbs. The perfect perch for youngsters or to rest the weary feet. Choose from our luxurious spot-shed velvet—either Red, Rose, Gold, Brown, Emerald, Sage, Fern Green or Turquoise. Price: \$24.50 each; a pair \$47.50. Or, if you send your own fabric—\$14.00 per ottoman. (Match your chair or draperies—Requires 2 yds. of 54 inch material.) Express Charges are Collect. No C.O.D. Send check or M.O. with order. Satisfaction guaranteed. Also, send 10¢ for our Chair Booklet.

*The Chair Shop*

Box 725, Morganton, N.C.



### Wonderful Butterfly Pillow

Make hours in bed refreshing, try this amazing new Butterfly Pillow created by Better Sleep Inc. to bring relaxed, contented sleep where conventional pillows fail. Enjoy its contoured, air-cushioned, neck supporting head cradle and its two side wings, just the right height and cushioning to assure neck alignment and soothing sleep comfort. Best of all, you adjust it for height, softness and temperature. Actually cools your head and shoulders all night if desired, even in summer. Use it for two weeks and amaze yourself with restful, natural sleep again. Excellent for travel and TV. Easier on "hair-do's". Money back if not satisfied even up to 30 days. Ideal gift. Immediate delivery. C.O.D.'s extra. Send check NOW for only \$3.95 to

**BETTER SLEEP Inc.**

Dept. 362, New Providence, New Jersey

### WASHABLE "DACRON" PILLOW



**KING SIZE 22" x 28" NYLON covered PILLOW** in dainty wild rose print on Pink, Blue, Yellow & White background. **\$4.95** POST PAID. Moth, mildew & allergy proof, too! Washes & dries in a jiffy.....

### MATCHING WASHABLE COMFORTERS

plumply filled in "DACRON" . . . **\$11.95** P.P. cuddly warm, light in weight. Exquisitely quilted . . . won't wilt or mat down. KING cut size, 72" x 90" . . . GIANT cut size, 80" x 90" . . . **\$14.95** P.P.

### COMFORTS — PILLOWS RECOVERED

• Guaranteed by our Seal of Satisfaction •

Write for Free Samples & Booklet

**H.G. ORIGINALS** 104 W. 29th St., N. Y. 1, N. Y.



## SAVE MONEY

On Chandeliers (Model pictured, 5 crystal arms containing lights, 5 crystal arms with imported spearheads), Candelabra and Scones. Some as low as \$30.00. Our own exclusive designs. Money back guarantee. We pay shipping charges in U.S.A. Free catalogue. We will appreciate 12¢ in stamps to cover postage.

**KING'S CHANDELIER CO.**

Dept. B-47

Leaksville, N. C.



### PLASTIC PAINT PEELS OFF FOR EASY CLEANING

Plastic chemists have just worked out a new decorating paint that peels off in one sheet (like tape!), after the holidays. No messy scraping.

Christmas kit contains red, green, white paint; brush; patterns for Santa, tree, etc. Satisfaction guaranteed. **\$1.49** postpaid

### A-PEELING PAINT

3463 Ashton Court, Palo Alto, Calif.



### A Terrific Christmas Gift

### For Metal Enameling and Porcelain Decorating

Here is the amazing new Craftkiln that enables you to make your own jewelry, bowls, ashtrays, statues, lamp bases, etc. . . right in your own home! It's easy, simple to use. Just put your unfinished objects inside the Craftkiln, metal enamels, or porcelain decorates your items "prest-o!" it bakes you items to perfection, every time! Put any design, figure or picture on your work. Craftkiln is a new concept in kiln design with a firing chamber of 6 1/2 x 6 1/2 x 2 inches. Craftkiln comes complete with Instructions, Firing Shelf, Tongs, Asbestos and Electric Cord. Only **\$12.95** postpaid.

Also available No. MA-1 (not III). Metal Enameling Kit with complete supplies for Metal Enameling. Only **\$5.95** postpaid.

Money Back Guarantee

Stewart Clay Co., Inc. Dept. HB  
133 Mulberry St., New York 13, N.Y.



# SHOPPING



**GREETING TRAYS** are tôle canapé plates in a Chippenhale shape, hand-decorated with "Greetings" and any family name or first names. If you send them as cards, the lucky ones on your list will use them for card trays or cocktails-for-two trays. Black or gold, 7 1/2" x 5 1/2", 75¢ each in individual mailing folders. Ppd. Same price for name without greetings. Gotham Gifts, 67-85 Exeter St., Forest Hills, N.Y.



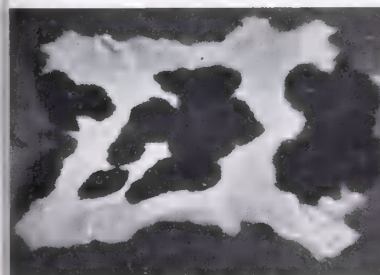
**MARTINI MILK BOTTLE** will have all your guests crystal gazing, because this is indeed the undisputed star of the bar. Now the host can mix up a party-batch of cocktails and relax for a while, because it holds 42 ounces. But an even more extraordinary figure is the price. Just \$3.95, and that includes engraved monogram, stirrer, and postage! Glasscraft, 20B Chicago Ave., Evanston, Ill.



**MUSIC BALL** plays a jolly 8-note tune when a diapered dreamboat rolls it. Made of heavy plastic, almost unbreakable, it's 11" in diameter and comes decorated with fat little teddy bears. 1 postpaid from Walter Drake, Dept. HB-15 Drake Bldg., Colorado Springs, Colorado.



**"WILD-WEST"**  
Calfskin Rug only \$12.95ppd.



Here's an exciting gift—warmly appreciated—a genuine "Wild-west" Calfskin Rug. It cosy's up the fireplace or den—wall or floor. For boys, girls or grownups. Selected patterns—tanned for durability and non-shedding. Soft silky hair—sueded backs—won't slip. Specify: black and white or brown and white. Approx. sizes: 8 1/2 sq. ft. \$12.95; 10 sq. ft. \$15.95. Immed. shpmt.—postpaid. *Enthusiastic satisfaction guaranteed. Order by mail. Free folder.*

**WESTERN CALFSKIN PRODUCTS**

420 Market Dept. D San Francisco

**MAKE DARK FURNITURE LIGHT ... WITHOUT REMOVING OLD FINISH**



- "How To Do It" BOOKLET FREE
- ★ NO SCRAPING
  - ★ NO SANDING
  - ★ NO REMOVING
- Get Blond effects in
- LIMED OAK
  - BLEACHED MAHOGANY
  - SWEDISH MAPLE
  - FRUITWOOD
  - ANTIQUE WHITE
- IT'S EASY ...

No Removing of Old Finish

**A\*C\*M PLASTIC FINISH**  
Graining System



- ASSORTMENT NO. 1**  
Enough for 1 chair or chest of drawers \$3.00 ppd.
- ASSORTMENT NO. 2**  
Enough for 5 piece Dinette or Bedroom set \$6.00 ppd.

Sorry, no C.O.D.'s

**AUTHENTIC BLOND WOOD FINISHES**  
on furniture, floors, paneling, television sets, pianos, etc. Use on wood, metal, etc. When ordering, specify COLOR and ASSORTMENT NO. and send with cash, check or money order.

**SATISFACTION GUARANTEED**

by America's Oldest Varnish Makers. Est. 1816

**C. SCHRACK & CO. Dept. HB-11**  
152 N. 4th St., Philadelphia 6, Pa.

## Down Comforts

### Beautifully RE-COVERED

... in exquisite down-proof satins, taffetas, sateens. Wool Comforts Re-Covered Too.

★ ALSO... Old Featherbeds converted into heirloom, cloud-soft feather-fluff comforts by ALDEN secret de-stemming process.

**Absolute Satisfaction Guaranteed**

Send for **FREE** Samples of Coverings, Testimonials, and Descriptive Folder.

**ALDEN COMFORT MILLS**

BOX 6070 DALLAS TEXAS

I have ☐ An Old Down Comfort ☐ Featherbed ☐ Pillows which may need re-covering or converting into a beautiful Alden Heirloom Comfort. Send FREE samples of coverings and literature without obligation.

Name \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

1952

## The "Twodor"

COMBINATION  
**STORM & SCREEN DOOR**

Most Beautiful, Strongest Wood Door Built

Yet the "Twodor" is priced as low as the commonly made type

If your doorway looks plain—"Twodor" will give it that handsome custom look. If your doorway looks lovely—"Twodor" will make it even lovelier. We believe this is the most handsome combination door made—we know it's the strongest. It will not sag or come apart. Pets can't rip or snag high screen panel. Ideal for all Colonial, ranch or modern homes. Sturdy cross panels; mortised and dowelled joints; waterproof glue throughout. Of solid kiln dried pine, standard 1 1/8" thick. Quick change glass and screen panels lock snug with special fasteners. Shipped completely sanded with directions for installing, painting, finishing. (Hardware not included.) For all standard size door openings.

**ALL SIZES COMPLETE ONLY \$27.95**

ALSO—Large New Catalog 10c coin or stamps.

**Yield House**

Dept. B11-6  
NO. CONWAY, NEW HAMPSHIRE

Shipping Charges Collect No C.O.D.'s

## CARE ABOUT YOUR CAR?

Then you know it takes pretty constant attention to keep it respectable looking. The Kar-Kare Kit contains polishing cloth, whisk brush, ice scraper and squeegee, pad and pencil, miniature flashlight for reading maps, and a key chain for your auto keys. It fits in your glove compartment, comes in simulated brown leather.

**\$2.49**  
Plus 25c postage

Penna. Residents Add 3% Sales Tax  
Sorry No Stamps Or Cod's Please  
Send For Free Gift Catalog

**Page & Biddle**

21 Station Road, Haverford B-11, Pa.

## NEW LOWER PRICES

Black Ornamental Switch Plates	
Single . . . . .	\$1.25
Double . . . . .	\$1.50
Outlet . . . . .	\$1.25

POST PAID

Complete Line Available  
Send 10c for new Catalog of 1001 Unusual Home Accessories.

## SPREAD EAGLE

A classic symbol of early America to grace your entrance, wall or fireplace. Antique black finish, cast aluminum 17"x7".

**\$4.95 POST PAID**

**WILLIAM Spencer**

**RANOCAS WOODS, NEW JERSEY**

## DIRECT FROM FACTORY!

SOLID BIRCH OR MAPLE!

# Deacon's Bench

FULLY ASSEMBLED • READY-TO-PAINT

**\$22.95**

A charming settee for your entrance hall, den or porch. Authentic colonial reproduction, sturdily constructed. Smoothly sanded, ready to paint, stain or lacquer.

**3 POPULAR SIZES.**

DB2 (seats 2) 17"x41"	\$22.95
DB3 (seats 3) 17"x48"	27.95
DB4 (seats 4) 17"x60"	34.95

Prompt delivery—shipping chgs. collect. Send check or M. O. Sorry no C.O.D.'s. **MONEY BACK GUARANTEE.** Instructions on "How to Finish Unpainted Furniture" sent FREE with order. Ask for our illustrated catalog.

Makers of Fine Furniture Since 1851  
**VISIT OUR SHOWROOMS**

**MEADOWBROOK INDUSTRIES**  
Meadowbrook Building, Dept. A-4  
2268 Bellmore Ave., Bellmore, L. I., N. Y.





## The TIE OF THE MONTH CLUB

the Male  
SOLVES HALF  
OF YOUR GIFT  
PROBLEMS!

Men are a problem, but now, the Tie-of-the-Month Club solves your male gift dilemma all year round! Each month, our fashion specialists scour the markets of the world for outstanding ties that meet our rigid standards of quality and style. All our ties are original designs in imported fabrics from France, Italy, Belgium and Switzerland. They include silks, jacquards, woven patterns, embroidered motifs, stripes and foulards. Give the gift that keeps on giving all year—a subscription to the TIE-OF-THE-MONTH CLUB. Each tie is handsomely gift boxed with your card enclosed at no extra cost to you.

### INTRODUCTORY LIMITED SAMPLE OFFER

Send \$1.00 for proof of our outstanding values. You must be delighted with this tie or your money will be refunded.

Dept. H-11  
TIE-OF-THE-MONTH CLUB  
520 Fifth Ave., New York 17, N.Y.

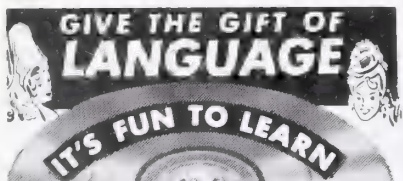
☐ Send Introductory Tie at only \$1.00.  
Enter the following subscription:

- ☐ 3-month membership—\$6.00  
☐ 6-month membership—11.00  
☐ 12-month membership—20.00

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
(Use additional sheet of paper if necessary).



GIVE THE GIFT OF  
LANGUAGE  
IT'S FUN TO LEARN  
SPANISH • FRENCH • ITALIAN  
GERMAN • RUSSIAN • JAPANESE  
MODERN GREEK — 34 languages available

by **LINGUAPHONE**  
World's Standard Conversational Method

A Linguaphone Recorded Language Set is a lasting gift for young and mature—an invaluable asset in business, travel, school, armed services and social life. With LINGUAPHONE's life-like recordings, you LEARN another language the same easy, natural way you learned your own—AT HOME you hear & to 12 of the world's best native language teachers, both men and women, speak. You listen—you Understand—YOU SPEAK! It's like living in a foreign land. Used internationally by schools, colleges and business firms. More than a million home-study students. WRITE TODAY for FREE book on "The Gift of Languages" also details of Free Trial.

LINGUAPHONE INSTITUTE  
7-94-116 Rock Plaza, New York 20, N.Y.

Please send me: Information on FREE Trial  
No obligation, of course.  
15 languages available.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

World's Standard Conversational Method for  
since 1888—Century.



### FILE YOUR SLIDES

in this handsome new holder designed like a fine library volume. Covered with decorative Italian end paper, and bound in gold-tooled Italian leather in wine, brown or green, it has file sections with index dividers and removable partitions to hold 400 35 mm slides or 200 11.95 stereo slides. 6 3/4" x 2 3/4" x 10" high.

We pay postage Money-back guarantee

frances-morris Dept. MW

1016 CARROLL STREET, BROOKLYN 25, N. Y.

AMAZON JIVARO

## Shrunk Head

Amazing replica of fabled native curios with a legend that owners have good luck. A strong stomach helps too because these 4" heads defy detection from just a few feet away, with remarkably true skin and hair. Sensational to hang in the car, den, bar. Have fun with this guy who got pickled once too often.

\$1.50 ppd.

Greenland Studio Dept. 8111

Free Gift 'n' Party Fun Catalog  
5858 Forbes St. Pittsburgh 17, Pa.



### Clipper Ship SEA WITCH

Classic early American Clipper Ship—built in 1846—established records that stand today. 18 1/2" x 13" high model, handmade by Yankee Craftsmen in amazing detail. Hull black and antiqued copper, painted mahogany finish base with name plates. Shipped fully assembled and finished.

\$30. Exp. ppd. in U.S.A.

Satisfaction guaranteed or money refunded  
Send for FREE illustrated catalog showing other models \$8.00 and up.

PIEL CRAFTSMEN NEWBURYPORT 6, MASS.



## WINDOW



**YOU GREET 'EM, THEY EAT 'EM!** An honest-to-goodness, melt-in-your-mouth chocolate Christmas card is embossed with "Greetings" and a flower design. Wrapped in silver foil, each 5" x 4" "card" comes in its own gay mailer, ready for you to address and mail anywhere in the U.S.A. for a 4¢ stamp. 3 for 89¢ ppd. Mrs. Dorothy Damar, 742 Damar Bldg., Newark 5, N.J.



**ALL THOSE MAGAZINES** can now be organized, displayed, and made into a decorative bonanza in Blackwell's Old Pine Magazine Stand. Named after the famous bookstore in Oxford, England, it has a deep open base cupboard for Sunday papers, games, etc. Design is from an antique Pennsylvanian water bench. 24" x 10 1/2" x 36" high, \$59.95 ppd. Carl Forslund, 122 E. Fulton, Grand Rapids 2, Mich.



**STEP UP, SUSIE,** brush your teeth, wash behind your ears and comb your pretty curls. A sturdy wood stool is brightly painted red and has child's name hand-painted in white. A step in the right direction for a high-reaching tot, it doubles nicely as a seat. 14" long, 8" wide, 7 3/4" high, it's \$2.95. Ppd. Meredith's, Evanston 25, Illinois.



THE ORIGINAL

Magic  
SHOE  
MITT

SHINES  
SHOES  
WITHOUT  
POLISH!

Amazing **CHEMICALLY TREATED MITT** cleans, polishes and preserves leather... just a few brisk rubs make shoes sparkle! No more soiled hands, no messy rags, no danger of spills or stains. For men's, women's, children's shoes (youngsters love to polish their own). Use it for handbags, luggage, all leather goods... any color but white. Mitt lasts indefinitely. Order several—for home, office, gifts! Money Back Guarantee

THOUSANDS  
OF SHINES  
FOR ONLY

\$1.00  
ppd.

2 for \$1.85 (SOLD SINCE 1942—Not sold in stores)

HARVEY SALES CO.

Dept. B-11, P.O. Box 53, Cedarhurst, N.Y.



**NEW!**  
writes blue  
writes green  
writes red

\$1.50  
postpaid

Writes perfectly! Smartly designed. Precision made. Expensive gold color finish. Will appeal to everyone on your gift list (personal friends, business associates, students, etc.). Sent postpaid in attractive gift box. Order several. Money back guarantee.

H & H SALES CO.

3870 El Camino Real Palo Alto, Calif.



# SHOPPING



**PENNY CANDY JARS.** Just seeing these again, time turns a cart wheel. We can feel our noses pressed against the candy store window, the sticky pennies in our hand. But today it's the jars we yearn for. Think of them filled with soap or bath salts, with peanuts or pretzels. Set of 3, 1½-lb., 1¾-lb., 3-lb. is \$7.50 plus 50¢ W. of Miss. Jenifer House, Dept. HB, New Marlboro Stage, Great Barrington, Mass.



**PAPA'S BLACK SHEEP** are the kind of slippers that make a man hurry home at night. Hand-sewn from butter-soft fine black skins and lined with gray shearling for warmth on a cold winter's night, they're genuine moccasins with the well-known foot-cradling comfort. Leather tassels add a jaunty note. For men and women, sizes 4-13, \$9.95 plus 35¢ postage. Order from Fellman, Ltd., 49 W. 43rd St., New York 36.



**SCENT WITH LOVE.** There is something whisperingly romantic about the scent of lavender. A glass apothecary jar, tied with a pretty bow, is filled with lavender (or rose buds). After you've used the contents in your linen closet, lingerie drawer or stationery, fill the jar with bubble bath or holiday mints. 4½" tall. \$1.95 ppd. Lavender House, Box 83, Old Chelsea Sta., New York, 11.



## A TIMELY NEW GIFT WATCH STAND

A quality solid bronze watch stand for his treasured pocket watch. Covered spring brass holds watch firmly in place. Back of stand is flopped to protect watch case. Specify diameter of watch crystal in inches.

Choice of three finishes:  
Antique Bronze.....\$ 8.50  
Oxidized Silver Plate..... 11.00  
24 K Gold Plate..... 16.50  
Federal Tax Included

Send check or money order. Specify diameter of watch crystal in inches and finish.

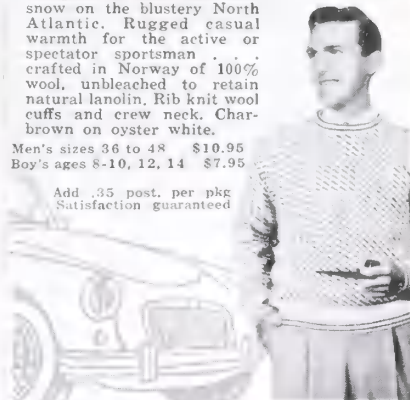
**HALTOM'S JEWELERS**  
603 E. Belknap Fort Worth, Texas

## IMPORTED Norwegian Fisherman's Sweater

Designed to shed rain and snow on the blustery North Atlantic. Rugged casual warmth for the active or spectator sportsman. Crafted in Norway of 100% wool, unbleached to retain natural lanolin. Rib knit wool cuffs and crew neck. Char-brown on oyster white.

Men's sizes 36 to 48 \$10.95  
Boy's ages 8-10, 12, 14 \$7.95

Add .35 post. per pkg  
Satisfaction guaranteed



Other unique Sportswear in our new 1957 catalog. Write for yours today.

**Carroll Reed Ski Shops**

46 MAIN STREET, NORTH CONWAY, NEW HAMPSHIRE

**ON OR OFF THE WAGON.** this coffee and liquor caddy will fill your needs for liquid refreshments! The A.M. side has a 2-cup electric percolator, thermos for cream or fruit juice, 2 cups, spoons, coffee and sugar containers. The P.M. side holds 2 quart bottles, recipe cocktail shaker, stainless steel jigger, 8 glasses. In tan leather-like case.



**\$44.50**  
ppd.



**TRAVELING COMPANION** is this sensational bar that no travelin' man should be without! In the tan leather-like case (whose interior is washable), are 4 glasses, napkins, stirrers, can and bottle openers, and room for 2 bottles.

**\$14.95** plus \$1.00 postage.

**TRAVELING SPIRITS.** For a traveling man... this tan leather-like traveling bar that produces his pre-dinner drink no matter where he goes. About the size of an overnight case, it's fitted with 4 gold rimmed glasses, 4 stirrers, paper napkins, beer and bottle opener, recipe cocktail shaker, jigger, and space for two bottles. Has washable red lining.

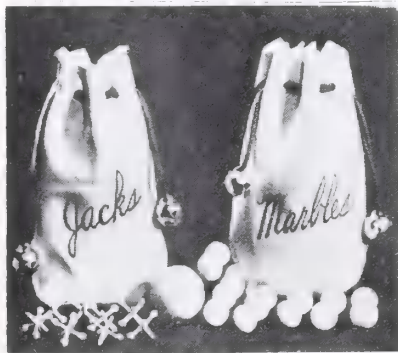
Any case can be personalized with 2 or 3 initials at no extra cost.

**\$12.95**  
ppd.



No C.O.D.'s, please.

**WALES LUGGAGE CORP.** Dept. HB-11, 540 Madison Avenue, New York 22, N. Y.



## JINGLE-BELL LEATHER POUCHES

filled with Marbles & Jacks

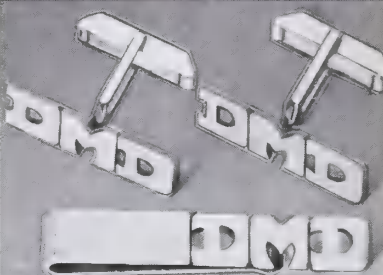
**BAGGED GAMES** that small fry love best. For every marble player, the suede leather pouch decorated with 2 jingle bells and filled with 20 marbles. For Miss Pigtales, a matching pouch comes with 8 jacks and a rubber ball.

Exceptional Value... Just **\$1** each  
Special Price of 6 Pouches for \$5.

Immediate delivery—No COD  
Send cash, check or m.o.

**OLD PUEBLO TRADERS** Box 4035, Dept. HBM  
Tucson, Arizona

## Handcut To Your Order



Discrete, conservative personal jewelry for your successful man. Individually prepared in 14K gold throughout.

Cufflinks .... **\$44.00**  
Tiebar ..... **\$19.80**

Shown actual size

Tax, postage included. Prompt service.

Catalog on Request **Holiday House**

111 Bellevue Theatre Bldg.  
Upper Montclair, New Jersey



## THE PERFECT VALET

Both men and women will appreciate this fine hardwood valet rack. Richly finished in ebony black, with a smart gold Hitch-cock-type design, it measures 43" high by 16" wide. Includes shaped coat hanger, trouser bar, shoe rack, and tie bar. A real piece of furniture—a wonderful value!

**\$5.98** plus 50¢ postage

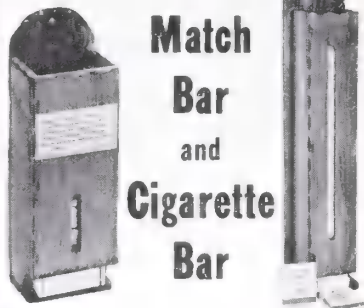
(Also available in undecorated mahogany at same price.)

Sorry, no C.O.D.'s. Write for FREE catalog.

**Howard House**

Dept. B-11, 106 Warren St., New York 7, N. Y.

"Where there's smoke,  
there's fire"



## Match Bar and Cigarette Bar

These two antique pine matchmates fill from the top and dispense a pack at a time from the bottom. The handy 13½" Match Bar holds 50 packs of matches safely and conveniently. The match books will be imprinted with your choice of three initials or two names in Black or Silver on Red, Blue, Green, or White. The 11¾" Cigarette Bar holds 10 packs and has a delightful "Smoker's Verse" on the front side.

Match Bar and Match Books \$3.30 ppd.  
Cigarette Bar \$1.75 ppd.  
Combination \$4.95 ppd.

Send for free Gift Catalog.

**The KREBS**

HB-11 Westerly, Rhode Island



**SAVE 1/3**  
up to 1/3.

Own this 4 piece  
Dixon's group as  
shown for as little as  
\$246.30

## FURNISH YOUR WHOLE ROOM AT DIXONS DIRECT FACTORY PRICES

Dixon's is shipped right to your door, completely upholstered and finished in a few simple sections that lock together in minutes.

**EXCLUSIVE!** Dixon's upholstery is changeable . . .

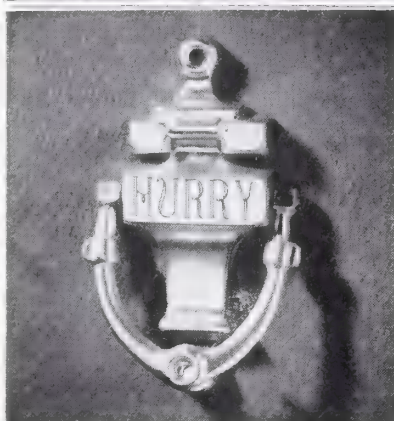
■ new cover from Dixon's can be fitted by yourself quickly and easily. Dixon's is made from beautifully grained woods with molded foam rubber construction.

DIXONS FURNITURE CO., Dept. D-101 ELICOTTVILLE, NEW YORK



### SEND 25c TODAY

25c brings you this big complete catalog including actual wood samples of wood and finishes. Actual fabric swatches of upholstery (over 30 in all), complete descriptions, dimensions and ordering information.



### BATHROOM DOORKNOCKER.

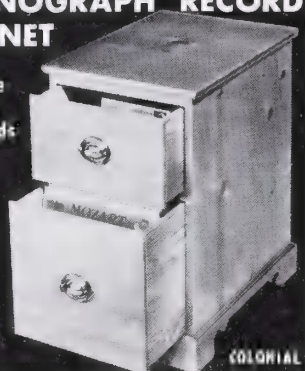
A small, brass plated colonial knocker with the impatient imperative: "Hurry" in raised letters is guaranteed to restore peace and harmony to the American home. 3 1/2" long, with brass screws, \$1.00 each.

It is humorously and tastefully gift boxed and you'll want more than one, so we offer six for \$5.00, postpaid. Other unusual gifts in our catalog.

ELIZABETH McCaffrey  
Dept. HB-11 Orange, New Jersey

## PHONOGRAPH RECORD CABINET

an end table designed for records



To keep your phonograph records in . . . and use as an end table, too (one of its many finishes and styles is sure to match your decor). 7" records go in the top drawer, 10's and 12's in the bottom. Removable dividers protect records (and their cases) and keep them upright despite very generous capacity. Hand-made with dovetailed drawers set on hardwood rails, antiqued hardware. Specify Modern or Colonial and finish.

16 1/2" x 22 1/2" x 28" high  
See matching End Tables on pages 80 and 96.

Write for FREE catalog.

**KNOTTY PINE** unfinished \$27.95  
pine finish 32.95  
**TUPELO WOOD** unfinished 32.95  
maple, mahogany, walnut finish 35.95

Quick delivery. Express charges collect. Satisfaction guaranteed. Send check or money order.

**Jeff Elliot Craftsmen**  
Dept. B-116, STATESVILLE - NORTH CAROLINA

## CHRISTMAS SHOPPING MADE EASY THE DUTCHCRAFT WAY

Dutchcrafts will send DIRECT to the person of your choice  
This personalized—Hand Painted Pennsylvania Dutch Stool



Child's Name lettered in Gold in the bright red heart

and hand painted with the Penna. Dutch motif as shown.  
Stool finished in black lacquer. Sturdy enough to support an adult. The legs are lathe turned hardwood. The plank top is a full inch thick.  
YOU SEND UP A SIGNED GREETING CARD with your order, and we will enclose it with the package when shipped. "DO NOT OPEN TILL XMAS" stamped on the package when requested. Christmas delivery guaranteed and will be shipped whenever you request.  
Order today for Christmas delivery. Send check or money order to:  
**\$2.95 Post Pd. K.D. DUTCHCRAFTS**  
Guaranteed  
DEPT. B-30  
McSHERRYTOWN, PA.  
size 9" x 12" x 9" high 424 RIDGE AVE.



## WINDOW



**JEEPERS CREEPERS!** This beast jumps, bounces, somersaults and captivates every bug-eyed child in sight. A plush Chimpanzee with elastic leash and red collar has life-like vinyl hands, feet, ears and face, eyes that open and close. When his foot straps are attached to a child's shoes, Jeepers is a fine dancing partner, 21" tall. \$10.50 ppd. Malcolm's, 6309 Reisterstown Road, Baltimore 15, Md.



**DECK OUT THE DOG** for the Holidays in a gay collar, personalized with his own name. Fido will love you for it. With an adjustable buckle, it's made of white felt trimmed with red sequins, holly berries and green leaves, and lined with red leatherette. Maximum is a 6-letter name, or it can be had with "Noel" in green sequins. S. M. L., \$2.95 ppd. The Sea Horse, Dept. B-11, 727 Sheridan Rd., Evanston, Ill.



**HOLD THE PHONE** until you see this wonderfully compact telephone table that's perfect for any gossip spot in your house. There's room to store 2 fat directories, a note pad and pencil. Smart brass trim accents mahogany, maple, black or smoky white finishes. 15" x 8 1/2" x 31" high, it's \$13.95. Shipping charges collect. No c.o.d.'s. Henry Rosenzweig, Dept. B-11, 723 Lexington Ave., New York 22.

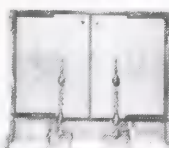
SAVINGS IN QUALITY

## FIREPLACE FURNISHINGS

EVERYTHING for the Fireplace



DOOR fireplace screens for ABSOLUTE PROTECTION



MADE TO FIT ANY SIZE OR SHAPE



Andirons • 50 Styles  
Bellows • Baskets  
Fenders • Lighters  
Matching Firesets

MONEY BACK

GUARANTEE: SHOP BY MAIL ORDER  
Send 10c For 16 Page Catalog

THE DIAMOND MFG. CO.

1120 ALBANY AVE., SCHENECTADY 7, N. Y.



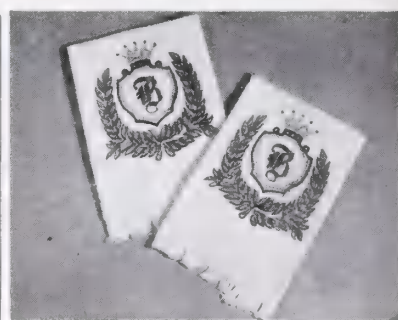
**"COUNTRY SQUIRE" Game Plates**  
MALLARD DUCKS • PHEASANT • GROUSE  
CANADIAN GESE

in full true colors on finest translucent porcelain, 10 3/4" dinner size—wide borders in Teal Green—choice of 24K Gold or Platinum banding. Handsome as wall plaques—excitingly different for table or buffet service.

Complete set of 4 designs: \$8.95 PPD.

No C.O.D.'s please. Write for new catalog

**Cortley Gifts**  
305 EAST 83rd STREET NEW YORK 28, N.Y.



**ROYAL CREST GUEST TOWELS**  
with Monogram—2 for \$1

Add new charm and decor to your home with these smartly styled, monogrammed guest towels. Regally monogrammed in silver and black on your choice of pink or white Cannon terry cloth, to reign supreme. Also, they're a personalized, thoughtful gift with a little price tag, styled to please the most discriminating. The tops and bottom are fringed and each measures 11" x 18" over-all. Available with any single initial except U, V, X, Y, Z, I and Q. Specify white or pink. Set of two, monogrammed, only \$1.00 postpaid. Satisfaction guaranteed. Order by mail from U. S. Curtain Corp., Box 237, South Sta., Yonkers, New York. (Dept. HOB-11)



SHOPPING



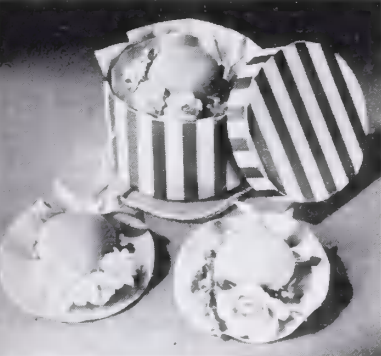
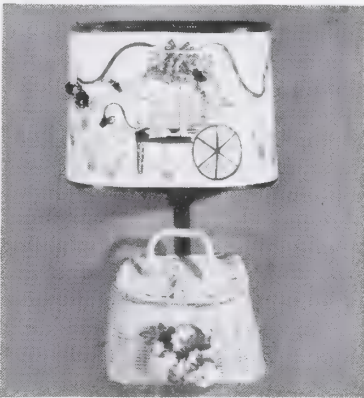
**CHIEF SITTING BULL** will be a Dead Duck for sure when he's sighted by the Yankee Cavalry defending this stockade! It's 16" square and all wood with a look-out and a shooting tower in each corner. Cowboys and cavalymen run around the ramp inside fending off attacks by the Indians outside. Set includes 2 ladders and 23 metal figures. \$12.75 ppd. F. A. O. Schwartz, 745 Fifth Ave., New York 22.



**A DOLLAR FOR DIAMONDS!** No, they're really rhinestones, of course, but you'll have everyone guessing about this one! It's a circlet of "diamonds" that's the prettiest pin for every black velvet or wool dress occasion you may have, and it's just as pretty on the collar of a white blouse. 1" wide, it's \$1.10 incl. tax and post. Studio Shoppe, 557 Boylston, Boston 16, Mass.



**CREEL BASKET LAMP!** And it's one of the gayest pin-ups we've ever seen. A natural wicker creel is decorated with dainty pink flowers that are bursting with a Spring-ish feeling. The 9" white oval shade is designed with a pink, green and black flower cart. Darling for Miss Teenager's boudoir and perfect for the powder room, it's \$5.75 ppd. Salt & Pepper Shop, 90 Park Ave., Park Ridge, N.J.



**"PETIT CHAPEAU"**  
Pin Cushion—Ring Holder  
A Parisian touch in finest plush and felt, this miniature hat (4" across) is decorated with dainty pastel flowers, satin bows and 6 pearly corsage pins. Has its own tiny gold-and-white or floral striped hat box. All completely handmade with exquisite detailing. Ideal gift for sewing ladies of all ages—perfect for the bride and housewife as a protective ring holder when pierced with a corsage pin. Choice of Pink, Pale Blue, Maize, Green or White. ....  
\$2.95 each (hatbox included) Add 35c postage  
No C.O.D.'s please • Write for unique illustrated catalog  
**COLETTE**  
Cooper Station, Box 235, New York 3, N. Y.



**Handmade IN OLD KENTUCKY**  
**SOLID CHERRY REPRODUCTIONS**  
The perfect foil for gracious hospitality and elegant serving—Exquisite hand turnings and beautifully grained flat surfaces are in a light reddish brown, hand rubbed finish—Your tea, dainty cookies and sandwiches will have added appeal served from this mellow, solid wild cherry piece—28" W x 44" L x 29" H with leaves up—\$125.00 express or freight collect—Send 25c coin for finished wood sample and 32 page catalog of over 200 aged, handmade solid wild cherry reproductions for your Living Room, Dining Room and Bedroom.  
**The Cherry Shop**  
425 W. MAIN ST. LEXINGTON 18, KY.

The way to select **ORIENTAL RUGS**



is to examine them in your own home

Hundreds of rare antique, semi-antique, and new oriental rugs to choose from; in perfect condition . . . and moderately priced.

SEND FOR DESCRIPTIVE LISTS and Color Photographs . . . then make your choice. Your selection, with additional rugs for comparison, will be sent to you EXPRESS PREPAID.

- 200 Perfect Antique Rugs \$90 to \$200
- 100 Perfect Antique Rugs \$200 and up
- 500 Semi Antique Rugs in Old Designs \$39 and up
- 100 Choice 9 x 12 Rugs from Iran \$325 to \$850

We sincerely believe that our rugs are the best values on the market today. Many customers, from all parts of America, say that similar rugs are offered at double our prices. Good Oriental Rugs are sound investments. No deposit or expense to you in ordering our rugs shipped on approval.

Many giant and unusual sizes  
For sale by America's foremost authority and expert on Oriental Rugs, and largest exclusive dealer in natural, untreated rugs

No obligation to buy.  
Postcards and inquiries from outside Continental U. S. not answered

**CHAS. W. JACOBSEN** • 401 S. SALINA ST., SYRACUSE, N. Y.

*Electrically Heated*  
**FOOT WARMER**

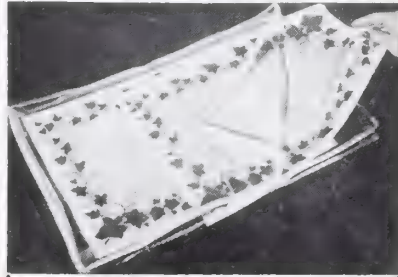


\$34.50  
Express Prepaid  
No C. O. D. Please

Authentic Colonial design in rich walnut, with red or blue velvet upholstery. Has three heating speeds—low, medium, high—for exact amount of cozy warmth you desire. When not in use, the electric cord tucks neatly underneath, completely out of sight. Ideal gift for Mother or anyone troubled with chilly feet. Perfect CHRISTMAS GIFT. Prompt delivery on all orders.

**SHERRILL'S** Roanoke, Virginia

**ZIPPERED DOILY FILE**



Keeps your place mats, doilies and table linens of all kinds wrinkle-free, dust-free and easy to get at . . . ready for use at a moment's notice. Made of see-through plastic, bound with matching tape. Zipper runs around full three sides so it may be opened perfectly flat for ready storage and removal of linens. Generous 13" x 22" with 3" gusset. It holds about 2 dozen mats. Order by No. G627.

Only \$1.00 postpaid  
3 for \$2.85

Satisfaction guaranteed  
Send for New, Free Catalog of Unusual Items.

**DOWNES & CO**  
Dept. 1181C, EVANSTON, ILLINOIS



**BOWL OF PLENTY**

Beautifully crafted of antiqued maple, mahogany, light or dark pine. Originally designed by master craftsmen as a knitting bowl, you'll want to use it for many other things, too—for fruit, buffet salad bowl, planter. 21 1/2" high, 14" diameter. \$14.95 postpaid.

**TEMPLETON CRAFTSMEN**  
Dept. 375 Templeton, Mass.



**HOUSEWIFE SOLVES MYSTERY**  
... Free Catalog Ends Search

After years of "looking", Mrs. B. Billow, 538 Roscoe, Chicago, found the solution to a problem. A free catalog ended her search for good-looking, practical, full-time protection from dust and dirt for her furniture. She had no trouble ordering. Now her furniture is dressed up in fitted Window-Clear Plastic Covers that protect it, yet let its beauty be seen. The extra-heavy, durable plastic covers have no pores to admit dust and dirt. They give perfect protection and save hours of work. The new satin-finish super-clear plastic is so transparent, even detail of upholstery pattern and color shows through. Amazed by their perfect fit and custom-tailored appearance, Mrs. Billow says, "They're so good looking—I can even leave them on for company! And they're so inexpensive. Housewives with the same problem should write for the free catalog, as I did."

To protect your furniture, write today for FREE CATALOG of 150 styles and sizes, including latest Sectional & Bumper models. **HOUSE OF SCHILLER**, 180 N. Wacker, Dept. HB-13, Chicago 6, Ill.



## Milk Glass Hurricane Lamp

So utterly charming a decorative accessory for your home you'll want this in pairs—and for gift-giving too! The milk glass has been hand-painted and fired with interesting autumn-leaf decoration in Green. The antique solid brass key serves as a switch. Gracefully curved handle is made of polished brass, and square base comes with decorated scalloped edge.

**\$6.00 each**

**\$11.00 pair**



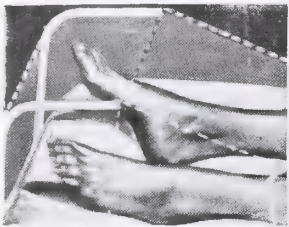
## Carousel Wardrobe

That little girl will be thrilled beyond imagination with this deliciously cute and gay Doll-and-Wardrobe Set! Carousel has revolving center wardrobe divided into 3 sections. One section holds doll upright; second section contains garments hung on individual hangers; third has shelf for hats, boots, shoes, etc. Middle shelf holds 2 clear plastic drawers for doll accessories. Carousel comes complete with 8" Gigi Walking Doll with Vinyl head, rooted hair; 4 complete costumes; panties, shoes, sox, comb, brush, mirror, curlers, hangers, handbag, eyeglasses, many other accessories.

**\$9.95**



The Landing Co., Dept. B-1, 9-01 150th St., Whitestone 57, N. Y.



## BLANKET SUPPORT GIVES NEW SLEEPING COMFORT

This Christmas give your friends and yourself this blessed gift for sleep. 2 plastic-covered arms raise covers to comfortable, contact-free height. Restful air pocket relaxes body, eases nervous tension, improves circulation, helps relieve cold feet and foot cramps. Ideal for electric blanket users also. Hospitals recommend for invalids. Base slides easily under foot of mattress. Fits any bed. Folds flat when bed is made. **FULLY GUARANTEED** to provide comfort instantly or money refunded. **\$3.98**

Plus 25¢ postage

No C.O.D.

225 W. Erie St.  
Dept. G-126  
Chicago 10, Ill.



**Save \$100.00 a Year Automatically!**

Save by the Calendar  
and Never Be "Broke"!

Get Perpetual Date & Amount Banks. 25¢ a day automatically keeps date up-to-date. Also totals amount saved. **FORCES** you to save a quarter every day, or calendar won't change date. Automatic saver for Xmas gifts, vacations, payments, etc. Fool-proof mechanism with key. Use year after year. Start saving right away. Pays for itself in 8 days! Order several. Reg. \$3.50. Now only \$1.99 each; 3 for \$5.75; 6 for \$11.00 prepaid. Mail cash, check or money order to LEECRAFT, Dept. 1H, 300 Albany Ave., Brooklyn 13, N. Y.

## STUDY INTERIOR DECORATION

**FOUR MONTHS' PRACTICAL TRAINING COURSE  
TWO YEARS' INTERIOR DESIGN  
Resident Day Classes**

Start Feb. 4th. Send for Catalog R

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

### Home Study Course

Starts at once. Send for Catalog C

Same training for those who cannot come to New York. Practical, useful and intensely interesting.

### NEW YORK SCHOOL OF INTERIOR DESIGN

29 East 72nd St., New York 21, N. Y.



## over-the-shoulder CARRYALL

Fashioned from strong fine-weave navy blue canvas—lightweight and waterproof. Has proven extremely useful for travel, camping, boating, beach and for young folks going away to school or college. Three initials at no extra cost. About 20" high by 12" diameter.

**\$4.95**

PPD.  
Write for  
free  
Catalogue

### CHET STUDIOS

Middlebury 3

Connecticut



## WINDOW



### HICKORY DICKORY DEE

—the mice run up the Christmas tree! There's an old English custom of tying sugar mice on the Yuletide tree and these are tiny, delightful, delicious copies of those. Imported from Europe, they're 1½" long, some pink, some white, with extra long tails for tying. 25 sugary sweeties to a box. \$1 ppd. Spencer Gifts, 28 Spencer Bldg., Atlantic City, N.J.



### TWO CIGARETTES IN THE DARK

can no longer fall off the ash tray onto the table when they're forgotten. When a cigarette burns to the edge of the chute, a heat-sensitized spring lifts the lever, drops the burning menace into the ash tray. The Delft trays, imported from Holland, add a pretty touch to any room. 2 trays, \$2.85 ppd. Seven Seas Imports, 1717 Westwood Blvd., Los Angeles 24, Calif.



### BUTTER CUPS

remind us of warm sunny days, and what could bring more cheer to a table than these ceramic butter chips shaped like "cups"? With warm yellow buttercups and green and black trim, they measure 4" across. Wonderful hostess gift too! \$1 for 2 chips, ppd. Rockaway House, Main St., East Rockaway, N.Y.



## a modern antique

A DECORATOR PAIL with "Personality" that blends itself into any setting. Made of Beautiful WORMY CHESTNUT, painstakingly finished in ANTIQUE CHESTNUT BROWN (almost black), ENGLISH CHESTNUT BROWN (reddish in appearance), and ever popular EARLY AMERICAN (light brown). Three one-inch SOLID BRASS Bands, SOLID BRASS Handle, Top Diam. 13"—Height 12". Postpaid \$14.95. NO C.O.D.

### The VIRGINIA WORKSHOP

P. O. Box 189, Richmond, Va.

## 100x Area Magnifying Projector

Enlarges Pictures, Printing, & Objects! — Full Color! Readable! NEW! Electric Magna-Vue Optical Instrument projects & enlarges clippings, pictures, sketches, objects in full natural color, correctly & readably. Project on wall, screen or table. **MAGNIFIES 100 AREAS.** Enlarges any material up to 3¼ x 4 in. to 32 x 40 in. For home, school, class, business, shop use. Also make signs, sketches easy from any copy. Enameled steel. 10 x 7½ in. high. Quality 2" focusing lens. Standard 110 volt current. Money back guarantee. (2 for \$9.50) Each postpaid \$4.98. JOHNSON SMITH CO., Dept. 372, Detroit 7, Mich.

## NEW! Tiny Pocket Radio

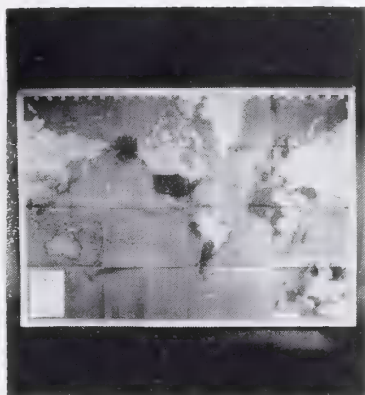
**\$2.98** Listen at work, play, in bed. INVISIBLE. FITS SHIRT POCKET. No tubes. No batteries. No electric plug-ins. No expense. Plays day & night forever. New self-powered diode rectifier replaces tubes. NO BUILDING. READY TO USE. Tuner covers complete broadcast band. Red plastic case only 3x3¼x1-inches. Wonderful gift. Lifetime guarantee. Radio (without phone) \$2.98. Hearing Aid Phone (plugs in ear, flesh colored, almost invisible) \$1.98. Regular phone \$1.25. JOHNSON SMITH CO., Dept. 372 Detroit 7, Mich. Catalog of 3100 Novelties, Tricks, Gadgets 10¢



# SHOPPING



**GIVE HIM THE WORLD** to hang on his wall and even if the only traveling he does is on the Commuter's Special, he'll be able to pinpoint the news with the precision of John Cameron Swayze. A 24-foot square map of the whole wide world is colorfully printed on heavy paper. It's even used as a briefing backdrop for newscasters. \$2.95 ppd. Radak Co., 505 Fifth Ave., New York 17.



## HOLD ON THAR, PARDNER!

Here's a pint-sized canteen for pint-sized Cowboys, Cowgirls and Injun Scouts. It's a plastic canteen in a Western-styled leather case with rawhide shoulder strap or belt loop for easier toting into Indian Cave! With any name branded on case, it's \$2 ppd. Spraz Co., 420 Commercial Square, Cincinnati 2, Ohio.



## MACARRUMS ARE YUM-UMY!

The macaroon man has come up with a brand new recipe for delicious little nuggets of shredded Philippine coconut flavored with West Indian rum. All our Window Shoppers' diets were forgotten when these arrived in the office and we want everyone we know to try them too! 1 lb., packed in a tin box, \$1.85 ppd. A. L. Roth, 2627 Boardwalk, Atlantic City, N.J.



## ORDER NOW for CHRISTMAS

Unusual  
Low-Cost

**RAISED  
LETTER  
Stationery  
Embosser**

Famous "ROOVERS"

Steel Die Embosser imprints stationery with name and address, monogram or initial. Lifetime guarantee. . . a different, truly personal gift!

**EDWARD H. BESSEMER**  
1260 EIGHTH ST.  
SEATTLE, WASH.

**NOTARY, LODGE, CORPORATE SEALS \$5.25 UP**—Stationery Embosser (Old English type excepted); One-line, \$3.85; 2-lines \$4.25; 3-lines, \$4.85; 4-lines, \$5.15. For flap of envelope and top of paper two pressers required. Write for **FREE STYLE SHEETS, PROMPT DELIVERY.**

**ROOVERS**

Dr. Joseph M. Lotsch  
President  
3611-14TH AVE., BROOKLYN 18, N. Y.



## MINK TOOTHBRUSH

For That Friend Who Has Everything

**\$1.00** postpaid, no c.o.d.

## JEWELLED CORK

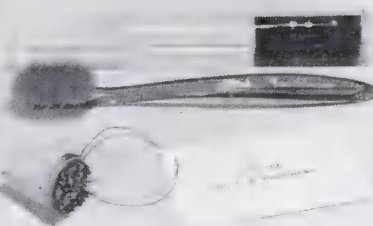
"For the Hole in Your Head"

**59¢—2 for \$1.00**

postpaid, no c.o.d.

**GIFTS AND GAGS, Dept. B**

Station #4, Box 153, N. Hollywood, Calif.



**LOOK! SAVE MORE THAN 1/2 CUSTOM-MADE DRAPES**

as low as  
**\$1.00**

per yard including workmanship  
direct from the mill

Imagine glamorous new drapes, HAND-WOVEN and CUSTOM-CUT for you only, same as little as \$1.00 per yard, INCLUDING fine workmanship! New fabrics ranging from golden elegance to smart simplicity! Choose from rough weaves, prints, damasks. Also Miracle Fortisan! Most fabrics are blended with brilliant metallic thread. Send only 25¢ today for 35 swatches and "DRAPERY GUIDE", which solves all your decorating problems.

**DECORATOR FABRIC MILLS**

539-543 East 18th Street

Dept. HB-116, Paterson 4, N. J.

Enclosed is 25¢ for swatches and "DRAPERY GUIDE."

Name .....

Address .....

City ..... Zone ..... State .....



## Oversize Trivet in Sea Horse Design

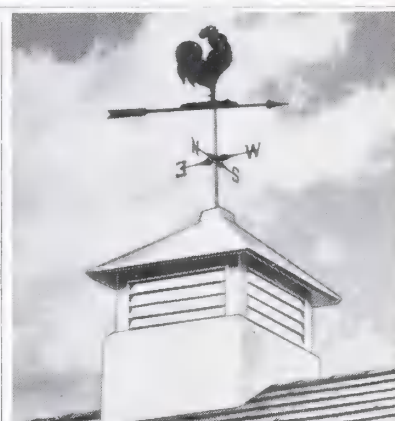
Here is the answer to the "too-small-trivet" problem which arises when using large casseroles and platters. An original design by a homemaker who knows the need. This lightweight, antiqued, brass-plated, extra large (11 1/2" dia.) aluminum trivet with its repetitious sea horse design serves as an unusual wall decoration, too. Will not mar furniture. **\$7.95 ppd. 2 for \$14.95 ppd.** Immediate shipment. Send for catalog.

Available only by mail



**THE SEA HORSE**  
727 SHERIDAN ROAD  
EVANSTON, ILLINOIS

Dept. HB-116



## LARGE CUPOLA \$24.95

Exp. Col. Copper roofed cupola, 30" high, roof 23" square. No. 1 Pine. Everything pre-cut, including copper, and ready to assemble. Fits any roof. Money back guarantee. A wise investment in beauty and value for your home.

**WEATHER VANE only \$8.75 postpaid.** This famous Weathercock Vane is fully Parkerized to prevent rust. Height 24", arrow length 21 1/2". Shipped complete, ready to install on any roof.

**ASSEMBLED CUPOLAS**  
11-C-30" high—roof 23" sq. \$34.95 Exp. Col.  
12-C-33" high—roof 28 1/2" sq. \$42.95 Exp. Col.  
New Catalog of Wrought Iron (17) Illus. Weather Vanes, Sign Brackets, Hardware, Door Knockers and gifts for the home only 25¢.

**WILLIAMSBURG BLACKSMITHS**

237C Buttonshop Road Williamsburg, Mass.

Craftsmen in Charm



## The "Vera"

This Hunt Galleries' Charm Chair is delightful in every lovely inch of her! Sheer elegance in style; complete enchantment in comfort; real satisfaction in price. Native hardwood, deeply padded, coil spring seat. H. 33"; W. 24"; Seat Depth 18"; Seat Height 17". Spot-proof velvet in Lipstick Red, Rose, Gold, Wedgewood Blue, Turquoise, Flame, Topaz Brown, Sage, Leaf, Emerald. (Samples on request). \$39.50 (your fabric 3 1/2 yds 51"; 5 yds. 36", \$33.00). Express Collect. No C.O.D. Folder "Hunt Galleries' Prevues", 10¢.

Satisfaction Guaranteed

**HUNT GALLERIES**

P. O. BOX 492

HICKORY, N. C.

Craftsmen in Charm

## Beautiful FUNCTIONAL FURNITURE OF FINEST QUALITY

Factory  
Retail Price  
**\$57.50**  
F.O.B.  
ZEELAND



## Famous HUBBELL FILE CHEST

No. 501  
18th Century Design  
28" high, 22 1/2" deep,  
16 1/2" wide

Write FOR NEW CATALOG

Find your valuable papers instantly! Beautiful, finest quality furniture. Can be used as lamp table or night stand. No home complete without one. Modern and 18th Century shown. Many other designs and finishes.

**H. L. HUBBELL MANUFACTURING CO.**

DEPT HB-116, ZEELAND, MICHIGAN

Please send literature on Chests and Other Items.

NAME .....

ADDRESS .....

CITY .....





When in New York, visit our store and see a wide variety on display.

nature started it—  
YOU finish it!

## EXOTIC NATURAL ARRANGEMENT

in a complete  
do-it-yourself kit

Nature's own fabulous arrangement is now yours with this easy to assemble kit. Everything you need is included, even the smart wicker basket with styrofoam base. The beautiful, natural-dried leaves and flowers are from Texas, Mexico and Arizona, are specially processed to last for years and years. Assortment consists of lotus pods, fan-tazma palms, tornilla pods, diablo claws, okra, deglect strands, cordone thistle, cotton pods, sea grape leaves, miniature artichokes, indica leaves, orange thistle and teasels. No water necessary. Measures 18" high, 21" wide when put together. Adds a glamorous, refreshing breath of nature to any room, any decor!

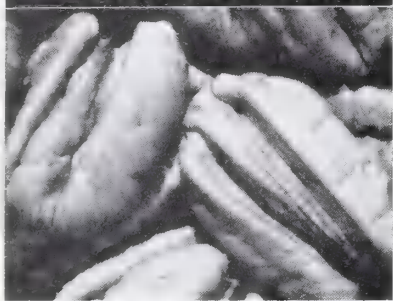
**5.98**  
ppd.

Sorry, no C.O.D.'s

**RIALTO FLORIST, Inc.**

Dept. HB-11  
731 Lexington Ave.  
New York 22, N. Y.

## A Mountain of Flavor in Each Golden-Brown Kernel



## JUMBO Deep South PECANS

Never have you tasted pecans more fully flavored than these! Grown in the very heart of the pecan belt, these mammoth-sized beauties are rushed from grove to you in three days, with flavor as fresh as this morning. Mouth-watering recipes with each order. A glorious gift. Satisfaction guaranteed or money back. Order now—supply limited.

Shipped postpaid in U.S.A. (west of Denver, add 25¢ to 2 1/4 lb. orders, 45¢ to 4 1/2 lb. orders.) Check or money order—no C.O.D.'s please. Packed in attractive carton.

2 1/4 lb. Mammoth Halves .....\$4.70  
2 1/4 lb. Broken Halves .....\$3.95  
4 1/2 lb. Mammoth Halves .....\$8.50  
4 1/2 lb. Broken Halves .....\$7.40

The Original Deep South Pecans  
Dept. HB-2 Greenville, Alabama

## KITCHEN BLACKBOARD



In Quaint  
Authentic  
Pennsylvania  
Dutch  
Design

Only  
**\$2.95**

plus 25¢  
shipping

"Official" family bulletin board!

So colorful and gay, yet so thoroughly practical! Use this handy blackboard for grocery lists, date reminders, phone numbers and "things to do." It's a full 17" by 11 1/2", decorated in the true Pennsylvania Dutch designs that lend such a happy note to kitchen decor. Has a decorated bowl ideal for pencils, note pads, etc. . . . or line with foil and use it as a planter. Extra! comes with 2" "magnet block" that holds paper notes! Order now . . .

Satisfaction Guaranteed or Money Back  
Send for FREE Catalog

**FREE**  
Gift Catalog  
Write for it!



**Foster House**

430-B11 S. Jefferson St., Peoria, Ill.

## Cherry planter- spoon rack

JUST  
**\$3.95**  
(plus 35¢ postage)

of **Craftwall**

## GENUINE WOOD PANELING

professionally finished with that hand-rubbed look  
The manufacturer of Craftwall plywood paneling offers you this eye-catching conversation piece at a remarkably low price—just to acquaint you with the natural wood beauty and "hand-rubbed" look of Craftwall paneling. 12 by 18 inches . . . this genuine Cherry rack adds a charming decorator touch to any room. Planting box liner included. Order extras for gifts! Send check or money order . . . no C.O.D.'s please.

(Note! Spoons and plant not included)

**RODDIS PLYWOOD CORP.**  
DEPT. HB-1156, MARSHFIELD, WIS.



## WINDOW

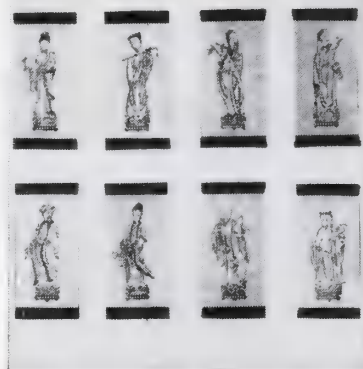


## IT WOULD BE LOVERLY

to give a pretty girl this pretty hinged cuff bracelet! Whether she wears it singly with a long-sleeved blouse or on a bare arm amidst a clutter of bracelets, she'll wear it proudly and often. It's highly polished metal in a silver or gold finish, and comes engraved with first name or 3 initials. \$2 incl. tax and post. Seaford House, Seaford 16, N.Y.

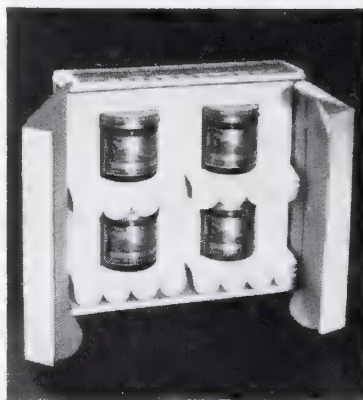
## CHINESE IMMORTALS, the

eight wise men of the Taoist religion, have the elegance of age and the sophistication of black and white as they are here reproduced on parchment-like wall panels. The figures are black, panels are white, and they're framed top and bottom with natural wood scrolls. 5" x 9 1/2", \$3.95 for 4; \$6.95 for set of 8. Ppd. The Art Mart, Box 27648, Los Angeles 27, Calif.



## "COUNTRY CUPBOARD"

is the appealing new gift box of those heavenly Oregon Mountain Meadow Preserves that we've been recommending to you every Christmas for years. It contains four 5-oz. jars; one each of Whole Strawberry, Oregon Blackberry, Fresh Prunes with Hazelnuts, and Apricots with Kernels. \$2.95 ppd. Jane Amherst, Box 2024-M, Portland 14, Oregon.



## COPPER TEA KETTLE

Strange as it may seem, the best way to keep out of hot water is to have plenty of it—at tea time we mean. These handsome copper kettles are made of solid copper, pure tin lined and with an easy pouring spout. You will find this beautiful as well as functional.

4 cup \$9.95 8 cup \$13.25 16 cup \$21.45  
6 cup 11.25 12 cup 16.50 postpaid

No C.O.D.'s, please

Write for our complete folder  
on other specialties.

**Bazar Français**  
EST. 1877

666 SIXTH AVE. NEW YORK 10, N.Y.  
between 20th & 21st Sts.

## ADD ELEGANCE TO YOUR KITCHEN AND COOKERY WITH THE AUTHENTIC SPICE RACK



Cypress rack is handmade with handrubbed finish. Six old apothecary jars bearing the self-same white, black & gold labels of the "Old Apothecary's Shop" containing John Wagner & Sons spices and herbs of matchless quality. Malabar pepper—tarragon—paprika—salad herbs—chives—marjoram.

Enclose check or M.O.—No cod's  
Satisfaction guaranteed

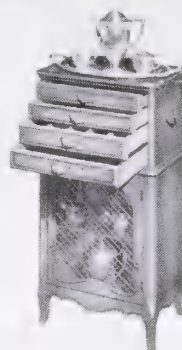
Only \$14.95 postpaid

The Jolly Roger

"A Gourmet's Paradise"

P. O. Box 824

Myrtle Beach, S. C.



## The "PERFECT" Silver Cabinet

in warm, delicately carved, Cherry wood. Styled in French Provincial, truly a future heirloom. Complete silver service for 12! Side lock secures all drawers in one operation. Generously proportioned base with removable chest. Lined, tarnish-proof drawers. Overall height is 36"—top is 19" x 13 1/2". A most cherished Wedding or Anniversary gift. Other designs available. Send for catalog. \$89.50 exp. coll. No C.O.D.'s please. Send check or money order.

**LA COLONNA**

64 E. Walton St.

Chicago, Illinois

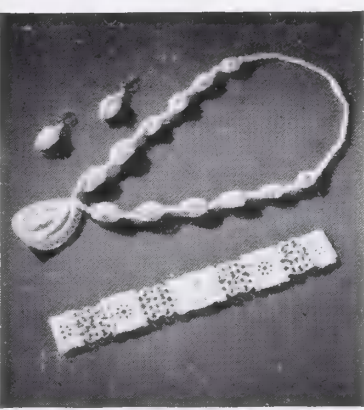


SHOPPING

**EGG-CRATE STUD BOX** is compartmentalized (just like an egg carton) that it will hold and organize the most fastidious eau Brummel's collection of studs, tie pins, cuff links, etc. It comes in ginger cowhide, suede— and we wouldn't be a bit surprised if the ladies grab it for their earring collections. \$5.95 ppd. Add 50¢ for 3 gold initials. Ward's, Dept. 1181. Evanston, Ill.



**IF SHE'S BEAUTIFUL**, pay homage to her beauty with this hand-carved ivory jewelry from India. A peacock, traditional symbol of proud beauty, is delicately carved on each large bead and pendant of the superb necklace and earrings. \$18.50 the set. Matching bracelet, 7" long and 1" wide, is \$11 incl. tax and post. Ben Ashmore, 4614 N. Paulina St., Chicago 40.



**WASH-A-TOY TEDDY** is made of fluffy white orlon, so no matter how sticky-fingered his master, a whirl in the washing machine makes Teddy look new. With a big satin bow and great big blue eyes, he's the cuddliest reamboat that ever trundled off to bed! 9 1/2" tall. \$4.95 ppd. Beverly Baker, Dept. HB-11, Box 35, Darien, Conn.



Serve  
**WHISKEY and CHASER**  
IN THIS ONE GLASS

And  
They  
Won't  
Mix!

whiskey . . .  
water . . .

Capillary action is responsible! Keeps the whiskey on top—the chaser bottomsides until you're ready for it. Fascinates your guests! Crystal clear glasses are each 4 3/8" high, 1 1/4" diameter. Makes a sparkling new Christmas or hostess gift. Wonderful for New Year's Parties.

6 for \$5.95 ppd.\* 12 for \$11 ppd.\*  
\*West of Miss. add 35¢ postage.  
MAIL ORDERS FILLED PROMPTLY  
**GIBSON & CHASE, Inc.**  
39 West 29th St., Dept. 101, N.Y.C. 1

**pewter tea service**  
... contemporary in design, unique and difficult to find in pewter. "Limited editions." Two weeks delivery. 8 cup tea or coffee pot, sugar and creamer \$35 . . . postage included.

**AMERICA  
House**

32 East 52nd Street  
New York 22, N. Y.

**THE ORIGINAL . . . WORLD FAMOUS!**  
**Food-of-the-Month-Club®**  
AROUND THE WORLD IN "ATEY-DAZE"  
Give friends, family and business associates this passport to a 12-month Epicurean Odyssey.  
Truly the "Ace of Clubs" . . . a vivid departure from the conventional. Buffet delicacies, hors d'oeuvres, zesty snacks in taste-tingling combinations . . . each a connoisseur's selection from the finest the world offers.  
Beautiful, rich, full color box-covers deliberately designed as collector's items . . . each a portrait of a fascinating, famous foreign restaurant.  
The **Food-of-the-Month-Club** assures you of a parade of thanks throughout the year!  
Each exotic package contains a different selection from overseas . . . no two are alike! Each is a bon-bon voyage to a foreign country . . . premiere classe.  
3-BOX CLUB Dec., Jan., Feb. ppd. \$13.95  
6-BOX CLUB Dec. thru May " \$27.75  
9-BOX CLUB Dec. thru Aug. " \$39.75  
12-BOX CLUB Dec. thru Nov. " \$49.95  
LEAGUE OF RATIONS Dec. only " \$5.95  
SEND  
CHECK or **The Gourmet Guild** 320 N.E. 75th St.  
M.O. Dept. 3-G, Miami, Fla.  
Send for FREE 24-page full color catalog

**Sterling qualities make these forks a notable purchase. Little beauties, each topped with a different, exquisitely wrought flower, tipped with gold-plated tines. For lemon, hors d'oeuvres, or pickles. Sterling Silver, 4 1/4 inches long. Excellent for gift giving. Set of 4, \$5.00. Set of 8, \$9.75.**  
Gift-boxed. Tax & post. paid.  
**The Jamaica Silversmith**  
79-32 164 Street, B-11, Jamaica 2, N. Y.  
10 Years of Mail Order Service

**TRAVELING KOFFEE KIT \$7.95**  
Enjoy your favorite brew wherever you are! Aluminum electric pot (AC or DC) boils 4 cups of water in minutes for instant coffee, soup, tea, baby bottle, etc. Ideal for travel, motels, office, school, etc. Has 2 bakelite cups and spoons, 6 ft. cord, 7 1/2" zippered carrying case.  
New & Exciting!  
**WORD GAME  
SPELL & SPELL**  
A fascinating game whether played alone or in groups! Novel scoring makes it a REAL challenge. Educational fun for adults, children, travel, shut-ins . . . everyone, everywhere!  
\$2.00 ppd.  
212HB SUMMER  
BOSTON 10, MASS.  
**FREE! MASTERCRAFT  
GIFT 'N GADGET CATALOG**

**TEA  
FOR CONNOISSEURS**  
IF YOUR CUP OF TEA MEANS ENOUGH TO WANT THE FINEST . . . IMPORT YOUR OWN DIRECTLY FROM THE FABLED TEA GARDENS OF CEYLON! Now you can get delicious high-grown, selected tea so satisfying that you'll want to receive it regularly, and to order for others as gifts for every occasion. **A thrilling Christmas gift!**  
Brisk and piping hot—or cool and refreshing—here is a treasured flavor, aroma and freshness expertly selected and blended. Rarely, if ever, can you get this quality at these prices: 2 lbs., \$4.95; 5 lbs., \$11.75; 8 lbs., \$18.40. Postage, insurance included. Pay postman 15 cents for handling. Nothing else to pay. Delivery in perfect condition guaranteed.  
Tea mailed parcel post from Ceylon, hermetically sealed in 1 lb. aluminum packets shipped in decorative wooden tea-chests. Gifts sent with your card enclosed. Order today. About 4-6 weeks delivery. Send check or money order to:  
**ORBIS COMMODITY SERVICE CORP.**  
Dept. 7, 52 Broadway, New York 4, N. Y.  
All orders immediately confirmed

**NEW!**  
**Bantam Betsy**  
the slickest chick in town!  
Makes every meal a party! Sweetest gift you can give! Complete with a hatful of toothpicks; a tailful of pastel napkins; and two of her best white eggs. (moisture-proof salt and pepper shakers). In her wings, Bantam Betsy must delight you, or money refunded. Pastel color selections: Yellow, Pink, Coral, turquoise, red, or charcoal, each highlighted with just a whisper of gold. Guaranteed Chris mas delivery. Order early! Only \$2.00 plus 25¢ postage.  
Florida residents add 3% sales tax  
**gai-mar creations**  
227 Sunrise Drive Pinellas Airport  
St. Petersburg, Florida



## HEAVY STEEL LOG CRIBS



Let your logs be seen, not hidden. Keep them in these unusual cribs right by the scene of the fire—indoors and out. They'll add a homey charm and receive many admiring glances. Furthermore, your wood will always be handy... dry... off the floor or ground. A warm gift for your "wood-burning" friends, they're handsome and hardy in lifetime steel with black, rust-resistant finish. Complete with simple assembly instructions.

### OUTDOOR LOG CRIB \$14.95

5 feet tall, 45" diameter—stacks 1/8 cord

Expressly designed for patio, barbecue, porch—or right outside your door. Makes it possible to store a large supply of wood high and dry... outdoors where sun, wind, and rain can age it correctly so it kindles easily, burns heartily.

### FIRESIDE LOG CRIB

\$9.95

28" tall, 21" diameter—holds 15-20 logs

Exactly like the Outdoor Crib but smaller. Can be used anywhere—indoors or out—where a supply of 15 to 20 logs is needed.



Some cash or money order. Quick delivery. Satisfaction guaranteed. Write for FREE catalog.

**Jeff Elliot Craftsmen**

Dept. B-116, Statesville 5, North Carolina



## "GNOC AND CIRFA"

Exquisite reproductions of legendary lovers. (Legend suitable for framing included). Ideal as planters, servers, fruit bowls, etc. Cast in super strength hydrocal, with a special Vinyl Plastic coating, in the flattest jet black ever developed. Easily cleaned with soap and water. Removable copper finished bowl, non tarnishable. Full size: Height 12 1/4".

SPECIAL OFFER AT **14.95**

TAX INCLUDED

### MONEY BACK GUARANTEE

FINE ARTS ENTERPRISES, INC.

867 MAGAZINE ST. NEW ORLEANS, LA.

Please send me ☐ pairs of Ognoc ☐ Cirfa

NAME

ADDRESS

CITY

STATE

☐ Remittance enclosed: ☐ \$5.00 Deposit ☐ in U.S.A.

Ship postpaid C.O.D. I will pay C.O.D. fees and postage

### HOUSEWIFE-MOTHER EARNS \$1000 WRITING AT HOME



"Within one year after enrolling in the N.I.A., I increased my yearly income to \$1000. I am sure many housewives with an aptitude for writing could benefit from the N.I.A. Course as I have, supplementing the family income without having to be away from home."—Mrs. Nolen C. Miller, Box 762, Iota, La.

### To People who want to write but can't get started

DO YOU have that constant urge to write but fear that a beginner hasn't a chance? Here is what a famous editor said:—"There is more room for newcomers in writing than ever before. Some of the greatest of writing men and women have passed from the scene. Who will take their places?"

### A Chance to Test Yourself—FREE

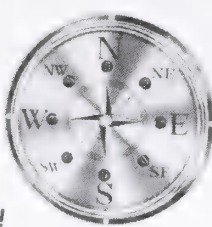
The Newspaper Institute of America offers a FREE Writing Aptitude Test. Its object is to discover more men and women who can add to their income by fiction and article writing. The Writing Aptitude Test is a simple but expert analysis of your latent ability, your powers of imagination, logic, etc. Those who pass this test are qualified to take the famous N.I.A. course based on the practical New York Copy Desk Method which teaches you to write by writing. You work at home, in leisure time, constantly guided by experienced writers. Soon you are ready to market your stories, articles and news items.

### Write for Your Test

Send TODAY for your copy of the famous N.I.A. FREE Writing Aptitude Test. This may be your first step towards the most enjoyable and profitable occupation—writing for publication! Newspaper Institute of America, Suite 5746-T, One Park Ave., N. Y. 16, N. Y. (Founded 1925). (Licensed by State of New York.)

### A SHIFT IN THE WIND FORETELLS A CHANGE IN THE WEATHER

Watch the WIND DIRECTION On a Dial Indoors!



Here's the newest home weather instrument for anyone who likes to keep a sharp eye on the weather. Small brass vane, on your roof, flashes the wind direction to you indoors by lighting compass points on the richly decorative brass dial. Complete with vane, 7 1/2" dial and 50 feet of connecting wire. Fully Guaranteed. Write for FREE Weather Forecaster's Guide.

Only \$49.95 Postpaid

(Air Mail Shipments in U.S. \$2 Extra)

Send Check or Money Order Today to:

**Cape Cod WIND INDICATORS**

Harwichport 14

Cape Cod, Mass.

WIN THE WEATHER • A SHIFT IN THE



## WINDOW SHOPPING



**A STEAK IN YOUR HEARTH**, a green salad on the coffee table, and you're set for a picnic right in the living room. But this 17 3/4" high steel Grill Rack is a *must*. It holds the broiler at any of 4 stations, so your husband won't singe his eyebrows while the sirloin's cooking. It folds for storage. \$4.25. 15" x 12" Basket Broiler. \$6.50. Ppd. Chet Studios, Middlebury, Conn.



**MARBLE-OUS RONSON** is a magnificent new lighter that might have been designed for a Viking king. The genuine marble, smoothly sculptured, is cupped in a pedestal that looks like antique silver. With a graceful plume arm, it comes in black or rose marble, is 3" high, \$15. Matching cigarette urn. \$9.50. The set, \$22.50. Add 25¢ post. B. Altman & Co., Fifth Ave. at 34th St., New York 16, N.Y.



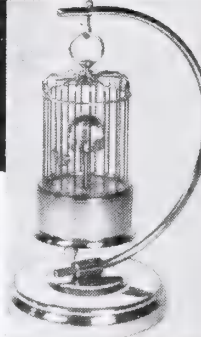
**YOU'D REIGN IN SPAIN** as queen of the senoritas if you wore these fascinating earrings, and in the good old U.S.A. they should cause a sensation. They are miniature Spanish combs, hand-carved of simulated tortoise shell, and they're called "Carmen," after the operatic spit-fire. \$1.95 incl. tax. Ppd. Frank Alvarez, Inc., Box 372, Alhambra, Calif.

(Please turn to page 119)

### SOLID BRASS BIRD CAGE ALARM CLOCK

"Bird In A Gilded Cage" is an unusual clock with a pleasant sounding alarm that is sure to bring compliments to its possessor. This collectors' item has a colorful bird in the cage, merrily bobbing back and forth, ticking away the passage of time, while the actual hour and minute are shown on the distinctive "t.me tower" arrangement. Winding and setting of clock and alarm are from the bottom. Of solid brass in lacquer finish, clock can be used separately from the swing support. Imported from West Germany, it has an accurate clock movement for long service.

It's a full 8" high. Only \$10.95 post paid.



### Own a 1/4" Drill? ONLY CONVERT IT INTO A \$12.95 POWER SAW

Toss away that old-fashioned handsaw. Build anything from a bookcase to a bungalow with amazing "Arco-Saw." Whizzes thru 2x4's with fast cutting 5-inch "SafeCut" blade. Exclusive new Adjustable "Dado-Arbor" cuts grooves up to 1 1/2" wide in 1" deep in ONE CUT. Not even a \$100 Portable Saw has a dado cutter! Has Precision Graduated Depth-Bevel-Rip Gages: Safety-Yoke for ONE HAND operation.

**BLADES—5" Rip, Crosscut, or Combination \$1.75** Satisfaction Guaranteed! Try this amazing tool in your own home for 10 days. If not completely satisfied, return for full refund. Send check, M.O. ppd. C.O.D. plus post.

**ARROW METAL PRODUCTS CO.** Dept. HB-11, 140 West Broadway, New York 13, N.Y.

**SCOTT-MITCHELL HOUSE, INC.**

Dept. 5911, 611 Broadway, N. Y. 12, N. Y.





INSTANTLY—EACH SLEEP-OR-LOUNGE CONVERTS INTO FULL-SIZE DOUBLE-BED!

*Add an extra bedroom to your home  
the beautiful way! Select your new*

# SLEEP-or-LOUNGE

by **KROEHLER**

(pronounced "KRAY-ler")

Right now—your Kroehler dealer is featuring a special offer on these three striking new styles in Sleep-or-Lounges—each at the one low price of only \$199.50. Fabrics, too, are very special—silicone-treated to give lasting protection from spotting! What an opportunity to bring new sofa beauty into your living room—and gain a wonderful "extra bedroom" in the bargain!

Effortlessly, with new Counter-Poise

Action, the Sleep-or-Lounge opens into big luxurious double-bed. Feel the delightful buoyancy of the deep innerspring mattress that puts the *Sleep* in Sleep-or-Lounge!

There's a Sleep-or-Lounge designed for you—no matter what your decor. Choose from a wide variety of styles...hundreds of exciting new fabrics and colors. See your Kroehler dealer now!

Other Kroehler Sleep-or-Lounges are priced from \$169.50 to \$349.50

## LUX-I-FOAM Seat Cushions

Combining foam rubber with gently tempered steel coil springs for luxurious sitting comfort. Available on Sleep-or-Lounges at extra cost.



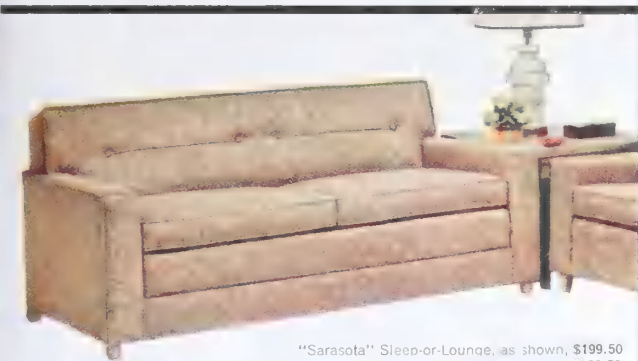
## KROEHLER

WORLD'S LARGEST FURNITURE MANUFACTURER

General Offices: Chicago 11, Illinois  
In Canada: Stratford, Ontario



"Nocturne" Sleep-or-Lounge, as shown, \$199.50  
Matching chair available, 69.50



"Sarasota" Sleep-or-Lounge, as shown, \$199.50  
Matching chair available, 69.50



"Suburban" Sleep-or-Lounge, as shown, \$199.50  
Matching chair available, 69.50



PICTURE YOUR FIREPLACE



... with *Flexscreen*  
REG. U.S. & CANADA PAT. OFF.

## Have a hearth?

Flexscreen's sheer full-draping curtains add graceful charm to any hearth... show off your fires while providing absolute protection against flying sparks. Exclusive Unipull glides curtains open or closed with one hand — nothing to lift or move when tending the fire. There's a Flexscreen in the style and finish just right for your fireplace... and a complete selection of matching Flexscreens, andirons, firesets and other accessories... at your favorite store. Complete ensembles begin as low as \$39.75 (screens only, from \$19.75), so there's no need to accept anything less than true Flexscreen quality. Send 25¢ for 32-page style catalog... Bennett-Ireland Inc., 1156 Bank St., Norwich, N. Y.

**ATTACHED FLEXSCREEN** may be fastened to fireplace in 3 different ways. Install it in minutes for a lifetime of beauty!



*Flexscreen*  
REG. U.S. & CANADA PAT. OFF.



LOOK FOR THIS "UNIPULL TAB"  
ON THE TRUE FLEXSCREEN

**FREE-STANDING FLEXSCREEN** combines beauty with strength... in wide choice of styles, finishes and sizes.







# WINDOW SHOPPING

CONTINUED FROM PAGE 116

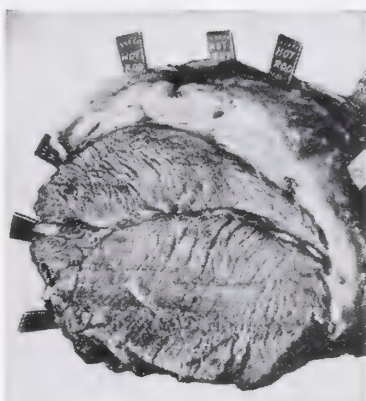
**MAKE YOURSELF COMFORTABLE** with this vinyl plastic travel pillow that inflates with one breath. It cradles your head when traveling on bus, car or plane. Or it's a back support when you're behind the wheel of the car. For cool snoozing down south, partly fill it with water before inflating. 9" x 19". \$1.98 ppd. Better Sleep, Inc., Dept. HB, New Providence, New Jersey.



**HIS OWN TV SHOW** will win for a small producer the envy of all his pals. A toy TV set is designed just like the real thing, with two controls for drawing the cartoon strip forward and backward. A light switch illuminates the screen. With four extra cartoon strips for a youngster to color, set is mahogany plastic. Without batteries, \$1.50 plus 15¢ post. Joseph J. Blake, Dept. B116, Gilroy, California.



**HOT RODS FOR SI** speed up your roasts! Put more meat on your table by inserting non-corrosive Hot Rods in the *pièce de résistance*. They collect oven heat and pin-point it quickly into the interior of the roast. Saving half the cooking time, reducing shrinkage in your meat and imparting more flavor, a package of 12 is \$1 plus 15¢ postage. J & J Sales Co., Church Road, Putnam Valley, New York.



## REVOLVING MUSICAL CAKE PLATE

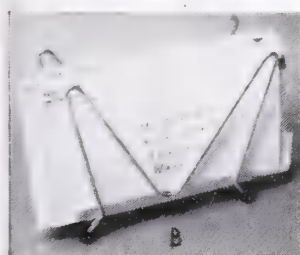
Tunefully Tinkles "Happy Birthday" - Slowly Turns So Folks Can Say "Ah!"



What a delightful gift for your favorite family - charming highlight for so many happy occasions to come! Underneath the flower decal-trimmed plate is a base that contains fine Swiss movement music box and the automatic turning mechanism. Plate and base are beautifully enameled in white, 11" diameter. Will hold cake up to 10 lbs. \$5.95 ppd.

Mail Orders Filled Promptly

**Max Sekling Seedsmen, Inc.**  
538 Madison Ave., Dept. 660, New York 22, N. Y.

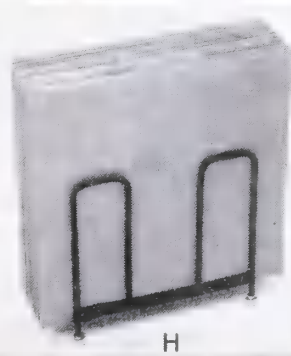


**NOW — CONTEMPORARY DESIGNS in LETTER & NAPKIN HOLDERS**  
Sturdy, black wrought or brass plate construction with contrasting brass plated or black ball feet. Excellent for keeping your desk or table neat and orderly. A Wonderful Gift Item

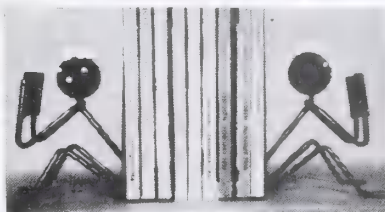
**\$1. in black wrought \$1.50 in brass plate**

Satisfaction Guaranteed—Gift Catalog on Request

**A. G. PEPP—456 GILBERT, MENLO PARK, CALIF.**

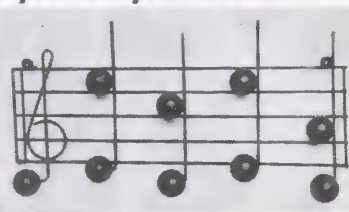


## Practical Gift Items for you and your friends



**African Doll Book Ends**

Black wrought iron figures with pink eyes and hair. A really delightful modern accessory for your table or book shelf. No. 10. 5 inches high. \$4.95 pair, post paid.



**Mambo Coat Hanger**

Does anyone in your family hang clothes on a door knob? Put the Mambo Coat Hanger nearby and watch it go to work. Useful. Ornamental. No. 11. Black or Brass. \$2.95 each, post paid.



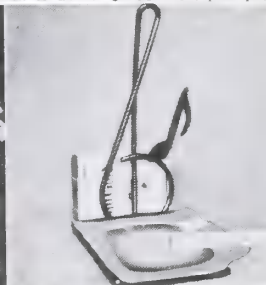
**African Doll Ashtray**

A refreshing little black and pink figurine holding a crystal clear ash tray. No. 12. 5 inches high. \$1.50 post paid.



**Greeting Card Clips**

String up your greeting cards all over the house with these colorful aluminum clips. They look like musical notes and come in assorted colors. No. 13. 48 clips, \$1.00 post paid.



**Musical Note Ashtray**

Very attractive. Room for cigarettes and matches. Crystal clear square ashtray. No. 14. \$1.50 post paid.

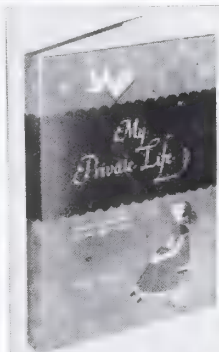
Guaranteed. Post paid. Enclose check or Money Order. No C.O.D.'s, please.

**ORDER NOW!**

**STEVEN DONAY CO.**

2940 S. 38 St.

Milwaukee 15, Wis.



### MY PRIVATE LIFE

This is your life, girls! Not an old-fashioned diary, but an up-to-date permanent record of your private hopes and most cherished memories! Record those BIG dates and parties; collect autographs and snapshots; note your favorite stars, hit tunes, latest "heart throbs"; jot down your personal thoughts. Compiled by Polly Webster, "MY PRIVATE LIFE" contains tips on how to be prettier, happier, and how to make a hit with people. Adorably illustrated. Perfect for Teen-Agers. "THIS IS ME" is the little sister version for Pre-Teens. Both books make highly prized gifts.

MY PRIVATE LIFE (Teen-Age) ..... \$2.95  
THIS IS ME (Pre-Teen) ..... \$2.95

Postpaid. No C.O.D. Guaranteed, of course.

**ELRON**

225 W. Erie St. Dept. G-125, Chicago 10, Ill.

### ENCHANTMENT ACCENTED

Beauty is most masterfully demonstrated with these distinguished sconces. In classic designs, they will enhance the appearance of your appointments whatever the decorating scheme.

**THREE LIGHT ROCOCO SCONCE**  
—solid brass, permanent lacquer finish. 15" high x 12" wide.

\$21.50 pair  
\$12.00 each



**MARIE ANTOINETTE THREE LIGHT SCONCE**—solid brass, permanent lacquer finish. 18" high x 13 1/2" wide. \$21.50 pair \$12.50 each



IMPORTED CRYSTAL PRISMS are extra and for 3 arms, one sconce, you need 18. For a pair sconces—36 costing \$5.00. Express charges collect. Immediate delivery. No C.O.D.'s please. Illustrated folder of other designs gladly sent.

**Forest Hills Gift Center**  
Dept. HB11, 103 Allen St., New York 2, N.Y.

## PERSONAL PHOTO CHRISTMAS CARDS

including envelopes, from your own negative



**25 for \$1.00**  
plus 35¢ shipping

LIMITED TRIAL OFFER  
1 order per customer

### FREE SAMPLE

Just send snapshot negative of your child, family, etc., for free sample De Luxe, Embossed Yulecard, from world's largest producer. Please include 6¢ in stamps for handling (after Dec. 1, 1964). Negative returned with sample and price folder. (If without negative, send photo and 50¢ for new negative.) See before you buy. 25 for \$1, including envelopes. Add 35¢ shipping. Limited trial offer . . . only one order to a customer. No obligation. Complete satisfaction guaranteed. Write today.

\*T.M. Reg.

**YULECARDS**

Dept. 31, Quincy 69, Mass.



THE  
IDEAL  
GIFT  
FOR  
THE  
CHILD  
OR  
COLLECTOR



## FLEXIBLE PLASTIC Dollhouse Dolls



Children love—and learn—with these almost human dolls. Soft plastic bodies can be bent into 1000 lifelike positions. They sit, stand, kneel, dance, etc. Hand painting and authentic handmade costumes add to realistic appearance. Washable—durable. 4½" Father, Mother; 3½" Son, Daughter in Dollhouse Box—\$4.00 Ppd. With twin Babies—\$5.00 Ppd. 10 pc. set illustrated—\$10.95 Ppd.

### MOTHER GOOSE DOLLS

An adorable group of 3½" miniatures authentically costumed. Choice of 15: Cinderella, Boy Blue, Bo Peep, Jack & Bean Stalk, Bunny Girl, Mistress Mary, Jack-be-nimble, Red Riding Hood ..... \$1.00 ea. Ppd. Complete set of 15 ..... \$13.95 Ppd.

FREE CATALOG shows over 70 dolls

### Flagg Flexible Dolls

Box 115B3, Jamaica Plain, Mass.

## BABY BOOTEE HEIRLOOMS



for proud mothers and grandmothers

Bootie bracelet and monogrammed bar pin proudly proclaim the beloved children or grandchildren . . . their names and birth dates are engraved on separate ¾" baby booties. Adorably crafted booties, chain bracelet and bar pin are Sterling Silver or ½ 12K Gold Filled. As many booties as you wish may be attached. (And what would thrill a Mother or Grandmother more?)

Booties . . . \$2.50 each  
Pin . . . \$2.00 Bracelet . . . \$2.50  
Prices include engraving, tax, postage.  
WRITE FOR FREE GIFT CATALOG

**Zenith gifts** 11-C Post Office Bldg.  
Brighton 35, Mass.

## 130 COLOR TV TOYS—\$1.00



LARGE SIZE IN FULL COLOR New toy sensation, fun for ages 2-14. Realistic in every detail, this fun packed kit contains enough characters to put on 11 play TV shows at once . . . western, circus, variety show, drama, etc. Over 130 actors, actresses, acrobats, circus animals, dancers, clowns, cowboys, singers, TV cameras, scenery and studio props of rigid bookstock . . . ready to cut out and stand up. Even the youngest children will love TV dolls, recognize favorites. Educational "Director's Kit" explains how to set up shows. Each individual piece stands up—average 5" high. FREE—2 funny TV puppets, arms-legs move. Send \$1 plus 25¢ postage and handling (total \$1.25) for each set or 11 sets for \$4.00 to:

### WOLF ENTERPRISES

1550 Sherman Ave., 112-B, Denver, Col.



### NEW! RECORD NESTS

For Music Lovers—Teen Aged and Grown Ups  
Ideal Xmas Gift

New unique storage units for 45 rpm records. Each unit nests one on top of the other. Total—56 records. Made of lightweight Styrene. Set consists of black, blue, red and yellow colors. Unit weighs 5½ oz. Base is 7½"x1½". Looks just like record player. Stores records flat, separated, dust free, neatly stacked ready to play. Sold in sets of 4 only, \$3.95 ppd. in U.S.A. Calif. residents add 3% sales tax. No C.O.D.'s, send check or M.O.

### Joseph J. Blake

"The Gift 'n Gadget Man"

Dept. 116 • Box 425 • Gilroy, California



## Junior Miss Luggage

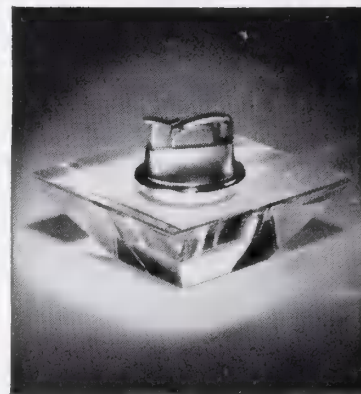
IT'S PERSONALIZED for your pre-teen and teen-age daughters—her first name hand painted in red! Glamorous off-white leatherette on sturdy cases just like Mother's! Ideal for pajama parties, overnight visits, beach or ballet! Personalized Vanity Case is about 13" long, 11" wide, 6" deep—\$4.50. Personalized Hat Box is 10¼" x 4½" deep—\$2.95. Travel Set (one of each size) for \$6.95. Sorry, no C.O.D.'s. Ask for our latest Gift 'n Gadget Catalog, too! Order from MEREDITH'S, Evanston 24, Illinois.



## WINDOW




**THERE'S A FORD IN HIS FUTURE**, and it's the hottest value on the playroom floor—a big shiny Ranch Wagon. The back opens, it's a sleek 12" long, has a two-tone paint job, and it rolls quietly on rubber tires, powered by friction drive. No trade-in necessary, and just \$2.98 ppd. E and H Model Hobbies, 130 W. Cheltenham Ave., Philadelphia 44, Pennsylvania.



**IT SPARKLES PLENTY.** A new table lighter of clear plastic has the cut and polish and elegance of crystal, and it's a gift you can send with enormous pride to the most discriminating man or woman on your Christmas list. The well-known Evans lighter unit comes in polished brass or chrome. Impressively gift-boxed, this is a buy at \$15.50 ppd. Designs by Lia, Dept. X, 167 E. Ontario, Chicago, Illinois.



**"BON APPETIT"** is the name of this new 70" round table cloth. Whether you've produced your proudest masterpiece, or whether the meal is a burnt offering, it will look delicious if you serve it forth on this happy cloth. The design is a colorful potpourri of famous menus, roses, wine, etc., printed on polished white cotton. \$11.95 ppd. Hammacher Schlemmer, 145 E. 57th St., New York.



### Glamorous BALLET COSTUME WITH TUTU AND TIARA

What young Miss on your Christmas list won't want to look the part of a glamorous ballerina? In this exquisitely styled, genuine ballet dress with fabulous many-tiered tutu of sparkling net top and nylon net underskirts . . . and the matching sparkling net headpiece . . . your young lady is all set for dance class, party, show or any other dress-up occasion.

In pink, blue and white. Sizes 2 to 14. When ordering, please specify size and color. Sorry, no C.O.D.s.

**RONNA Dance Supplies**

Dept. B — 1713 Eye St., N.W., Washington 6, D.C.

With Satin Bodice  
**\$6.95** ppd.

With Cotton Bodice  
**\$5.95** ppd.

Write for catalog with hundreds of other dancers' gifts!



### PUPPET SHOW

Children, grown-ups, everyone adores these hand puppets! Willie the Wolf and Donald the Donkey . . . both hand carved in Germany and all dressed up in colorful felt coats. Mouth and ears really move! Each measures 11" long. They'll be the life of every party, make wonderful Christmas gifts. They have a family of kissin' cousins, too—Filbert the Fox, Corky the Crocodile, Harry the Hound, and Katy the Cat!

**\$3.95 each \$6.95 for two**

Please send for free Toy Catalog. All prices postpaid. Gift Boxed. Sorry, no C.O.D.'s.

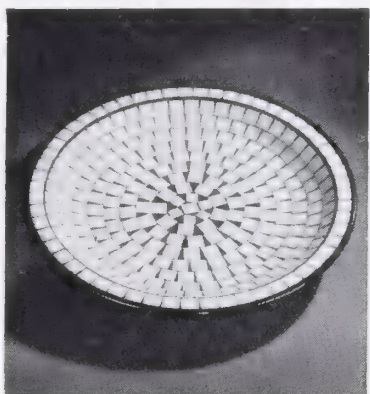
**The Fireside**  
186 East Evergreen Ave., Dept. B-11, Philadelphia 18, Pa.



# SHOPPING



**WIZARD OF AHS.** This shallow Mosaic Bowl wins the golden apple award for outstanding beauty from *Window Shopping* this month. Handmade of dazzling black and white mosaic tiles on a ceramic body, imported from Denmark, they come in sizes for everything from ash trays to centerpieces. 5½", \$3.50; 7½", \$5.50; 11", \$9.50; 13", \$12.50. Ppd. Elf Hollow, Dept. HB-11, Box 65, Watertown, Conn.



**MAGIC BUBBLES** of hand-blown glass have a hushed and iridescent enchantment that makes them lovelier than any tree ornaments you've ever seen. Inside are tiny wax figures, handmade in Austria, of Our Lady with the Christ Child, Angels, Christ in Manger, etc. Also with fairy-tale figures. 2¼" high. \$2 each; \$5 for 3; \$9.50 for 6. Ppd. Gina and Selma, 1048 Lexington Avenue, New York 21, N.Y.



**LOOK WHO'S GOT A PORCH!** Mr. Fuss Budgie himself. From it he'll watch the world go by, scold and cluck and titter and sing, and use it as a landing platform when he returns from his constitutionals. Strong spring connects Keep-Nete Porch to cage. Wire hook holds cage door open. Natural wood with in-cage metal seed trough, \$1 ppd. H. B. Cowap, Dept. B-11, 2423 Ridgeway Ave., Evanston, Ill.



## NEW EXCITING TABLE GAME FOR ADULTS and TEENAGERS

### GRAND PRIX... the only authentic Sports Car Racing Game

The most thrilling racing game you've ever played! From 2 to 12 players may stage realistic, exciting races on actual reproductions of 2 world-famous racing courses. Little plastic cars, in brilliant colors, are raced according to their individual specifications—not with dice or spinners. A real game of skill—challenging as chess, exciting as racing—yet easy to play. Handsomely designed, attractively boxed. \$10.00 postpaid. Check or money order only. Conn. residents add 35¢ State Tax

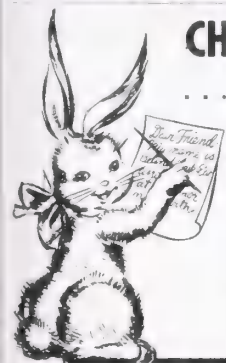
**GRAND PRIX** Box 564-A, Fairfield, Conn.



## CHILDREN LOVE TO GET LETTERS

... from BELINDA PINK-EARS!

Here's the gift that's delighting children in a new, imaginative way! Belinda Pink-Ears writes an illustrated letter a week, addressed personally to your child, telling wonderful bunny adventures. Toy surprise in every letter. The gift for youngsters 2 to 9 that's really different. Gift card with sender's name sent in first letter. Delight guaranteed! 8 letters only, \$2.00 postpaid; 16 letters, \$3.75. Belinda Pink-Ears, P.O. Box 221, Dept. HB11, Laguna Beach, California.



PRICES SHOWN ARE FOR A-PIECE PLACE SETTINGS

**MAKE YOUR DREAMS COME TRUE**  
JOIN **Legacy Sterling Club**

**BECAUSE YOUR LEGACY MEMBERSHIP GIVES YOU MORE:**

Thrill to your sterling at once while you pay out of income. Payments to start with your first place setting.

Over 200 popular patterns to choose from... by Gorham, Heirloom, Reed & Barton, International, Lunt, Wallace, Tuttle, Smith, Watson, Whiting and many more.

More place settings...  
1 place setting (6 pcs) \$1.93 a month  
2 place settings (12 pcs) \$3.83 a month  
4 place settings (24 pcs) \$6.93 a month  
6 place settings (36 pcs) \$9.93 a month

**JOIN TODAY! Fill in and mail the coupon**  
**FREE GIFTS to new members... see below.**

Enroll me as a member of Legacy Sterling Club and send me my FREE Sterling Silver Hors d'Oeuvre Pick.

☐ I have chosen my pattern. Please send \_\_\_\_\_ place settings of my pattern which is \_\_\_\_\_

☐ I have not decided on my pattern. Please send "A Personality Guide to Silver Selection" to help me decide. Each month I will pay \$ \_\_\_\_\_ for place settings. Each place setting will include: Knife, Fork, Teaspoon, Butter Spreader, Salad Fork, Cream Soup Spoon. Price includes federal tax and postage.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ HB-11-6

**Legacy STERLING CLUB**  
999 SOUTH WATER ST.  
NEW BEDFORD, MASS.

**For CHRISTMAS and Life's Happiest Moments**  
**Charms and Miniatures**  
in 14K GOLD, STERLING SILVER, COLORED ENAMEL  
**BY MAIL - AT SPECIAL DIRECT TO YOU PRICES!**

Here are the most cherished gifts and possessions of all! Dainty treasures to remind the wearer of the occasions, the places, the people she loves best. Choose any shown here, to be enjoyed forever.

All prices include Fed. Tax and Postage  
MAIL ORDERS FILLED PROMPTLY  
MONEY-BACK GUARANTEE

**ALL CHARMS SHOWN ACTUAL SIZE**

**A. Link Bracelet**  
**B. Wreath**  
**C. Crystal Locket**  
**D. Holly Sprig**  
**E. The Good Angel**  
**F. Santa Claus**  
**G. Three Wee Bells**  
**H. Christmas Tree**  
**I. Santa in the Boot**  
**J. Old Lady in Shoe**  
**K. College Pennants**  
**L. Baby Shoe**  
**M. Bible**  
**N. Birth Certificate**  
**O. Wishing Well**  
**P. Telephone**  
**Q. United Nations Flags**

**A. Link Bracelet—14K Gold \$13.50; Sterling \$2.00.**  
**B. Wreath—A true memento of Christmas. Enameled in bright colors. Sterling \$3.00; 14K Gold \$14.00.**  
**C. Crystal Locket—Hinged, will hold two photos. Shiny crystal magnifies them. Sterling \$4.50; 14K Gold \$18.00.**  
**D. Holly Sprig—Colorfully enameled in true color for the festive season. Sterling \$3.00; 14K Gold \$11.00.**  
**E. The Good Angel—Have the Good Angel watch over you and your loved ones. Sterling \$2.20; 14K Gold \$15.00.**  
**F. Santa Claus—Colorful Santa smartly enameled on. Mr. Christmas himself. Sterling \$3.00; 14K Gold \$15.00.**  
**G. Three Wee Bells—Real jingle bells for Christmas and Wedding. Sterling \$2.50; 14K Gold \$6.00.**  
**H. Christmas Tree—Tips of branches red and green enameled, look like real ornaments. Sterling \$4.50; 14K Gold \$15.00.**  
**I. Santa in the Boot—Open it and Santa pops up. Red enamel trim. Sterling \$4.50; 14K Gold \$16.00.**  
**J. Old Lady in Shoe—Open it and see gayly colored lady and children. Sterling \$2.00; 14K Gold \$13.50.**  
**K. College Pennants—For any of 60 leading universities. Enameled in authentic college colors. Sterling \$1.50; 14K Gold \$7.00.**  
**L. Baby Shoe—Keepsake of baby's shoe. Name can be engraved on. Sterling \$2.50; 14K Gold \$20.00.**  
**M. Bible—The tiny cover opens wide, to reveal the complete Lord's Prayer inscribed in minute letters. Sterling \$2.00; 14K Gold \$10.00.**  
**N. Birth Certificate—Mothers and Grandmas will love this! Give name, birth date and weight to be engraved. Sterling \$5.00; 14K Gold \$15.00.**  
**O. Wishing Well—You crank the handle and it will draw the small water bucket up and down. Sterling \$4.00; 14K Gold \$14.00.**  
**P. Telephone—Just like a real one, but it dials "I love you". Sterling \$3.00; 14K Gold \$10.00.**  
**Q. United Nations Flags—Your choice of flag of any country in the United Nations. Sterling \$2.00; 14K Gold \$11.50.**

**Charm & Treasure INC.**  
569 FIFTH AVE., Dept. HB-8, NEW YORK 17, N. Y.

Please send me the charm(s) I have circled:  
A B C D E F G H I J K L M N O P Q  
I enclose check or money order for the total \$ \_\_\_\_\_  
Full-Money-Back Guarantee on all, unless personalized.  
Engraving on any charm—10¢ per letter or number.  
Please print inscription clearly. Enclose with order.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

☐ 14K Solid Gold  
☐ Sterling Silver  
☐ Check here for free catalog 700 charms



## A CARD TABLE SET YOU WILL BE PROUD OF

FOLD  
FLAT

### Lovely SOLID KUMFORT

Beautifully Styled, Luxurious, Sturdily Built

Yes, lovely, rich and handsome. Here is the card table set you have always wished for and at a price that will please you. The chairs are graceful in appearance, strong and durable. The table has a plastic coated top. The legs lock rigidly. You will be the envy of your friends. Mahogany, sand or fruitwood finishes with ivory, tan, red or green plastic coated fabric upholstery. Their beauty lasts for years. A wonderful Christmas gift. Buy direct . . . send cash with order. Delivery charge collect.

LOUIS RASTETTER & SONS CO. • 1342 WALL STREET • FORT WAYNE, IND.

from native craftsmen  
of San Salvador . . .

## Canasta

BASKETS



wrought iron stand with  
removable legs included  
15" high  
20" in diameter

Newest decorating trend—big picturesque basket of split bamboo on modern black wrought iron stand! Beautiful filled with flowers . . . holds magazines . . . smart practical accessory for any room! Perfect for picnics too!

Only \$7.95 ppd.  
Money-back guarantee

**SALVADOR-CRAFT CO.**  
P.O. Box 1426, South Miami, Florida



### Handfinished BRASS BOUND WOODEN TUB

Excellent as Kindling Bucket, Waste Basket, Magazine Rack or to hold Potted Plant, indoors or outdoors. Hand-finished in Old English Mahogany or Early American Pine. 12" diameter (top) and 10" high. Christmas Gift, house present, ideal for your weekend hostess. **\$16.00**

POSTPAID—NO C. O. D.'S

### STIRLING SHOP

P. O. Box 4225, Carrollton Station,  
Dept. HB, New Orleans 18, La.

## GIVES YOU \$100.00

Every Year Automatically!



Get Perpetual Date & Amount Banks. 25c a day automatically keeps Date right up-to-date. Also registers total amount saved. Forces you to save a quarter every day, or calendar won't change date. Automatic saver for gifts, vacations, time payments, etc. Use year after year. Start saving right away. Order several. Reg. \$3.50, now only \$1.99 each; 3 for \$5.75 ppd. Personalized with solid brass Monogram in Gold finish, \$2.95 complete; 2 for \$5.50 ppd. Mail orders filled promptly. Mail cash, check or money order to LEECRAFT, Dept. 2H, 300 Albany Ave., Brooklyn 13, N. Y.

## MINIATURE CHIPPENDALE CHEST

### WRITE FOR NEW CATALOG

Over 100  
Reproductions

Send 25c in coin (NO STAMPS) for our new catalog of 18th Century and Early American handmade solid wood pieces.

An exact copy of a colonial cabinet maker's model. Authentic in every detail from dovetail joints to brass butterfly handles. Handmade from finest solid mahogany including drawer sides and backs. Use as a single or in pairs. Only \$69.50. In solid walnut, maple or cherry, \$79.50. Add \$4 to all orders West of Mississippi. **FREE DELIVERY**

*Newcomb's Reproductions*

BOX 1249H DURHAM, N. C.



24" wide  
16" deep, 28" tall



## WINDOW



**OCTOPUSSY** is the dolly with the fringe on top and an entwining personality. Her purple felt kapok body, orange yarn hair and wired polka-dot gams make her a dazzler in a dorm, a hit with a teen and a pal for a sleepy-time gal. 15" high, she's a technicolor dream and a hit you won't want to miss on your Christmas list at \$8 ppd. Impulse Items, Dept. HB, 116 E. 18th Street, New York 3.



**LENOX WRITING CHAIR** has a wide arm that is wonderful for tray suppers, addressing Christmas cards, writing thank-you notes, etc. Solid birch, finished in pine, maple, mahogany, cherry or antique white, the writing arm is 15½" x 18". \$49 postpaid. Greenbaum Bros., 101 Washington St., Paterson 1, New Jersey.



**WOMAN, THY NAME IS VANITY**, and thy middle name is Bargain-Lover. So look, please, at this pretty perfume set. We recommend it particularly for those sophisticates who have recently renounced socks in favor of nylons, pigtales in favor of pony tails. 3" white china cologne and atomizer bottles and powder jar are decorated with a moss rose design. \$1.50 ppd. Heide Herwig, 517 Elm St., Chillicothe, Ill.

### BEAUTIFUL MINIATURES



HAND  
COLORED  
AND  
FRAMED

FROM ANY  
PHOTOGRAPH

**\$6.98**  
ppd.

Send us your most cherished photograph or snapshot—old or new. We will copy it, hand color it, and place it in a handsome 24 Kt. gold plated frame.

Time worn or marred photographs restored at moderate additional charge.

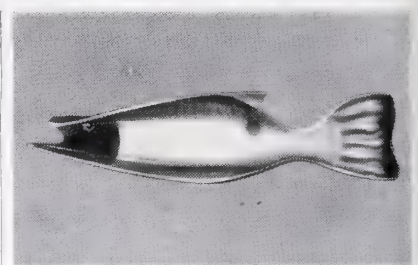
Everlasting DuPont Ivora print . . . \$9.95

Mail orders filled. Send photos 1st class. They will be returned unharmed.

**HEARNS**

Serving New York since 1827

3rd Ave. at 150th St., New York 55, N. Y.



### Each an Original Handmade

artistically shaped server and decorator made from tropical palm spathes. A real surprise guaranteed when you see the exotic colors inspired by finney creatures of the South Seas. Used by natives for centuries as serving trays and dishes. Beautiful colors and design creates unusual decorative appeal for walls, a school of fish or one, Perfect for father's den.

3 sizes from 17-24 in. \$3.95, \$4.95, and \$5.95. Matched sets on request. Check or M.O. We pay postage.

**Sana's**

P. O. Box 102  
Fort Lauderdale,  
Florida



SHOPPING



**PERHAPS A DUKE**, with powdered wig and satin breeches once owned one of these sterling silver napkin rings, which is now a Cuff Bracelet. Or maybe Galsworthy's Soames Forsythe toyed with it while he watched his beautiful wife enchant other men. Make up your own stories as you wear yours. All are old, all different. \$5 incl. tax and post. The Jamaica Silversmith, 79-32 164th Street, Jamaica 2, N. Y.



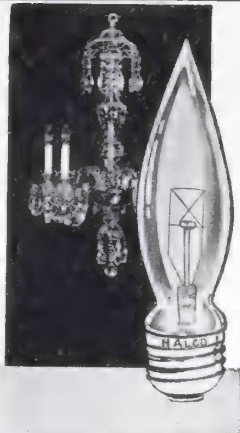
**BUTTERFLY PIN-UP** is tiny in size 2 1/4" high, and tremendous in appeal. It's sweet-stuff filled with lollypops for good little boys and girls; darling planted with baby ivy on a pretty bathroom wall; a cunning cache for bobby pins. A yellow, red or blue butterfly is poised on the rim of a fine white porcelain vase. \$1.95 ppd. Peggy Ince, 234 West 44th Street, New York 36.



**CASE THIS NAIL FILE** for lots of names on your gift list and you'll find \$1 makes a lot of sense when it is spent on a good folding nail file in a Caronite case. With monogram or name engraved in white, it's a grooming instrument everyone will use and is tiny enough to tuck into every stocking hung by the chimney. \$1 ppd. International Industries, 12 Jasperperson Blvd., Culver City 4, Calif.



**REPLACEABLE SPONGE DISH-MOP** is designed to make dishwashing almost a pleasure. The strong, extra long handle is scientifically angled to use the entire sponge cleaning surface and reach down into corners of pitchers, glasses and pots. The scraper end easily removes stubborn food particles. The replaceable sponge always stays soft. Handle comes in attractive colors (specify: red, black or white). Only \$1.00 ppd. with 2 sponges. Additional sponges 2 for 49¢. Foremost Specialties, Inc., 2007 Bronx Park East, New York 67, N. Y.

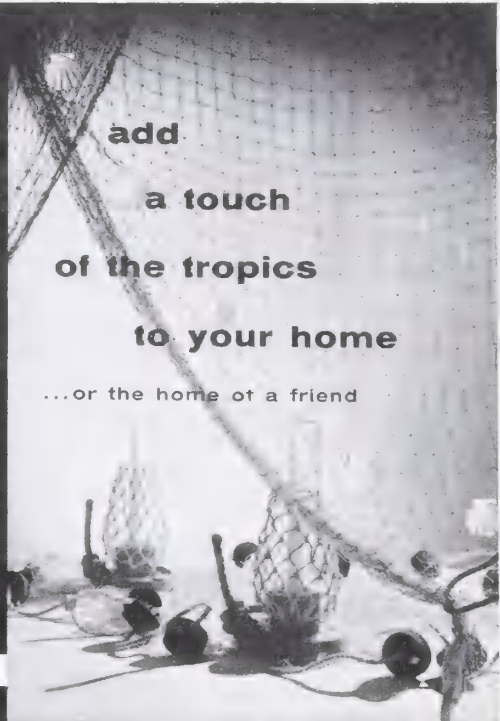


New Sparkle for Your Fixtures

**nalcobrite**  
Decorative Tungsten Lamps

Delicately hand-tipped, clear or frosted glass, 25 or 40 watts, candelabra, intermediate or standard base.  
75¢ each in clear, 85¢ each frosted glass, includes tax and postage. Minimum order of six. Specify wattage, finish, base. Write  
**NALCO SPECIALTY SHOPS**  
St. Louis—1526 No. 13th St.  
New York—250 Fulton St.

**Fishnet Curtains** of imported spray white cotton need no ironing, starching, or stretching and may be dyed any color. Decorative detachable scalloped shells included.  
60" length Pr. \$6.95  
72" length Pr. \$8.49  
90" length Pr. \$6.95  
**Fishnet Table Cloth...** of imported spray white cotton net with Spanish cork decoration.  
52" x 72" \$6.95  
72" x 104" \$10.95  
**Hurricane Lamps...** handmade of imported natural champagne cork, fishnet jackets, rope handles and white dripless candles.  
12" high Pr. \$5.95  
Specify choices and send check or money order to  
**BALI HAI**  
ORIGINALS  
1238 AliBaba Ave., Opa-Locka, Florida  
(tax and postage included in prices)



add  
a touch  
of the tropics  
to your home

...or the home of a friend

**NEW EASY-TO-SEE**  
**Windowpane Thermometer**  
MOUNTED IN SECONDS!  
SEE AT A GLANCE HOW COLD IT IS OUTSIDE FROM INSIDE  
\$2.99 PPD. GIFT BOXED

No squinting to read, even from 10 ft. away—thanks to big red figures and pointer on 3 1/2" transparent dial you look right thru! No screws, no brackets. Just peel and press this new model on outside of windowpane. Specially compensated for windowpane use. Accurate, attractive, a much-appreciated gift! Each, \$2. ppd., guaranteed. By mail.

**MAJOR BRUSH UP**  
Dental Sentinel protects your child's teeth! Major comes with child's nylon toothbrush in his hat as a plume. Drum is drinking cup. Makes tooth-care child's play. Very colorful. Stand or hang on wall.  
Postpaid, \$1.25 each

**HIS OWN BARBER POLE SHAVE RACK!**  
Holds his shaving brush, safety razor and used blades in one neat place! This barber pole will make him smile even before breakfast! Its nickel-plated arms hold any size brush and razor. The Barber Pole itself holds used blades. Sturdy, colorful CERAMIC easy to clean 6" high. Hang or stand it. \$2.50 Postpaid, with name (No C.O.D.'s please) Ask for FREE Catalog

**CROWN CRAFT PRODUCTS**  
246 Fifth Ave., Dept. 911, New York 1

**BRECK'S OF BOSTON** FREE! BIG CATALOG of Exciting New Gifts!  
762 Breck Bldg., Boston 10, Mass.

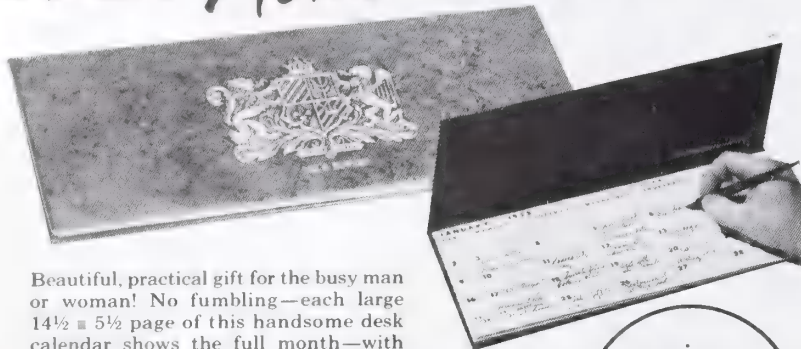
**VERMONT DEACON'S BENCH**  
All the charm of Old Colonial Vermont is captured in this quality, custom-built reproduction. Seat is hand-scooped by master craftsmen from sturdy New England Pine. Legs and back are of hardwood. 60" long, 32" high, seat 15" deep. Completely sanded and assembled, \$34.95. Finished in light or dark pine or antique maple, \$44.95. Delicately trimmed in black and gold with hand stenciling, \$49.95. Also available in 48" length, unfinished, \$29.95. Express Collect.  
**TEMPLETON CRAFTSMEN**  
Dept. 370 Templeton, Mass.



**FAITHFUL HOUND DOGS AND IRONS**  
This handsome pair of hounds will take very seriously the job of guarding your hearth. Made from a very old pattern, but a new popular size, with 14" burning irons.  
18" High and weigh 20 pounds  
Solid Brass Dogs \$27.95  
Cast Iron, black satin finish \$16.95  
Catalog of other sizes 10 cents. Transportation prepaid  
**TENNESSEE CHROMIUM PLATING CO.**  
206 Louise Avenue W Nashville 5, Tennessee



# FOR BUSY PEOPLE... THE 1957 Memo Calendar!



Beautiful, practical gift for the busy man or woman! No fumbling—each large  $14\frac{1}{2} \times 5\frac{1}{2}$  page of this handsome desk calendar shows the full month—with ample space for daily reminders. Cover is smooth, rich, two-tone walnut brown simulated leather, padded and deeply embossed with an impressive golden coat of arms. Adds an air of distinction to home or office desk. Yearly refills available. For your friends? 5 @ \$4.75 ea.; 10 @ \$4.45 ea.; 25 @ \$4.25 ea. Postpaid. Name embossed 60c each on 5 or more.

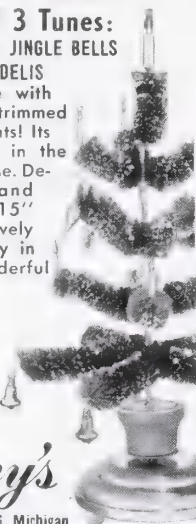
price:  
**\$4.95** each  
Postpaid (no C.O.D.)  
Name embossed in  
gold . 75c each

HOWARD COMPANY • 121 N. Washington St. • Peoria, Illinois

## new musical Christmas tree

REVOLVES DAILY AS IT PLAYS!  
**Your Choice of 3 Tunes:**  
• SILENT NIGHT • JINGLE BELLS  
• ADESTE FIDELIS

Beautiful little tree with snowy green boughs trimmed with bright ornaments! Its Swiss music box is in the gold-toned metal base. Delights children and grown-ups alike. 15" high, it makes a lovely centerpiece, is a joy in any room. A wonderful gift! \$3.95  
Give us your 1st, 2nd and 3rd choice of tunes. Add 25¢ for shipping charges in U.S.A. For Canada, add 50¢. Sorry, no COD's.

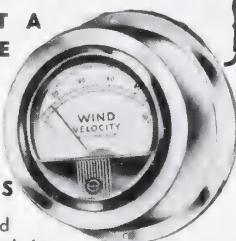


**Crowley's**

100-126 Gratiot Ave., Detroit 26, Michigan

## WIND SPEED

TELLS AT A  
GLANCE  
INDOORS  
HOW HARD  
THE WIND  
IS BLOWING  
OUTDOORS



Every gust and lull in the wind is instantly shown on the handsome speedometer inside your home. The 4" polished brass dial registers up to 100 miles an hour. Installation is easy and quick. Simply mount the spinning cups on roof or TV mast and connect the wire to the indoor indicator. Costs nothing to operate because it generates its own current. Fully Guaranteed, complete with 50 feet of wire.

**ONLY \$49.95 POSTPAID**  
(AIR MAIL SHIPMENTS IN  
U.S. \$2 EXTRA)

Send Check or Money Order to:

**Cape Cod WIND INDICATORS**  
Harwichport 4A Cape Cod, Mass.



## BICYCLE PLANTER

Gay, colorful little ceramic pair on a bicycle built for two. Little suitcase is also a tiny planter! An ideal and distinctive gift!  $9 \times 5\frac{1}{2}$  inches. **\$2**  
Complete, only

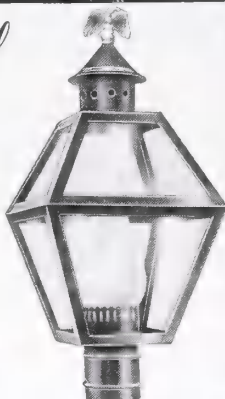
WRITE FOR FREE GIFT CATALOG



**ADRIANE Inc.**  
110 Park Square, St. Paul 1, Minn.

*Ideal  
Xmas  
Gift*

**SOLID  
COPPER**



## POST LANTERN

Finish: Black with brass eagle. Frosted chimney will take a 100 watt bulb. 3" post fitter. 10" sq. x 21" high. Send check or M.O. No C.O.D.

only  
**\$14.75**

Express Collect

**FAN CRAFT INC.**

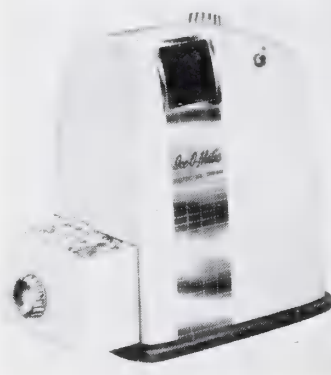
EAST STREET • PLAINVILLE, CONN.



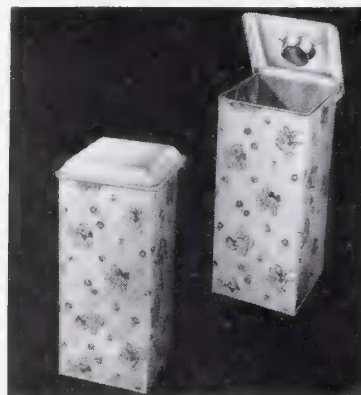
## WINDOW



**GAY '90'S BATH SET** brings back delicious memories of an era when men were dandies and women were glad of it. An ivory porcelain set with tobacco brown trim comes with tray,  $9\frac{1}{2} \times 7\frac{1}{2}$ ", and jars: Cologne, Talcum, Aftershave and Accessories. Tray has well for catch-all; jars are decorated with old-time transportation scenes. He'll love this! \$4.95 ppd. Lee Wynne, 5446-B11 Diamond St., Philadelphia 31, Pa.



**DIAL YOUR ICE** from flaky thin to nugget size on Rival's new high-powered Ice-O-Matic. Portable as a toaster, it has a chute to take lumps or cubes and a drawer to hold the output of a standard ice tray. White with chrome trim and rubber-cushion base (AC only), it's a gift and a performance a man will love. \$29.95 ppd. Mail-Age, P. O. Box 109, Pratt Station, Brooklyn 5, New York.



**DIAPER HAMPER.** This has been designed with a realistic understanding of Butch's uninhibited disregard for self-control. It holds more than 80 diapers. Made of lightweight rustproof metal with embossed vinyl covering, it has a deodorant cup inside the lid. With deodorant and plastic container bag, it's  $10 \times 10 \times 25$ " high. \$7.95 plus 75¢ W. of Miss. May Birn, Box 26B Mt. Vernon, N.Y.



## genuine violin planter

A real, full-length 21" wood violin, complete with strings, deftly transformed into a most unusual wall planter. This violin, handcrafted by old world artisans, is available in your choice of highly polished wood finishes. A hidden rust-proof metal container holds ample ivy or other plants. An interest highlight for walls or dens, studios, living rooms, etc.—and a superlative gift idea!

**IN HANDSOME  
HIGHLY POLISHED WOODS!**

- Dark finish, \$16.95 ppd.
- Blonde finish, \$18.95 ppd.
- In Ohio, add 3% sales tax.
- SATISFACTION GUARANTEED!

**Little Pine Lane**

4907 Trabue Rd., Rte. 4, Columbus 4, Ohio

Make your home radiate Christmas!

Decorate with "Angel Faces"

Imaginative, whimsical, beautiful indoor - outdoor displays for holiday atmosphere. Beautifully executed in 5 permanent colors on weatherproof hardboard. 9-inch, all different. **\$1.95**  
Set of 3, prepaid, special

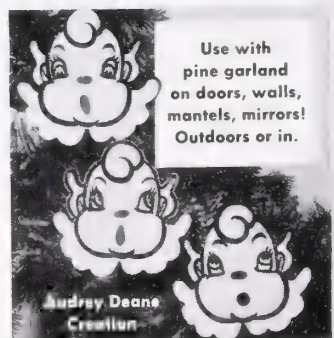
**Many other display ideas!**

Give your home a sparkling outdoor setting. Nativity scene, shepherds, wise men, Santa, reindeer, etc., done by outstanding artist in striking technique. Write for catalogue.

**PLATT'S GARDEN WORLD**

901 E. Kimberly

Davenport, Iowa



Use with  
pine garland  
on doors, walls,  
mantels, mirrors!  
Outdoors or in.

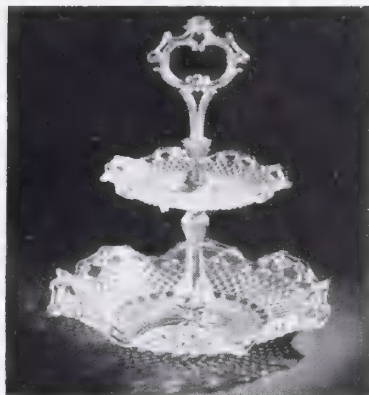
Audrey Deane  
Creative



# SHOPPING



**DON'T WASTE TIERS.** Use them for wafer-thin mints, canapés, fresh fruit, and you'll have a serving centerpiece of great charm. Reproduced from an original Bell Mark piece in old Sheffield silver plate, the English imported dishes are crimped clear glass, measure 6½" and 10" in diameter. Over-all height is 12". Just \$6.95 ppd. The Lillian Shoppe, 20 Armat Street, Philadelphia 44, Pa.



**THE WORLD IN 3D** is fabulous. The splendor of its mountain ranges, oceans and deserts stands out for all to behold in this 12" globe with highly detailed topographical features. Beautifully colored and cartographically correct, it comes with a "World-O-Fun" book to teach you how to use the globe and tour the world. A gift to delight student or teacher, it's \$9.95 ppd. Lewis & Conger, Mineola, N.Y.



**PEN STATION** mounted with shiny silver dollar and a fine ball point pen makes a superlative desk gift that will bring you a mint of love. A real silver dollar and his or her name is embedded permanently in a 2½" convex lucite lens, and mounted on a 3" x 4" x ½" ebony lucite base. \$7.95 incl. silver dollar. With your "lucky" buck, \$6.95 ppd. Keepsake Shops, Dept. HB, Union City, New Jersey.



**ELECTRIC STONE FOUNTAIN**  
NO PIPES NEEDED—FILL WITH WATER AND PLUG IN  
A delightful chap stands in a deep lotus fountain continuously flowing water from the shell in his hand into the bowl.  
**FOR GARDEN OR INTERIOR**  
Fountain complete \$126.00 F.O.B. CHICAGO Figure only \$36.00; Pump \$19.95—Pump Case \$10.00; Bowl and Pedestal \$60.00.

CATALOG OF FOUNTAINS & FIGURES 10¢  
*Raphael Groppi Studio*  
1759 Sedgwick St., Chicago 14, Illinois

## NEW! Glowing garden LILY LIGHT FLOATS



**BAR-BE-Q-BEN**

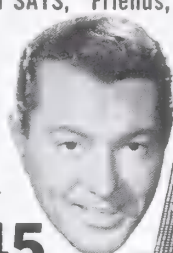
P. O. Box 5007-b

Set of 12 \$1 ppd.  
Create a glamorous, holiday party atmosphere! Arrange these unique, mysteriously long burning (5-6 hrs.) tiny floating lights in your flower centerpiece, and charm your guests! Re-usable. Satisfaction guaranteed. Send \$1 per set to: (No C.O.D.)  
Cleveland 1, Ohio

TONY MARTIN SAYS, "Friends, here's a wonderful personalized gift!"

Star of stage, screen, radio and television.

ONLY \$5.45



PAT. PEND.

**YOUR NAME OR ANY NAME MOLDED IN 7-LB. COLORED RUBBER DOOR MAT**

Order your friend's or relative's name or your own — permanently molded in Ivory letters.

**ANY WORDING**  
THE MARTINS • EVE AND JOHN  
ENTREZ VOUS • RANCHO RIO  
For Christmas, Showers, Birthdays, Weddings, Holidays.

**BEAUTIFUL DECORATOR COLORS:**  
Choice of Brick Red, Garden Green, Jet Black, Powder Blue background. Letters in Ivory only.

**7000 RUBBER SCRAPING FINGERS**  
Self draining, automatic cleaning. Keeps dirt off your rugs and carpet yearly. Make your doorway permanently attractive.

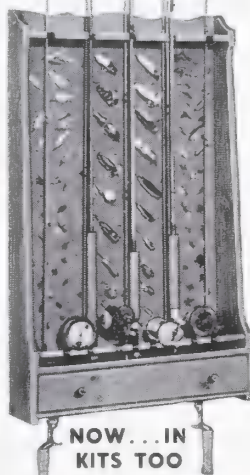
**ORDER TODAY — SEND NO MONEY**  
MITCHELL RUBBER PRODUCTS, DEPT. E  
2122 San Fernando Road Los Angeles 60, Calif.  
Send personalized Mitchell Mat with name shown below in \_\_\_\_\_ color. (Name one background color only.)

(Print letters to be molded in—13 letters or less)  
☐ I enclose \$5.45. I will pay small shipping charges.  
☐ Send C.O.D. I will pay \$5.45 and small shipping and C.O.D. charges.

Ship to \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Fisherman's Joy

**PRETTIEST RACK YOU EVER SAW**  
Protects All His Gear In One Handsome Display



Now he'll enjoy fishing equipment year round in this wonderful, new show rack. It does everything. Safeguards up to 5 rods, any type or size, in rubber holders. They can't warp, fall out. Shows 5 reels, all types. Neutral gray felt back holds flies, lures, plugs. Hook them in-out in a jiffy. Large accessory drawer. Finely crafted in polished honey-tone knotty pine, or lovely maple or mahogany finish. Size 22" x 37".

ONLY \$23.95  
IN COMPLETE KITS—for easy home assembly. Prefitted, drilled, sanded, etc., with simple step-by-step instructions—  
ONLY \$12.95

NOW...IN KITS TOO

Express Chgs. Collect No C.O.D.'s MONEY BACK GUARANTEE

**Yield House**  
Dept. B11-6  
No. Conway, New Hampshire



**For CHRISTMAS—Put ST. FRANCIS in your Garden**

That Birds may flock to the bowl at the feet of their Guardian Saint for their baths all year around. Figure, 26 in. high. Bowl, 18 in. wide, Pompeian stone. \$25.00 f.o.b. New York. Write for our illustrated Catalogue of lovely Garden Ornaments.

10c, please, for mailing.  
You will enjoy visiting our Galleries

**Erkins Studios**  
42 West 40th St. New York City 18, N.Y.

Most Cherished GREETINGS

**DELUXE DECKLE EDGE CARDS**  
AND ENV. **7¢** EACH  
25 for \$1.75 min. order plus 35¢ handling



- FREE SAMPLE
- FREE DESIGN FOLDER
- FREE GIFTS

**FREE 5" x 7" PORTRAIT ENLARGEMENT**  
with orders received by Nov. 15th

**ROYAL PERSONALIZED PHOTO CHRISTMAS CARDS and ENVELOPES**

This year send loved ones holiday greetings with your picture of family, home, pet, etc. The only Christmas card that's truly personal and cherished thru the year and costs less than most ordinary cards. Simply send negative or photo (add 50¢ for new neg.) with your order. **FREE SAMPLE!** See before you buy—Send neg., returned with deluxe sample and new 1956 design folder. Satisfaction guaranteed.

**ROY PHOTO SERVICE**  
Dept. HB-11, GPO Box 644, N.Y. 1, N.Y.

I am enclosing \$\_\_\_\_\_ for ROYAL Cards & Envelopes (25 for \$1.75 plus 35¢ handling minimum order) (order multiples of 25 cards)  
—Send FREE Personalized Sample Card (see stamp enclosed) and FREE design folder  
—Neg. Encl. —Make new neg. from photo encl. (50¢ handling fee)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## SEND A GIFT OF Tillamook Cheese OREGON'S PRIZE-WINNING CHEDDAR



Consistently a top prize-winner in the national cheese judging contests, Tillamook is truly America's most distinctive cheese... the perfect gift for everyone who enjoys good food.

Tillamook is a natural cheese, never processed, made exactly as the original cheddar was centuries ago in Cheddar, England.

The attractive gift package shown contains a mild 3-lb. Gem (six mos. old), two 12-oz. wedge cuts (18 mos. old) and two aged sampler squares. Mailed, ppd. and insured—only \$5.60 east of the Rockies, \$5.00 elsewhere in U.S.A. Send check or money order. Specify delivery date. Write for folder on other assortments.

### TILLAMOOK CHEESE

P. O. Box 313 • Dept. HB • Tillamook, Ore.

FOR THE  
PERFECT  
PRESENT



Give delicious

### PENNSYLVANIA DUTCH PRETZELS in smart new tin designed by Lancaster County Craftsmen

This delightful assortment of eight deliciously different types of pretzels makes "wonderful good" giving. Real taste tempters—butter-rich and baked to authentic Pennsylvania Dutch recipes. Colorful, re-usable tin makes unique container. Lid becomes unusual and picturesque serving tray or wall plaque.

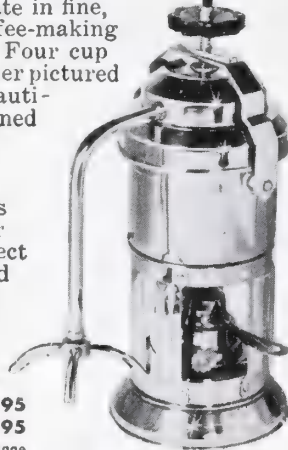
**\$4.95** postpaid anywhere in the U.S. or to service personnel overseas. Order early and specify shipping dates. Gift card enclosed. Checks or M.O.—Sorry, no C.O.D.s.

**BACHMAN BAKERIES CORP.**  
2525 Kutztown Road, Reading, Pa.

the correct after dinner  
coffee is demi-tasse and  
the correct demi-tasse  
maker is...

*stella espresso*

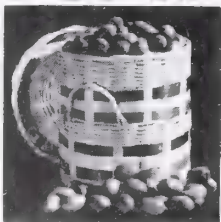
the ultimate in fine, Italian coffee-making machines. Four cup coffee-maker pictured here is beautifully designed brass and chrome machine which uses alcohol for fuel. Perfect during and after any meal.



4 cup \$19.95  
2 cup \$13.95  
plus 40¢ postage

country club sales  
225 w. 57 st., n. y. c. 19

## new crop PECANS



... in colorful Mexican

## FIESTA BASKET

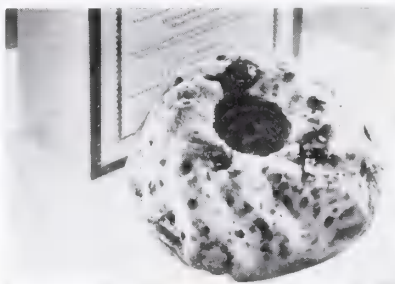
#1, unshelled Big Stuart and Success Pecans, washed, polished and machine graded.

**5 lbs. \$6.00**  
Postpaid

Send gift list and personal or business cards. We do the rest.

FOR GROUP FUND-RAISING!  
Pecan Halves, 1 lb. cello. bags, \$1.40, 25 or more. Send for colorful folder, prices, etc.

**DEEP SOUTH PECAN CO.,**  
Dept. HB, Biloxi, Miss.



### Martha Washington's GREAT CAKE—AN HISTORIC DELICACY

For Christmas, birthday and other "Great" day celebrations at Mount Vernon, this was the cake that Martha Washington ordered baked. The original recipe begins: "Take 40 eggs..." You can now buy Little Great Cakes. They are delicious, golden brown and made from the finest ingredients including brandy and sherry. Charming packaging and a facsimile of the original recipe goes with each cake. 1 1/4-lb. cake, (illustrated,) baked in Turk's head mould, \$3.00; 2 1/2-lb. cake baked in oblong mould, \$5.45. Postpaid in the U.S.A. proper and to APO addresses. Greeting card enclosed if requested. To assure delivery, please mail your list early, with check or money order, to: LUCY ANN GRAY, INC. P. O. Box 510 (HB)—Alexandria, Virginia



## WINDOW

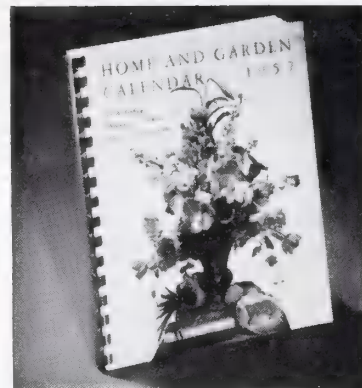


### KING AMONG CAPTAINS'

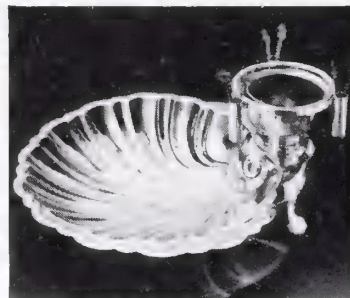
Chairs is the James Lawrence. Crafted from Yankee maple or birch, with a pine scooped seat, it comes finished in a plain maple, dark pine, black, yellow or mahogany color. \$26.75. In black with gold decorations and solid mahogany arms, \$29.95. In solid mahogany, \$49.95. Exp. chgs. coll. No c.o.d.'s. Send 10¢ for Early American folder. Chair Shop, Box 725, Morganton, N.C.



**TWINKLE TOES.** A sparkling idea for a pretty girl is a bejeweled ballerina in which she'll play all day and dance all night. Butter-soft elk in delicious pink, turquoise, white or black, these come with elastic trim to insure perfect fit and a foam rubber inner sole. Adult sizes, 4 through 10, \$5.95; Misses, 10 through 3, \$4.95 ppd. Miller Curio Co., 256 E. Congress, Tucson, Ariz.



**MAKING ARRANGEMENTS** is no trouble when you have this flower-arrangement and appointment-book calendar. The calendar has space for recording appointments and is illustrated with 58 magnificent flower arrangements which include 11 table settings. With extra pages for recording gifts sent and received. \$1 ppd. Dorothy Biddle Service, Dept. HB, Hawthorne 111, New York.



### Shrimp on ice! SEA-SHELL SHRIMP SERVER

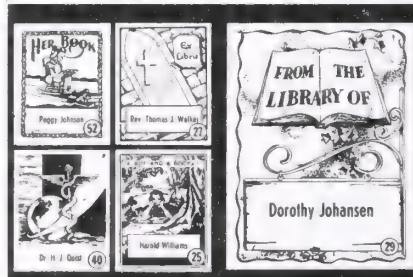
**\$19.95** (tax included; postpaid)

The silver-plated Sea Shell (11 inches diameter) is filled with shrimp, bedded on crushed ice. The glass-lined bowl at right holds cocktail sauce—with holders for hors d'oeuvres picks. (Picks not included.) Can also be used with floating flowers in bowl and cut flowers in cup.

Send check or M.O., please, no C.O.D.'s

**MALCOLM'S • 6309 Reisterstown Rd., Baltimore 13, Md.**

## 50 PERSONALIZED BOOK PLATES \$1



Personalize and identify all your books with these attractive book plates. When they see your name on the inside, even habitual "bookkeepers" return borrowed volumes. Beautifully printed in rich dark brown on fine cream color gummed paper, they enrich the appearance of your books. Actual size 2 1/2 x 3 1/4 inches. Print name desired. Order by number. 50 for \$1.00 ppd. SPECIAL—100 for \$1.75; 200 for \$3.00; 500 for \$6.00. HANDY GIFTS, 1112 Jasperson Bldg., Culver City 10, California.



# SHOPPING



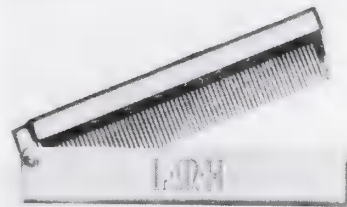
## FAST-GROWING PLANTER

has a concealed light bulb in the top, so your ivy and flowering plants grow 24 hours a day—even in the dark, in sun-less rooms, in window-less foyers! In a sunny room, turn it on only at night. Black wrought-iron planter and bracket is 12" high. Complete with 3½" ceramic pot, 7½-watt bulb and 6' cord. \$3.95 ppd. Cinderella House, 85 Newbury St., Boston 16, Massachusetts.



## HONEY OF A COMB

is this folding beauty that a pretty teenager will flash with pride to resleek her shining hair after a fast Mambo, or a mad dash across the campus. Or give it to a fastidious woman for her handbag. Tortoise comb folds into a 4½" gold or silver metal case that comes with or without 2 or 3 engraved initials. In flannel bag. \$1.50 each; 2, \$2.75. Ppd. Ruth Brawer, Dept. HBC, Box 4035, Tucson, Ariz.



## NAUGHTY ANGELS.

Their celestial backsides *must* bear the imprint of a saint's hand! Halos askew, they substitute comic books for choir books, sling shots for harps—and one little girl angel just happens to have a puppy dog under her robe. What's more, each one is a bell! Gold-trimmed porcelain, 4" high. \$3 the set of 3, ppd. Adriane, Inc., Park Square, Dept. HB-17, St. Paul 1, Minn.



## SCOTCH-OVEN



**6.95**

postpaid anywhere in U. S. Practically eliminates table hopping. Now! Broil and toast right at the table. Perfect for bacon, hamburgers, franks... ideal, too, for old fashioned buttered toast, toasted sandwiches, brown 'n serve rolls. Chrome finished. Complete with 6-foot cord and switch. One full year guarantee.

**HIGHLANDER SALES COMPANY**

Dept. 11, 329 Merchandise Mart Bldg., Dallas, Texas

## Personally Yours

Elegant gold on ivory semi-vitreous china dinnerware. Personalized just for you by Sabin, with full name or 3 initials on each piece.

**S & S PRODUCTS • BOX 421 • McKEESPORT, PA.**

One year free replacement guarantee on breakage & chipping

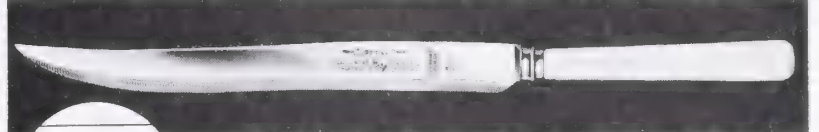
16-pc. set service for 4 ..... **14.95**  
32-pc. set service for 6 ..... **24.95**  
53-pc. set service for 8 ..... **44.75**

Also available in open stock



## 176 Cutting Edges of This All-Purpose Gourmet's Carver

Glide thru ROASTS, HAM, FOWL



Actually has 22 "corrugated" cutting edges per inch of blade!

Here's the most amazing Carving Knife ever designed for the pleasures of eating! Ordinary knives tear thru meat and squeeze the juicy goodness out—but not this revolutionary patented invention! The All-Purpose Gourmet's Carver is made with a remarkable 8-inch blade actually containing 176 cutting edges. This amazing edge has razor-sharp blades alternating with chisel-action ridges, with grooves to prevent clogging. It's unbelievable how Gourmet's Carver glides thru ham, beef, fowl, game—never disturbing the juices within. Gourmet's Carver never needs sharpening! Continuous use forms a constantly new

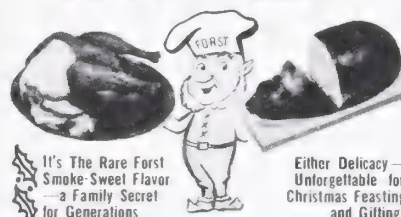
Now—for the first time in this country—the revolutionary "corrugated" Sheffield Carver with 176 cutting blades! Gives you WAFER THIN slices that retains ALL the juices. Sharpens itself as you use it! razor-sharp cutting edge. This is the remarkable "corrugated" edge that actually flows thru tough leather. You can slice WAFER THIN meat, vegetables, tomatoes, onions, etc.—make your dinner table a joy to look at!

Carver is made in England of finest SHEFFIELD STAINLESS STEEL with PERMANENT MIRROR FINISH. Beautifully white and balanced handle for sure grip and perfect slicing. Order NOW for luxurious dining at home—or give as most unusual holiday gift. LIFETIME GUARANTEE covering replacement or reconditioning WITHOUT CHARGE. Attractively sleeved and boxed—ONLY \$8. POSTPAID, or C.O.D. plus postage. Extra-heavy CAPTAIN'S CARVER with 9 in. blade and white handle only \$8.

Write for CUTLERY CATALOG.

Stuyvesant Trading Co., 130 W. 42nd St., Dept. K, New York 36, N. Y.

## WHAT IS YOUR HOLIDAY PLEASURE—TURKEY OR HAM?



It's The Rare Forst Smoke-Sweet Flavor—a Family Secret for Generations that Makes the Difference!

Either Delicacy—Unforgettable for Christmas Feasting and Gifting!

The choicest turkeys, applewood smoked, aromatically spiced, golden brown succulent Southern style hams cured and smoked to insure that different Forst flavor. No cooking—no shopping! Forst delicacies sent to you ready to serve!

**FORST CATSKILL MOUNTAIN SMOKED TURKEY**  
Whole—8 to 20 lbs., net wt. \$1.75 per lb.

**FORST CATSKILL MOUNTAIN SMOKED HAM**  
10 to 18 lbs., net wt. \$1.50 per lb.

Order today. Please enclose gift list, complete addresses and delivery dates with your check. All delicacies gift wrapped, shipped prepaid in U. S. FREE on Request—NEW full color catalog.

THE FORSTS, Route 447, Kingston, New York  
Important: All Forst Products are Gov't Insp'd

## SINCE 1909



Delectable tree-ripened oranges, grapefruits, tangerines, and tropical delicacies

55 lb. basket—all oranges, all grapefruit or mixed ..... **\$7.00**  
90 lb. box—all oranges, all grapefruit or mixed ..... **\$9.00**  
55 lb. basket—oranges and Ruby Red grapefruit ..... **\$7.50**  
90 lb. deluxe box—assortment of choice citrus fruits and tropical delicacies ..... **\$14.00**

ALL FRUIT GUARANTEED

Wisc., Minn., and states west of Mississippi River add \$1.50 express charges per unit.

WRITE FOR FREE ILLUSTRATED CATALOG  
Send check or money order to

**RED WARRIOR CROVES**  
DEPT. K UMATILLA, FLORIDA

## JUMBO PRUNES

### Special Introductory Offer

Send me two \$1 bills (or check or money order for the same amount) and I will send you my 2¼ pound box of JUMBO PRUNES, including a generous sample of my Ranch-made Sweets, giant California Apricots, fresh Dates, and honey-sweet white Figs.

These prunes are huge and so soft you'll eat 'em like candy. To new customers only I offer this regular \$3.65 box for \$2.00 and I prepay delivery.

I guarantee complete satisfaction or your money back. Send today and I'll ship at once direct from my ranch. Only one to a customer.

Sign and Send Coupon

### VACA VALLEY ORCHARDS

Box B-29 Encino, California

Send your 2¼ lb. box Giant Prunes.

Name .....

Address .....

City ..... Zone ..... State .....

## COMICE PEARS

FOR Christmas Giving

AS LOW AS  
**\$3.60\***  
DELIVERY PREPAID



MEDFORD, ORE.

■ Luscious, large Comice Pears, creamy in texture, rich in juicy flavor, make unusual and appreciated gifts for family, friends and business associates. These world-famous pears are grown in our own orchards, carefully selected—individually wrapped. Delivered PREPAID in colorful gift boxes to any point in 48 states. Perfect arrival guaranteed. Gift card enclosed. Send list, we do the rest. No stamps, C.O.D.'s or charge accounts, please.

No. 1—Deluxe Box (8 to 14 pears, pictured above) ..... **\$3.60\***

No. 2—Deluxe Box (15 to 18 pears) ..... **4.65**

No. 7—Asst. Fruit Chest (About 14 lbs.) ..... **7.25**

No. 5—Asst. Fruit Basket (About 18 lbs.) ..... **14.65**

\*EARLY BIRD PRICE... if your order complete with names and addresses of recipients or pre-ordered and postmarked on or before November 21, 1956. Regular Price ..... **\$3.85**



WRITE FOR FREE CATALOG  
**PINNACLE ORCHARDS**  
404 Fir Street • MEDFORD, OREGON



## SIAMESE CAT WALL PLAQUES



Pair of stylized Siamese Cats in tones of copper and brown. Arrange over fireplace, dining room walls or living room. Each cat is 17" high and made of 1/8" laminated stock. Washable too. Use in modern or provincial homes. Only \$2.95 pair plus 32 cents postage and handling. Money back guarantee.

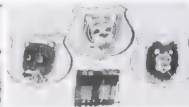


## Electric Train

Runs on flashlight battery. Has own cable track. Set contains engine and coal tender plus track. Only \$2.98 ppd. Nice gift. Money back guar.

## New... Christmas "Signature" Wall Scrolls

Ideal Christmas decorations. Use on walls or window. Have guests autograph them and use from year to year. In gay Christmas colors. 10" x 17" framed top and bottom. Set of 2 contains Santa on one and his angel helpers and tree on the other. Only \$2.95 ppd.



## 3-D Trophy Heads for small fry!

Boys will love this. Full color 3-D trophy heads just like Dad's. Simulated wood plaques 12" high. Set contains Lion, Tiger, Bear and Moose. Use over bed on walls, etc. Only \$1.95 set of 4 ppd. Money back guar.



## Special... Christmas Greeting card scrolls!



Same as above with special mailing tube for those special friends or relatives. Imagine... a 2 foot long Christmas greeting card on Old English parchment. 6 for \$9.00, 12 for \$17.00 ppd. Complete with mailing tubes.

## Imported Opera Glasses

Actually suitable for adult use although made for children. Has center focus and neck strap. Simulated mother-of-pearl lens holders. \$1.00 plus 25 cents postage. Order several for gifts.



## WALL SCROLLS

New beauty for drab walls.

size 27" by 34" ... Matching pairs \$2.95 each or \$5.95 pair, (each different) Framed top and bottom, ready to hang. Available in African, South Seas or Persian Myth. Money back Guarantee. Add 32 cents postage. Also 4% sales tax for Calif.



Gene Bell, 11746 Washington Blvd. Los Angeles 66, Calif.



## Clown PENCIL SHARPENER

We've never seen anything quite like this before, and certainly we've never seen anything that fits the bill for so many Christmas presents. The fat little Funny Man screws onto the wall or desk; the pencil fits in a hole in his tummy; and a turn of the crank sharpens the point. **\$1.00**

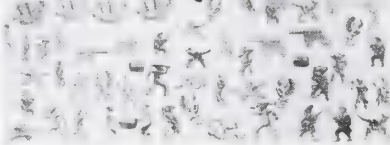
Postpaid 2 for \$1.95 ppd., 4 for \$3.75 ppd.

Penna. Residents Add 3% Sales Tax Sorry No Stamps or COD's Please Send For Free Gift Catalog

**Bryn Mawr Gifts**

Bryn Mawr B11, Penna.

## 100 Toy Pirates \$1.25



Your youngster will be the most popular on the block when he gets this set of 100 Pirates. Big colorful treasure box includes:—8 Swordsmen, 1 Prisoners, 8 Cannon, 8 Buccaneers, 4 Galley-men, 4 Treasure Chests, 4 Chest Bearers, 8 Mermaids, 8 Accordion Players, 4 Pirate "Goldbrickers", 8 Treasure Diggers, 8 Musketeers, 8 Pistol Fighters, 8 Seamen, PLUS Captain Kidd, Long John AND a Fleet of 4 Ships. Each to scale, about 2" tall, with full detail, stands on own base. Of durable bright plastic. Order several sets NOW and keep the kids happy for hours. Send \$1.25 for each postpaid set of 100.

**BRECK'S OF BOSTON** FREE! BIG CATALOG of Exciting New Gifts! 763 Breck Bldg. BOSTON 10, Mass.

## TYDI-BOY BELT HANGER



Hooks over your closet rod like a regular clothes hanger. Easy to open... simply pull apart, insert belt buckle, snap closed. No more searching for the "right" belt; they're all in plain sight; just slide the ring opening around to remove the belt of your choice.

Brightly plated metal. Beautifully gift boxed. Order by No. C 466.

Only \$1.00 postpaid 3 for \$2.85

Satisfaction Guaranteed Write for Free Catalog of Unusual Items.

CLOSET ACCESSORIES CO. Dept. 11818, Evanston, Ill.



## WINDOW



**HIS OWN SIGNATURE** in perfect facsimile identifies the front of a black cowhide billfold with a golden flourish. Billfold has pocket for identification cards and secret compartment. \$11.50. Breast-pocket secretary, also black cowhide with hand-screened signature, is \$11.50. Send in his signature. Selden Cooper Shop, Grove Park Inn, Asheville, N.C.



**OLD-FASHIONED CHARM** makes the Heirloom "Monticello" coverlet a happy choice for a fair lady's bedroom. All-white, reversible and washable, with a puffy ball-fringe. coverlet, \$10.95; double, \$11.95. Chintz dust ruffle: twin, \$6.95; double, \$7.95. Send 10¢ for swatches. Bedspread to match with Bullion Fringe: twin, \$11.95; double, \$12.95. Add 90¢ post. Colten's, 1351 Beacon St., Brookline 46, Mass.



**YULE GLOW IN A BRANDY SNIFFER.** The woody fragrance of pine will drift through your holiday room as this 200-hour candle burns in its handsome brandy glass. It's decorated with any two-word greeting, such as "Merry Christmas." And with the greeting washed off, you'll use it as a hurricane candle on your patio next summer. \$4.85 ppd. The Candle Craftsmen, 11 Sagamore Rd., Bronxville, N.Y.

the amazing, NEW

## BEAD STRINGER and KNOT TYER

by POST

Re-string beads quickly, easily, professionally with this remarkable new invention. Resulting strands are strong, durable. Makes strings of beads as long or short as you desire. Ties knots very close between beads and at clasp protecting strand against breakage. Made of metal. Complete with bead cord and full instructions.

**\$1. SATISFACTION GUARANTEED!** Postpaid! We ship daily!

POST EL. COMPANY, INC.

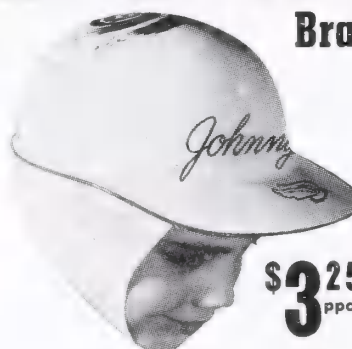
BOX 335-HC, ANDOVER, NEW JERSEY

## SURPRISE SOLDIER GUARD BOWLING SET



Open this strikingly magnificent 6" chap and out tumble 10 of the Queen's Junior Guardsmen. Stand them in formation, let fly the ball and bowl 'em over for endless hours of play-fun. Kids get a big bang out of this, and you'll admire the rich and colorful hand enamelled wood, polished to a hard, durable gloss. \$2.00 the set. 3 sets \$5.50. We pay postage, no cod's. Q.T. Novelty Co., Murray Hill Station, Box 54, New York 16, N. Y.

## Brand New Bikester Helmet



It's **PERSONALIZED** for the protection—and fun—of the bike and trike set. Sturdy, lightweight, shock-proof plastic. Any first name hand painted in red on white helmet! Cushioned against the bumps with foam rubber insert, soft protective liner; flaps snap under chin. Included is an invitation to join the American Bikester's Club! Ideal for boys and girls! Ask for free Gift 'n Gadget Catalog, too! Order from

MEREDITH'S, Evanston 24, Illinois.



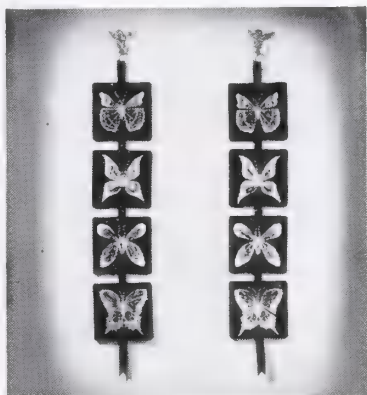
# SHOPPING



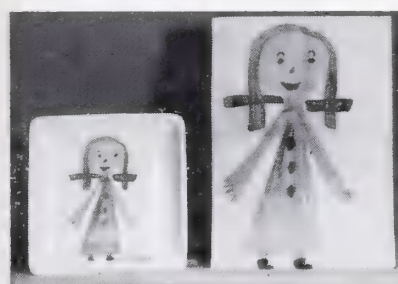
**IMPERIAL WOMAN**, the last Empress of China, might have graced this vanity bench, elegantly draped with tassels. Hand-wrought iron bench in black, gold, pink, turquoise and white, has curved mesh seat and plump tufted cushion covered in gold, pink, turquoise or red textured antique fabric. 16" x 17", it's \$19.95 exp. chgs. coll. Interior Trends, 56 Underhill Avenue, Brooklyn 38, New York.



**GOLDEN BUTTERFLIES** are silk-screened on matte black tiles, and the decorative effect is one of subdued but opulent splendor. There are 4 different butterflies strung on black grosgrain ribbon, and topped with a gleaming brass hanging ring. Panels are 23" long, 4½" wide. \$2.50 each plus 25¢ post. Brass eagle hanging hook is 50¢. Ppd. Bowman's, HB-2477 Lombard St., San Francisco 23, Calif.



**GROWING NECESSITY.** We'd like one of these for our kitchen; another near the primping mirror in the hall. It's a combination tissue dispenser and planter, made of pine in a distressed honey-pine finish, measures 11½" wide x 12" high x 3½" deep. \$9.40 ppd. Tissues and plant not included. Decor of Grand Rapids, 1555 Eastern Ave. S.E., Grand Rapids, Mich.

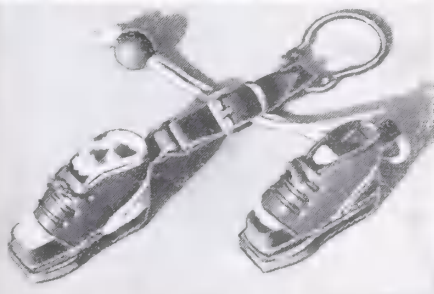


**YOUNG REMBRANDTS**

Loch Lane, Dept. B-11, Port Chester, N. Y.

Your own child's drawing drawn for Daddy or Mommy, or grandmother. A child's work of art can achieve immortality. Just fold and mail any size drawing for reproduction in full color on a 7" ceramic ash tray or 5½" x 4½" cigarette box \$6.95 each. Allow 10 days. 50¢ postage. Write for free brochure.

## Austrian SKI-MINIATURES \$1.50



Key Ring or Lapel Charm each ppd.

Imported direct from the AUSTRIAN TYROL—and so precise in detail these tiny ski miniatures make really clever gifts. GENUINE LEATHER. Ski boots are just 1¼" long, yet complete to the last detail from toe plate to sponge rubber tongue!

Order red, black or green. Please give 2nd color choice.

**ROUND THE WORLD IMPORTS**  
Dept. H, 5127 Farrar St., Seattle 18, Wash.



## 30-FOOT COLORING ROLL FOR YOUNG "ARTISTS"!

It'll keep a whole room full of youngsters happily entertained for hours and hours and hours! Roll is actually 30 feet long, 10 inches wide . . . so more than one child can color at the same time. Non-repeating pictures tell the complete story of "A Day With Hattie Hare". It's an exciting day . . . filled with children, animals, circus and city life . . . everything of interest to your kiddies. When it's finished, they'll love it as a wall decor in their room. Only 49¢ ppd.

## NEW "TALKING" ANIMAL BOOK MEOWS, MOOS, BARKS, BA-A-AS!

Big thrill for little ones! Full-color Animal Book packed with pictures and stories of barnyard favorites . . . and every animal in it "talks"! Just a light pressure of finger to page, and the cows moo! Sheep ba-a-a! Ducks quack! Kittens meow! The assorted barks, oinks, tweets, chirps, etc., keep youngsters wide-eyed and fascinated for hours. 8" x 5½". Specially priced for Christmas. They learn about different animals, too.

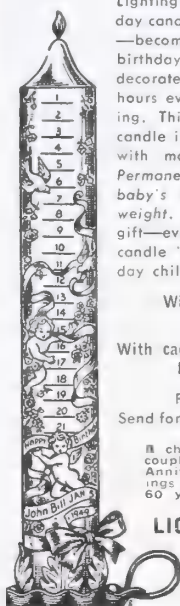
Only \$1.00 ppd.



FREE! Send for Unique Christmas Catalog—Gifts, Toys and Gadgets

Spencer Gifts, 613 Spencer Building, Atlantic City, N. J.

## Start a cherished tradition BABY'S OWN BIRTHDAY CANDLE



Lighting baby's personalized birthday candle every year—for 21 years—becomes the highlight of each birthday celebration. Exquisitely decorated in full color, it burns for hours every year to the next marking. This fine custom-made 1 lb. candle is 17" high, 1½" diameter, with markings for 21 birthdays. Permanently personalized with baby's full name, birthdate and weight. A memorable and perfect gift—everyone enjoys seeing the candle "grow down" as the birthday child "grows up."

With wrought iron holder \$3.45 prepaid

With cadmium plated (silver color) holder \$3.95 prepaid

Please print clearly  
Send for Free Color Photo and Folder

A charming gift for a young couple: Personalized Wedding Anniversary Candle with markings and correct symbols for 60 yrs. \$3.95

**LION'S NOVELTIES, INC.**

Dept. 74

139 Payson Ave.

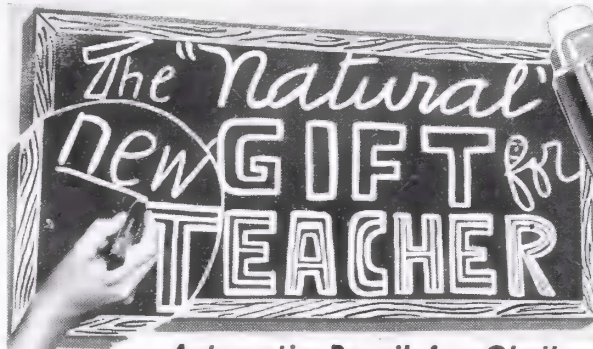
New York 34, N. Y.



## 12 darling dolls

What little girl wouldn't be delighted with this wonderful family of 12 little sisters? They're unbreakable plastic; their arms and legs move; their eyes open and close! Each is dressed in a gaily-colored cloth costume, and each has a lock of realistic hair. Dolls are 3 inches high, imported from Italy. A marvelous toy set, with endless hours of play value for some lucky little girl! Complete set of 12 dolls is \$2.98 postpaid.

**WALTER DRAKE & SONS, 111 Drake Bldg.**  
Colorado Springs 1, Colorado



3-Year  
Written  
Guarantee!

## Automatic Pencil for Chalk

THINK! Who is most important in the life of your child, next to you . . . ? Teacher deserves this practical token of your appreciation: New HAND-GIENIC, an automatic pencil that holds any blackboard chalk. Ends forever messy chalk dust on hands and clothes. No more recoiling from finger-nails scratching on board, screeching or crumbling chalk. Scientifically balanced, it makes chalk writing a smooth pleasure. NEW, DIFFERENT GIFT OF LASTING USEFULNESS. Every teaching hour teacher will bless HAND-GIENIC . . . and your child. Sturdy metal construction. 3-Yr. written guarantee. Jewel-like 22K gold plated cap in beautiful contrast with onyx-black barrel. It's distinctive to use, thoughtful to give.

**EXCLUSIVE! NOT SOLD IN STORES**

HAND-GIENIC SPECIALTY CO., Dept. C  
161 West 23rd St., New York 11, N. Y.

**\$2.00, or only \$5.00**  
for set of 3 (cash, money order, check, no C.O.D.'s).  
Postage free. Satisfaction or money back.  
Same day shipping guaranteed.

**MAIL COUPON TODAY!**

HAND-GIENIC SPECIALTY CO. Dept. C  
161 West 23rd St., New York 11, N. Y.

Please rush **HAND-GIENICS**  
under your money-back guarantee.

I enclose \$

Name

Address

City State





## the PERFECT HOLIDAY GIFT

Ideal for friends and business associates. (Don't forget yourself!). Just send us your list; we do the rest!

Here's the perfect gift to make any gourmet drool with delight! Hilton's Treasures From The Deep Blue Sea is a truly exciting selection of delectable fancy seafood treats. Includes famous Hilton Oyster Stew, Choice Whole Oysters, rich Cream of Oyster Soup, glamorized Clam Chowder, luscious Oysters A' La King and tantalizing Tuna A' La King. Beautifully packaged in colorful gift box. Satisfaction guaranteed.

**\$4.95**

postpaid  
in U.S.A.

HILTON SEAFOODS COMPANY, INC., 1435 Elliott Avenue, Seattle 99, Wash.

### Glorious Yuletide Decorations



CHERUBIC ANGEL for tree top—modelled to perfection in wax and delicately hand-painted. Gold wings, silk sash and inscription: "Glory to God in the highest!" 5" high \$4.50 PPD. 7" high \$7.25 PPD.

EXQUISITE CHRISTMAS TREE BALLS FROM AUSTRIA—handblown glass with deftly detailed handpainted and handpainted wax figures inside! Each is an artistic masterpiece and the most enchanting Christmas decoration you've ever seen. Top left to bottom right: INFANT OF PRAGUE, MADONNA & CHILD, WAYSIDE SHRINE, ST. FRANCIS OF ASSISI, GUARDIAN ANGEL. 2 1/2" high \$2.00 ea. 3 for \$5.6 for \$9.50 PPD.



HOLY NATIVITY MUSIC BOX—hand-painted wood figures of Mary, Infant Jesus and Angels in relief. Swiss movement plays "Silent Night." 4 1/2" x 4 1/2" \$11.75 ea. PPD.

Write for FREE Catalog Dept. HB-11 1048 Lexington Ave. New York 21, N. Y.

GINA & SELMA, INC.



Real covered wagon loaded with old-time

## Oregon Jams

Oregon's lushest, juiciest berries and fruit, put up from Grandma Blundell's recipes. Wild blackberry, whole strawberry, red raspberry, Boysenberry, Damson plum. Five big 11 1/2 oz. jars stowed in covered wagon with real wooden wheels, canvas top. Assemble in a jiffy. Jams and wagon complete, postpaid anywhere in U. S. \$6.70.

Mail now for free folder—all about our other luscious gifts for Christmas, including Oregon berry syrups, \$4.65; Jr. Gift Box, \$3.50; Grandma's Favorite Jams and Syrup, \$7.95. All postpaid, all guaranteed.

RON and ELINOR BLUNDELL Box 334H, Salem, Oregon

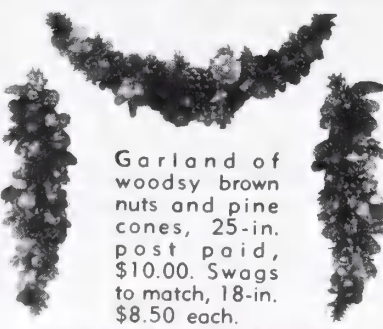


### TRUE CHRISTMAS SPIRIT

To Business friends, valued clients, prospective customers, office personnel, family! Fruit is the traditional Christmas gift which spreads joy through the Holiday season. Hammock Groves SELECTS FLORIDA TREE-RIPENED FRUIT—DIRECT FROM OUR OWN GROVES. ALL FRUIT BUSHEL (shown)—55 lbs. . . \$6.50 (SPECIFY Oranges or Mixed Oranges and Grapefruit.) ALL FRUIT HALF BUSHEL—30 lbs. . . \$4.75 (SPECIFY Oranges or Mixed Oranges and Grapefruit.) HAMMOCK DELUXE GIFT BOX—90 lbs. . . \$13.50 (Assorted oranges, grapefruit—with pound jar each of jelly, marmalade, orange blossom honey, tropical candy.) HAMMOCK DELUXE BUSHEL BASKET—55 lbs. . . \$9.50 (Oranges, grapefruit, plus half pound jar each of jelly, marmalade, honey and 1 lb. tropical candy.)

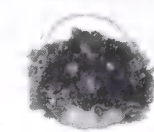
Write for illustrated Booklet for detailed information of many more packs including NAVELS, TEMPLES, TANGERINES, TANGELOS, ETC. We guarantee perfect condition to destination. Christmas Delivery Orders must be received by Dec. 10. We enclose greeting card from you to receiver. ALL PRICES LISTED include PREPAID EXPRESS CHARGES, except Add 10% for shipments west of the Miss. River and to Wis., Upper Mich. and Minn. and \$1.00 import fee Canadian shipments. Please enclose check or money order.

HAMMOCK GROVES Post Office Box 1116, TAVARES 2, FLORIDA



Garland of woodsy brown nuts and pine cones, 25-in. post paid, \$10.00. Swags to match, 18-in. \$8.50 each.

HOLIDAY BEAUTIES made by mountain women of Western North Carolina



Tiny "wood pretties" fill a 5-in. basket woven by the blind, post paid, \$3.50.

Folder on request

Biltmore Country Market

A non-profit organization

Biltmore, North Carolina

Operated by

French Broad River Garden Club Foundation, Inc.



## WIND O W



CHRISTMAS GLASSES, fitting habitat for the cheer they will contain, are a stunning combination of elegance and gaiety. Each 12-oz., sham-bottom glass is richly ornamented with gold holiday decorations, and they come in frosted red, green, blue and white—2 each per set of 8. Just \$5 ppd. Dunhaven's, 4115 Lafayette St., Dallas 4, Texas.



THIS WILL SEND HER on her merry way, with her two most needed grooming aids tucked in her purse. Designed to hold a pocket pack of Kleenex and six Wash-n-Dris, (the phenomenal lotion-impregnated towelette that washes face and hands in a jiffy) these two pretty cases come in taffeta with gold leaf design. Complete set, incl. Kleenex and Wash-n-Dris, \$3.95 ppd. Duck's Nest, Essex, Conn.



A NATIVITY SCENE to gladden a heart on Christmas morning comes in a paperweight from Germany. Shake the 2" globe and snow flurries through the scene of Joseph and Mary kneeling beside the Manger. A meaningful gift to tuck in a cherub's Christmas stocking, and it's a darling remembrance for her Sunday-school teacher. \$1.25 ppd. Kronenberg's Inc., Hamburg, New York.



### SPICY SANTAS

Sprinkle holiday cheer—as well as salt and pepper—with these ceramic Santas! Each jolly St. Nick is 3" high, sports a gay, handpainted scarlet robe edged with white ceramic fur and proudly boasts a snowy white flowing beard. They add a festive touch to Christmas dinners, make a colorful little gift for everyone.

**\$1.00** pr., ppd.

WRITE FOR FREE GIFT CATALOG

NANCY NORMAN 422-C Washington St., Brighton 35, Mass.

### Guys & Dolls Guest Terries . . .

★ For personal use or as gifts, these fashion guest towels by Martex are certain to delight the user. Finest quality, highly absorbent white terry with hand screened, color-fast lettering in fairy-tale colors. Set of two towels in handsome gift box only \$2.50 Ppd. Two boxes—\$4.75 Ppd. Four boxes—\$9.00 Ppd. No C.O.D.'s please. Money back if not delighted.

Write for FREE GIFT CATALOG

RUTH MASON PINE REST COTTAGE • BOX 240H • Lunenburg, Mass.





SHOPPING



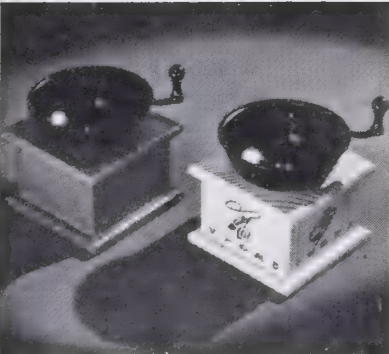
**DIM-WITS** are happy little morons who contemplate the foibles of the human race with cross-eyed amazement. Those teenagers and grownups, who have rare discernment for the therapeutic value of utter non-sense, buy them like crazy. Stocking dolls, stuffed with foam rubber, have appliquéd felt funny faces. Washable; 6" high; \$1 each ppd. Denton's, 2010 Atlantic Ave., Virginia Beach, Va.



**CONVERTIBLE HUTCH TABLE** is hand-finished and crafted of solid knotty pine. The top is hinged to swing up flush against wall, uncovering a fine seat. A drawer under the seat holds silver. Authentic to the last peg, this is a fine Colonial reproduction which we recommend without reservation. 47" in dia., 29" high, it's \$77.50 exp. chgs. coll. Catalog free. Ephraim Marsh, Box 266, Concord 3, N.C.



**SHOW-OFF COFFEETABLE** has a shadow-box top for displaying a collector's treasures under glass. Use it for your husband's collection of antique firearms, coins, campaign ribbons and medals; or for your collection of fans, paperweights or theater programs. Mellow butternut with tapered legs and flared sides, 35" x 17" x 17" high, \$29 postpaid. Order it from The Adirondack Store, Saranac Lake, N.Y.



**PEPPER MILLS—  
the Perfect Gift!**

These mills will add charm to the table and extra flavor to food. With Western Brands burned into the wood. In Light finish only. Or without brands in a choice of Light or Dark finished wood. Each \$4.95 ppd. No C.O.D., please.

**THE PROSPECTOR**  
Box 2233 Colorado Springs, Col.



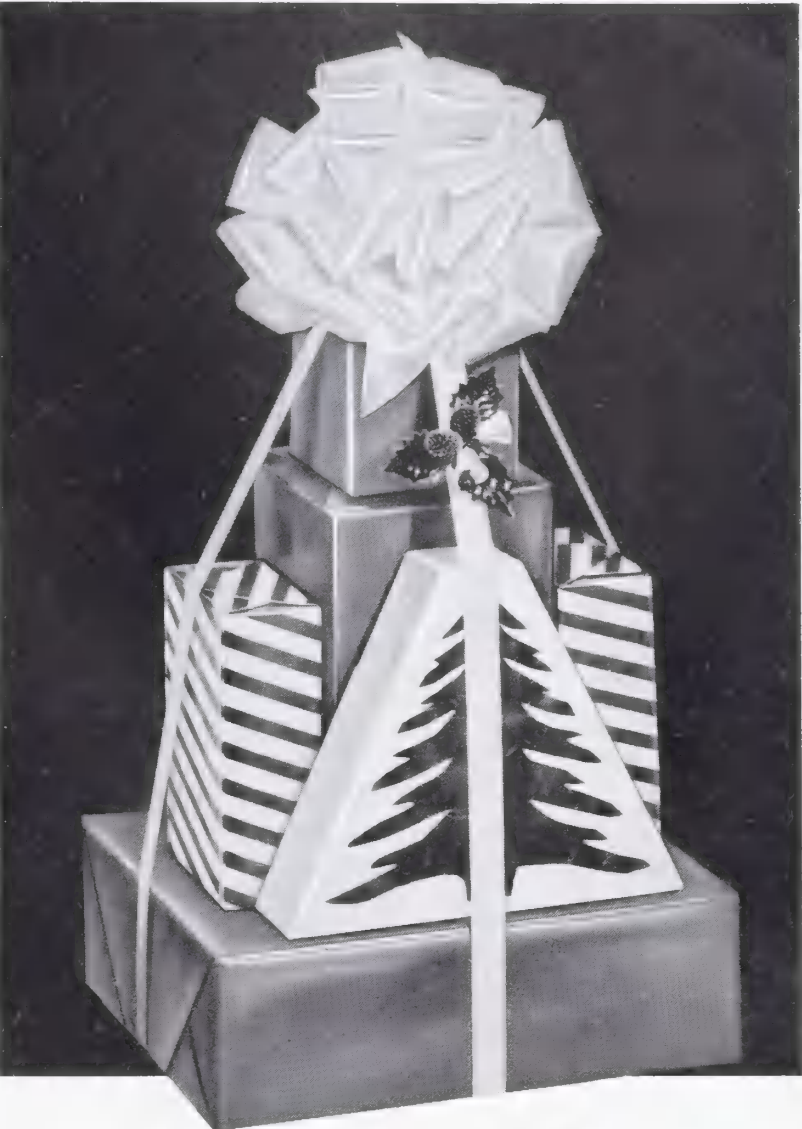
CUSHIONS in your choice of colors. 18 1/2"x24" tufted cotton filled. 7.95 ea. 2" Foam rubber 14.95 ea. Bench Height 15"

**BENCH or COCKTAIL TABLE**  
Genuine Formica top and sides in ebony with tapered brass tipped legs. Also available in Walnut or Blonde Formica with tapered brass legs.

Size 18 1/2"x48" . . . . . 39.75  
Size 18 1/2"x60" . . . . . 44.75  
Size 18 1/2"x72" . . . . . 49.75  
Other sizes available on special order.  
SATISFACTION GUARANTEED. Prompt delivery, no C.O.D.'s please. In Florida add 3% sales tax. Send check or money order. Express collect.

**stiller's of miami**  
manufacturers of quality furniture since 1930  
N. W. 1st Ave. & 21st St. Miami 37, Florida

**A NEW IDEA IN CHRISTMAS GIFTS**  
with loads of surprises and excitement!



**THE *Treasure of Treats***  
**NOT JUST ONE...**  
**BUT SIX WONDERFUL GIFTS**  
**of California's most tempting delicacies**

That package way up high under the cloud of ribbon, is a Mission Pak Fruit Cake — the only fruit cake in the world made with 90% glacé fruits and nuts and only 10% batter.

On the floor below, there are four wonderful surprises. In the center a box of big, juicy, bright red apples. In the left wing box, there are magical Mission Pak Glacé Fruits — cherries, apricots, miniature pears, pineapple and delicious black figs — glacé in real orange blossom honey by a process that takes a full year. And in the right wing, a package of fabulous Deglet Noor Dates. In front center, a Christmas tree box of walnuts and almonds.

Down below, holding up this tower of treasure treats is a box of Mission Pak Oranges — so big they look like grapefruit! And the cost is the *real* surprise — you can send *this* gift to all the special names on your list. Nothing like it *anywhere* except by mail from the Mission Folk in California.

Only \$7.99, gift wrapped and shipped *prepaid* anywhere in the U.S. with your gift card enclosed. Specify Gift No. 44. But order early because the supply is limited. *Safe arrival and complete satisfaction guaranteed.*

**JUST GIVE US THE ADDRESS — WE DO THE REST!**

**FREE GIFT BOOK:** The "Treasure of Treats" and 50 other wonderful Mission Pak Fruit gift ideas are shown in full color. Send for a copy today, and Christmas shop in arm chair comfort.

REFERENCE: ANY LEADING BANK  
39 years experience making people happy at Christmas time.

**THE MISSION FOLK**

118 East 33rd Street, Los Angeles 11, California.



You'll want to own this unprecedented picture tour of some of America's most beautiful homes

Samuel Chamberlain's

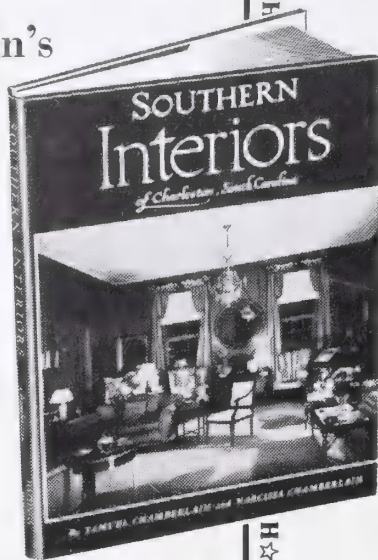
## SOUTHERN INTERIORS

OF CHARLESTON, SOUTH CAROLINA  
Text by Narcissa Chamberlain

Over 300 magnificent illustrations reveal the beautiful interiors (many never before photographed) — high-ceilinged drawing rooms with crystal chandeliers, damask hangings, handsome furniture, mahogany sideboards agleam with family silver and china. Here are sights to delight the eye and inspire the imagination for your own home. A handsome gift for all who treasure the truly beautiful.

Printed in rich gravure, handsomely cloth bound, size 9½" x 12½", \$15.00 (postpaid). Send check or m. o. to

HASTINGS HOUSE, Publishers,  
41 East 50th Street, New York 22



H  
H  
H  
H  
H  
H  
H

H  
H  
H

HAND-CRAFTED, STERLING SILVER

### CUFF LINKS



\$7.70

PAIR  
Postpaid, Tax Incl.  
Sorry No COD's

The man on your mind will wear these cuff links to the office on December 26th — we bet you! They are beautifully hand-made of sterling silver, and his cut-out monogram linked to a sterling bar will make him the best-cuffed man in town. Allow ten days for delivery.

TIE CLASP to match, p.p.d., tax incl. ... \$3.85  
BELT BUCKLE to match Postpaid, Tax Incl. ... \$11.00  
3 PC. SET, CUFF LINKS, TIE BAR, BELT BUCKLE, Postpaid, Tax Incl. \$19.50

ALSO AVAILABLE IN 14 K. GOLD  
CUFF LINKS, P.p.d., Tax Incl. ... \$44.00  
TIE BAR, P.p.d., Tax Incl. ... \$19.80  
BELT BUCKLE, P.p.d., Tax Incl. ... \$44.00  
Complete Set, P.p.d., Tax Incl. ... \$95.00  
Penn. Residents Add 3% Sales Tax

**Page & Biddle**

21 Station Road, Haverford B11, Pa.



### Authentic Reproduction of the old Gout Stool

—from the days of powdered wigs and high living. And even today there's nothing quite like it for giving comfort and relief to tired and aching feet, legs and ankles. Its 15" height, 12" width and over-all slant of 22" are all exactly right for resting and relaxing from your knees on down to your toes. You'll revel in its beauty too. Of rich solid mahogany —brown or blond—upholstered in tastefully chosen plain tapestry. Your choice of Green, Red, Brown, Champagne or Citron. For an addition to your own home—or for a gift, it's "happiness insured" even to the price.

(Write for fabric swatches) **\$14.50** prepaid  
Order your Gout Stool direct from its makers.

**Lee & Martha Snyder**  
P.O. Box 85, Mt. W. Sta.  
Cincinnati 30, Ohio

### Personalized "Pilgrim" Leather Belt



\$2.25

Only pp.

Straight from the Pilgrims... with strictly modern touches! Top-grain cowhide belt with smart 4" brass contoured buckle and 1½" initials. Finest quality, available in jet black, cherry red, tawny tan, avocado green, pink, winter white, and turquoise. Waist sizes 22-32. Specify size, color and 2 initials desired when ordering. Send check or money order. No COD's, please.

WRITE FOR FREE CATALOG  
OF OTHER NOVEL GIFTS

**Monogram Shop**  
16 WESTMINSTER ST., PROVIDENCE 3, R. I.



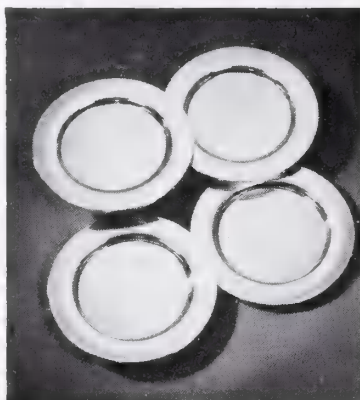
## WINDOW



**A POODLE NAMED PIERRE** was the model for the original hand-wrought design on this copper panel or tray. The glass is sealed to the frame to prevent leakage and the frame finished to harmonize with any color scheme. You may have the same panel or tray decorated with your pet. Submit a snapshot and include coloring and name. 16½" x 16½", it's \$25 ppd. Henry W. Longfellow, Weston 93, Mass.



**MERRY CHRISTMAS** seals, personalized with your name on gold paper trimmed with green holly and red berries, provide festive identification on your cards and gift packages. 100 gummed seals come in a clear plastic box with a free Christmas catalog. Print the greeting and name you desire. \$1 ppd. No c.o.d.'s. Loomis & Co., Dept. HB, 145 High Street, Boston 10, Mass.



### SILVER BUTTER PLATES.

Even if these weren't the bargain of the season, you'd want them because they're beautiful, because they go with any china pattern, because they make a very impressive gift. Silver-plated bread-and-butter plates, 6" wide, are just \$1.49 each. Set of 4 is \$5.63. Prices incl. tax and post. Order them quickly from Macy's, Herald Square, New York.



### And now TROQUE

Fast, New Adult Game by the Originators of Scrabble®

It's fun! It's exciting! It's TROQUE! For 2, 3, or 4 players. Long winter evenings become short, fascinating hours with Troque. Wonderful gift idea, too!

\$3.50 ea. ppd.

Write for FREE gift catalog

**THE PASCOS**  
West Hartford 7, Conn.



### THE PERFECT BRITISH CAP — IN DEERSKIN

The smallish, narrowish, shallowish forward-looking cap—in the proper British manner—now in our own native deer-skin, so soft, so smooth, such a delight to wear, One-piece top, back strap, small brim. 467, Men's sizes, 6¾ to 7½. Women's head-sizes, 21½ to 22½ ... \$12.95.

Send for our new catalog showing 22 styles in deer-skin gloves, caps, shorts, jackets, gift suggestions galore.

**THE VERMONT CROSSROADS STORE.**  
WATERBURY 12, VERMONT.



Pat. Pend.

### NEW REFLECTORIZED

**PERSONALIZED LICENSE TAGS**

FOR THE JUNIOR SET

**\$1.00**

A new safety feature has been added to Personalized Junior License Plates. The name is specially treated to "reflect" in the dark when in the beam of headlights. The perfect safeguard for bikes, tricycles, wagons and automobiles, too. For children or grown-ups, the name or nickname in reflectORIZED white on ebony steel, size 8" x 3½". Only 7 spaces permitted (no numerals or abbreviation marks). No C.O.D.'s. \$1.00 postpaid; add 10¢ for 1st class mail.

**Cantor Enterprises, Dept. HB11.**  
1831 Chestnut Street, Phila. 3, Pa.



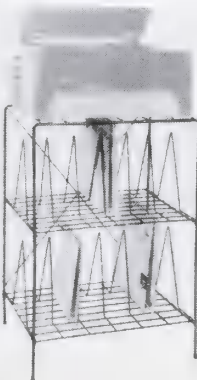
# SHOPPING



**A LIVING DOLL'S** heart beats with love for a little mother. This cuddlesome cutie is 18" tall, has a *ticking* heart, rooted hair worn in a ponytail, eyes that open and close, washable vinyl body and a pretty frock. Shipped in a box that becomes a Rocker Cradle, she's a darling at \$5.98 plus 35¢ post. Living Dolls, Dept. HB, 352 Kings Highway, Brooklyn 23, New York.



**HI-FI MUSIC CENTER** that hits a new record with lovers of recorded music and jazz enthusiasts is The Symphony. Holding the largest table-top hi-fi set made, it has two shelves for 250 long-playing record albums and numerous 78 rpms. In black wrought iron with rubber-tipped feet, it's assembled and is 30" x 22" x 17". \$14.95 exp. coll., no c.o.d.'s. Leslie Creations, Dept. 165, Lafayette Hill, Pa.



**THE JAGUAR** makes a powerful contribution to modern design, but we like it best when it goes to your head like a halo, circles your neck like a collar and curves neatly around your waist like a belt. In fine quality jaguar fur, headband is \$5.45; Peter Pan collar, \$9.85; and 1" wide belt (send waist size) is \$7.65 incl. tax and post. Lowy's Creations, 260B 116th St., Rockaway Park, New York.



## Refrigerated Console Bar

Beautiful! Functional! A 2 cu. ft. refrigerator with 2 cube trays, above—dry storage below. Fiberglass insulation. 110v., a.c. Handsome hand-rubbed cabinet. Beverage-safe top in match-grain Formica. Built-in key lock. Size 33 1/4" h., 25" w., 18 1/2" d. \$298 delivered, walnut or mahogany. (Other finishes extra.) 1-yr. warranty. Nine-model brochure on request.

W. S. HALL Specialty Merchandising  
3727 N. Capitol Ave., Indianapolis 8, Ind.

## NIGHTINGALE LETTER OPENER

Shipped Direct to you from  
**LEBANON**

ONLY  
\$3.95

DUTY  
FREE

POST  
PAID



Order today—order as gifts too. (Not more than one addressed to the same person.) Send only \$3.95 for each. No C.O.D.'s. Postman collects 15¢ customs fee which cannot be prepaid. Money back guarantee.

THE FRAN-RUE CO., Dept. HB 110  
708 Miller Road Austin, Minn.

Hale's Lowest Prices Ever!



contour  
style

## HEART WARMING GIFT FOR BIG BED OWNERS

BIG blankets for BIG beds—that's the big idea! Utterly unavailable before, they're now at Hale's in two styles and a wide color choice. Two individual controls cater to the warmth needs of each sleeper. They're feather-light, dollar-right, but quantities are limited... so get your order in now!

# KING SIZE ELECTRIC BLANKETS

## FLAT TAILORED STYLE

103"x86" for mattresses 66" to 78" w. & 74" to 75" 79.95-  
103"x95" for mattresses 66" to 78" w. & 80" to 84" 89.95  
Rosepink or blue. Specify second color when ordering.

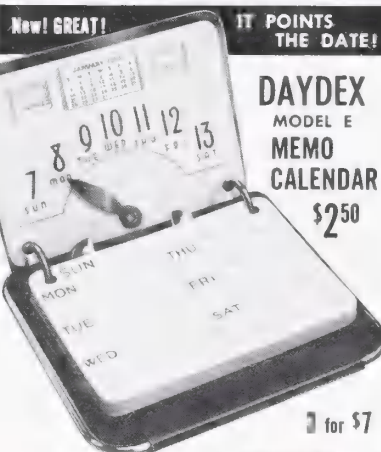
## NEW CONTOUR STYLE

Made to order for mattresses 66" to 84" w. & up to 80" 89.95  
Specify length and width of your mattress. In green, rose, pink, blue, gold, turquoise, flamingo. Please specify second color choice when ordering.

If you have an extra-long or extra-wide bed, other than sizes above, write for further information.

Hale's

605 FIFTH AVENUE, NEW YORK, N.Y.



Now! GREAT!  
IT POINTS  
THE DATE!  
DAYDEX  
MODEL E  
MEMO  
CALENDAR  
\$2.50

1 for \$7

Refillable page-a-week desk calendar packed with useful features. Only 4 1/2"x3 1/4". Current week plainly in sight. Past, present and future month calendars plus brightly colored plastic arrow that shows today's date at a glance. Perfect gifts.

FREE calendar pages for balance of current year with order for next year's Model E while supply lasts. Yearly refill \$1.

DECORATOR COLORS: (Specify 1st and 2nd choices.) Antique Ivory, Mandarin Red, Olivette or Cinnamon. Postpaid when remittance accompanies order. Money back if not satisfied. Wilson Memindex Co., Dept. BB-6, Rochester 21, New York.

## MUSICAL LIGHTER



For those  
who love the  
Unusual and Beautiful

Lift this exquisite lighter for use, and it plays the lovely strains of "Smoke Gets In Your Eyes." Finest Swiss musical movement. Dependable lighter action by Evans. Encased in prime grade leather, your choice of maroon, green, brown, ivory, black, pink, blue, red. Hand-tooled in 24 kt. gold. Individually gift-boxed. Unconditionally guaranteed.

\$15.00 Postpaid

Order now and get three-letter gold monogram at no extra cost.

GEO. EMPTAGE CO.

5101 S. Walker, Oklahoma City, Okla.

## Elegant Smoking Accessory

A lovely cigarette set—made by Spode in their famous Camilla pattern. Here is the perfect gift for the hostess on your list. Charming in twos or more for a dining table. Or individually for a night or dressing table. Choice of Spode pink, blue or green—all soft colors to blend with almost any decor. The cigarette urn stands 2 1/4" tall (holds half a pack)—the tray measures 3" in diameter. Truly a delightful gift. Extra ash trays available at \$1.00 each.

Gift Wrapped—Postpaid—\$2.25 set

Spode dinnerware carried in open stock



Hunterdon House Shops 148 Main Street—Flemington, New Jersey



**MOULI SALAD MAKER**  
SHREDS • GRATES • CHOPS • SLICES

Four disks including ice shaver! Does so many jobs expertly! It shreds, grates, chops or slices vegetables, coconuts, fruits or cooked meats. Buy now for yourself and lay away for Christmas gifts.

**\$2.98**  
P.P.

**LAY-A-WAY FOR CHRISTMAS GIFTS**

**NEW JET DISHWASHER BRUSH**

JET BRUSH makes dishes, pots, and pans sparkle. Does away with dish pan hands, broken finger nails. Has attached scraper.

**\$2.98**  
P.P.

Handle holds liquid detergent. Simply press button and jet action releases suds.

**Ladies' ELECTRIC RAZOR**

Removes unsightly hair! Smooth, easy for underarms and legs. Relaxing beauty treatment.

**ONLY \$3.95**  
P.P.

**FREE!**  
Gift Catalog

WRITE TODAY FOR EXCITING GIFT CATALOG!

**BAROMETER-THERMOMETER WEATHER FORECASTER**

Complete Weather Station. Encased in authentic "Brass". Plastic. 9 1/2" high. Makes Ideal Christmas Gift.

**ONLY \$1.00**  
P.P.


**MAKES IDEAL CHRISTMAS GIFT, PARTY PRIZES, ETC.**  
Send Check or Money Order—Sorry, No C.O.D.

**ORDER NOW FOR CHRISTMAS**

**DELUXE PRODUCTS**

P. O. BOX 3338  
BELLAIRE, TEXAS

**Hawaiian GARDEN TORCH**



This unusual TORCH, a replica of those used for generations in Hawaii, will turn the terrace, lawn, patio or skating rink into a flickering Fairyland. Provides enchanting illumination for summer garden parties, cook-outs, and swimming pool gatherings—or Winter Carnivals and ski parties. In hot weather, it helps exterminate mosquitoes and other insects. Three pints of kerosene will last for 12 hours. Included is a two-section hardwood pole for mounting. The aluminum torch gives off a soft, amber flame.

Garden Torch ..... \$5.95 ppd.  
(For orders of 2 or more). \$5.75 each

Gift Catalog on request

**Johnny Appleseed's**  
Box 715  
Beverly, Mass.

**HE WILL LOVE OUR PERSONALIZED HAND WROUGHT STERLING SILVER**

The Belt Buckle is interchangeable and fits the common 1" belt.

Belt Buckle ..... \$ 7.95  
Tie Clip ..... \$ 3.30  
Cuff Links ..... \$ 6.60  
SET OF THREE ... \$16.95

Prices Include Tax & Postage

**SPECIFY INITIALS WANTED**

**The ELMCROFTERS Inc.**  
"SILVERSMITHS"  
BRIARCLIFF MANOR, N. Y.

**PASTURE CAPERS**

Left: "Take-Off" is a walnut wood sculpture of a youngster who fancies himself breaking the barrier at the race track. It's lively model you'll fall in love with. \$12.50

Right: "Pawing the Air" aptly describes this beautiful and intricate sculpture in solid walnut wood. Beautifully modeled, exquisitely detailed and finished. 5 1/4" high. \$18.75

Catalog of other sculptures 25 cents

**M. E. BRASHER studio KENT 4, CONN.**

**FOAM RUBBER 3-WAY PILLOW**  
17 INCHES

**Foam Rubber Through and Through TV Pillow For CHRISTMAS GIFTS**

A comfortable, super-soft, molded Foam Rubber 3-Way Pillow—for use anywhere in the house. Non-allergic, keeps its shape, never mats down. Use on motor trips, fishing boats, in rumpus room. Wedgefoam construction prevents slipping. Just the thing for bed readers or invalids. Covered in durable decorator fabric with corded edge. Gray, Green, Turquoise, Gold, Maroon, Brown or Red. Immediate delivery. Shipped anywhere.

**POSTPAID \$9.95**

**The Foam Rubber Store**  
1929 E. 13th Street Dept. 80 Cleveland 14, Ohio

**WINDOW SHOPPING**

**PORTRAIT IN CRYSTAL.**

Wear a picture of your first baby, your son when he wore his wings, your husband as a bridegroom. Through a highly sensitive and intricate atomic rearrangement, a picture becomes a permanent part of crystal inside 14 k gold rim and cannot dim or discolor. Send picture. Charm, 5/8" diameter, is \$18.50 incl. tax and postage. Marchal Jewelers, 745 Fifth Avenue, New York, N.Y.

**HER PORTRAIT IN OIL** is an enchanting way to say "Merry Christmas, darling." Life-size portrait on 16 x 20 canvas comes to you in a hand-carved, antique-finished frame. Send a clear photograph and description of coloring by 1st class mail. Allow 2 weeks delivery. \$100 in oils. \$50 in pastels. Exp chgs. coll. Send check or money order. Satisfaction guaranteed. Marisha, 108-42 67th Avenue, Forest Hills, N.Y.

**A STABLE OF TABLES** locks end to end to become a king-size coffee table. Or use them as individual pull-ups at a cocktail party. Or stack them in a corner. Each table is 16" x 16" x 18" high. Alcohol-proof, lacquered tops come in genuine walnut, blond birch, black or white with natural birch legs. \$6.95 each, exp. chgs. coll. Scandicrafts, Box 315, Scarsdale, N.Y.

(Please turn to page 137)

**OREGON MOUNTAIN DEERSKIN MOCCASINS**

**Here's Luxury!**

They Fit, Feel Like a Glove. Handcrafted from a lustrous wild Deerskin in rich browned-butter color tones. It's the leather that breathes! Soft and silky Deerskin shapes to your feet; Elk outer sole and foam cushion insole put comfort in every step. You enjoy full luxury lining. Deerskin washes easily in soap and water; remains forever flexible. Precision-sized for men and women in all widths and lengths. Send shoe size or tracing of feet. Your satisfaction unconditionally guaranteed. Get 2 pair for his 'n her match-mates. . . . \$8.95 pr.

Order Now: Shipped Postpaid Immediately

**RICHARD DOUGLAS** Dept. 3, 1005 S.W. Woods  
PORTLAND 1, OREGON

Write for FREE Folio of Exciting Deerskin Luxuries

**TWO-TONE NYLON SEAT COVERS**

For that NEW LOOK in your car  
EASY TO INSTALL \$2.98 ea.  
DURABLE ppd.  
WASHABLE C.O.D.

Dresses up your car's interior. Washable, gives your upholstery long-lasting beauty & protection. To install, simply slip over seats. In navy blue, green, tan & white combinations. \$2.98 for front split, or front or back solid. Set \$5.75 Add 25¢ postage or sent C.O.D. 10 DAY MONEY-BACK GUARANTEE.

Heavy gauge plastic CAR COVER is a portable garage you can use anywhere. Protects your car finish against rain, sun, sleet and dust. Folds compactly, on and off in a jiffy this durable cover has double binding for extra security. Fits all makes and models. Order direct from manufacturer. State make and year. Send \$6.95 plus 35¢ postage, or order C.O.D.

Extra Heavy plastic gauge,  
\$8.95 plus 45¢ postage.

**MARDO SALES CORP., Dept. B-33**  
480 Lexington Ave., New York 17, N. Y.





*THIS FABULOUS  
TRUE CHINA...*

*... is replaced if it breaks!*

We asked designer Ben Seibel to create a true china that would add an informal grace to modern dining. We asked him to do it in the Iroquois manner: durable, practical, beautiful, unbelievably low priced. He gave us Impromptu — a lustrous translucent china molded in softly sculptured curves. We fired an amazing toughness into Impromptu. It is *Sunday best china that can be used and enjoyed every day.*

Impromptu is so durable we'll replace any piece that breaks within a year\* — so practical you can cook, bake and serve in the serving pieces. Its seven colorful patterns always retain their freshness, even when they meet the acid test of dishwasher detergents. A 16-piece starter set, *service for 4*, retails from \$14.95 to \$18.95.\*\*

\* In accordance with warranty.

\*\* Slightly higher in the west.



IROQUOIS CHINA COMPANY, Dept. HB-116  
Syracuse 9, New York

Please send me, *absolutely free*, your illustrated brochure about the china that's replaced if it breaks and the name of my nearest dealer.

NAME.....

ADDRESS.....

CITY AND STATE.....





At some time in each one's life he takes up a dream he left behind—to paint, to write, to search a fond desire. Participating in this bright magic and sweet repose is Dunbar furniture—Edward Wormley designs it all.

# DUNBAR

*Write for: Dunbar Book of Contemporary Furniture, \$12.50. Dunbar, Berne, Indiana. Visit our showrooms: New York, Chicago, Boston, Kansas City, Los Angeles, Seattle.*





# WINDOW SHOPPING

CONTINUED FROM PAGE 134

## GREEN GROWS THE IVY

in a decorative cast iron planter that combines an old-world elegance with a gay tropical setting for your glossy philodendron or lacy ferns. It would be handsome in your bedroom, sun room or patio. In a gleaming white finish, it's 32" x 8½" x 12" high. \$32.50 f.o.b. Antique Iron Craftsmen, 2500 27th Ave. North Birmingham, Alabama.



## YOUR HOME IS A WORK OF ART

hand-painted in vibrant oils on a 16" x 20" canvas, ready for framing. Be sure to enclose a snapshot and give color notes. The finished work is not just a copy, but a full-color interpretation by a qualified artist. \$19.50 postpaid. Artists Studios, Box 214, Hatboro, Pennsylvania.

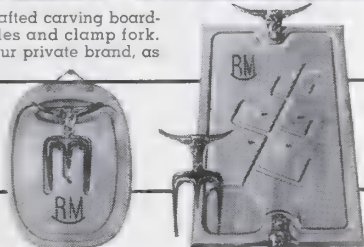


## WESTERN FLAVORED COOK-OUT, COOK-IN OUTFITS!

Delight your guests with this huge (20" x 12") custom-crafted carving board-server. Distinctive sculpted metal Range Critter handles and clamp fork. Oil-finished hardwood. Stainless gripper prongs. With your private brand, as shown... \$14.95. Specify 2 initials. Unbranded... \$12.95.

INGENIOUS CARVER-PLAQUE! Identical quality as larger board, with clamp fork and rawhide wall hanger. Branded as shown with your initials... \$7.95. Specify 2 initials. Unbranded... \$5.95. (Add 50c for postage and handling for either of these two items)

STEER HEAD salt and pepper shakers, gaily decorated red and black, with rawhide hanger thongs. 18" handles

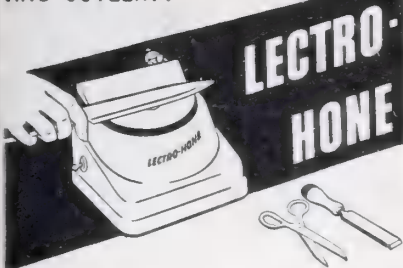


Box 206, Spring Valley, N. Y.

VALLEY BARN

for cool comfort. \$2.50 the pair. 25c post. and handl.

## DON'T GRIND AWAY FINE TOOLS AND CUTLERY!



LECTRO-HONE

## SHARPENS BY GENTLE HONING NOT HARSH GRINDING

For his fine tools, her expensive cutlery, scissors, etc. Lector-Hone's super-fine low speed stone sharpens gently—the way barbers and craftsmen keep implements keen. So safe and easy with built-in guide—anyone can use it.

\$19.95

Order by mail under money-back warranty.

WARREN SALES CORP.

Box 161F, Cranford, N.J.

A Product of E. F. Britten & Co., Cranford, N. J.

**CHEESE IN WINE**

Savory cheeses carefully cured and aged in fine vintage wines and brandies, gift-packaged by Vendôme in a split bamboo tray (use it later for letters). Assortment includes Canadian Cheddar in Port, Bleu Cheese in Brandy, and Swiss in Kirsch in oven-proof stoneware crocks, and a box of Peek Frean biscuits.

Three 4-oz. cheeses & biscuits in tray... \$5.75 p.p.d.  
Three 8-oz. cheeses & biscuits in tray... \$7.75 p.p.d.  
Six 4-oz. cheeses in tray, one each in above flavors plus Edam in Sauterne, Gorgonzola in Brandy and Stilton in Port. \$7.95 p.p.d.  
Same asst. in 8-oz. size \$11.95 p.p.d.  
Visit our store or write for your free catalog of gourmet specialties.

**Vendôme**  
Dept. HB-11  
Fresh Caviar Specialists  
"Chef Antoine" Dadone, Pres.  
15 East 48th Street,  
New York 17, N. Y.

Stuckey's big ol' plump pecans and candies are the mostest!

For them and for you!

## GLAMOUR AND GOODNESS, TOO!

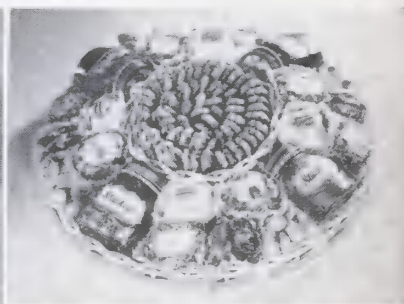
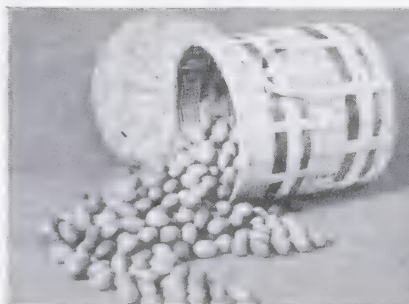
Every time the coffee is on there will be happy thoughts of you. Old-world skills are combined with modern design in this Coffee Carafe of hand-blown, heatproof glass. Coppertone decor is fired into the glass. Brass warmer has replaceable candle. Filled with finest fancy pecan halves; gaily beribboned. Safe arrival guaranteed.

Order No. CC-1 \$5.95 Ppd.



Send your gift list.

We mail for you, gift wrapped.



**BIG PAPERSHELLS!** Hacienda hampers, with a great red bow on top—and brimful of our finest 1956 crop pecans. Tastiest flavor in years—also most economical, so give generously. Two sizes, each sent postpaid. Order early.

5 lb. H'per \$3.95 10 lb. H'per \$7.75

**ROUND AN' ROUND** the goodies go! Big serving tray a circle of our assorted pecan candies and tropical jellies; inner tray loaded with select pecan halves. A "show-piece" gift—looks awfully expensive—but isn't.

Order SG-1 \$4.95 Ppd.

Papershell Pecans in stout kraftboard boxes: 5 lbs. \$3.70—10 lbs. \$7.50



**SUCH BOUNTY** you never saw! Stuckey's Royal Gift Pack of a dozen treats: pecan candies, log, brittles, glacé, vacuum packed nuts, fudge, tropical jellies, conserves. Looks fabulous—and is!

Order RG-1 \$12.95 Ppd.

**CLEVER YOU!** They'll bless yo' cotton pickin' heart when they open this one. Box is made up to look like a bale of cotton (real cotton!) and contains 2 lbs. of large fancy pecan halves.

Order CB-3 \$3.95 Ppd.

5 lb. bale pecan halves, No. CB-1, \$7.95

65 Pecan & Candy Shoppes! Visit when traveling!

**Stuckey's**  
EASTMAN  
GEORGIA  
Send orders to Dept. HB-1

**A HOSTESS' HEART** leaps with joy when you give this smart ceramic-and-brass snack tray. Filled with Stuckey's famous pecan candies and spiced nuts, guaranteed kitchen-fresh. Admirers guess the cost to be twice as much!

Order No. CT-1 \$8.95 Ppd.

Special Service for Business and Employee Giving

Discounts on large orders; gifts personalized with name. Gifts in every price range. We handle complete list. Write for details.



**Perfect to give...  
perfect to give yourself**

**DE LUXE MODEL**  
**\$24.95**  
Postpaid • Tax Incl.  
**TWIN SIZE**



**SOFT • COZY  
ELECTROPUFF®**  
with automatic  
temperature adjustment

The Electropuff with its Night-Watch Thermostat Control adjusts automatically to room temperatures. Soft, feather-light, the Electropuff is luxuriously comfortable... and practical! Why? It's reversible! On one side, a soft decorator shade of Pink, Blue, Green or Gold... on the other, a charming matched floral pattern. It's washable! Covered in non-slip acetate, filled with dacron, the Electropuff washes in a wink by hand or machine... dries light and fluffy. It's allergy-free! It's mothproof! And it makes a buoyant summer cover... it's useful the whole year 'round!

Available in De Luxe and Standard Models. De Luxe Models are distinguished by extra high-quality fabric and extra fine details of workmanship for beauty and long life.

**FREE CATALOG!** Write for free illustrated catalog of our complete line of fine comforters, pillows, sleeping bags, station wagon mattresses, etc.

**Consolidated**  
**SLEEPING PRODUCTS MFG. CORP.**

Consolidated Sleeping Products Mfg. Corp.  
Bigelow St., Dept. C • Holyoke, Mass.  
Please send me postpaid, tax incl.

Quantity	Color	
De Luxe Electropuff, Twin Size		\$24.95
De Luxe Electropuff, Full Size		\$29.95
Standard Electropuff, Twin Size		\$19.95
Standard Electropuff, Full Size		\$24.95

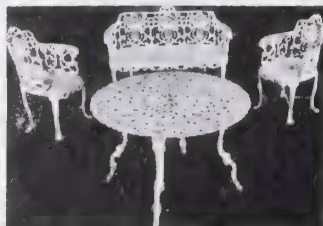
I enclose ☐ Check ☐ Money Order ☐  
I understand that I must be satisfied or my money will be fully refunded if I return the merchandise within 10 days.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**CENTURY OLD BEAUTY**

Rose  
& Lyre

P  
A  
T  
T  
E  
R  
N



Settee #150 14" long \$65.00 Iron \$80.00 Alum.  
Chair #152 18" deep ea. 32.50 " 39.00 "  
Table #25 27 1/2" diam. 35.50 " 42.50 "  
Add \$7 for table with lower shelf

**ROMAN LAR**

Protector God of home and garden  
45" high. Iron in White or Antique  
Green \$79.50



**HEAVY BASE  
PLANT  
STAND**

11 Movable  
arms ranging  
from 14" to 7"  
at top. Reg.  
\$24.50. NOW  
\$17.95 includ-  
ing FREE long  
spout brass wa-  
tering pot.



Catalogue on request. Send check or money  
order. Crated free. Shipping charges collect.  
Specify freight or express.

**ANTIQUE IRON CRAFTSMEN**  
Dep't B-11-6, 2500 27th Ave., N., Birmingham, Ala.

AN  
**OLD TIME  
VALUE**  
**\$7.75**



Height 42"  
Seat 17 1/2" w.,  
14" d., 17 1/2" h.

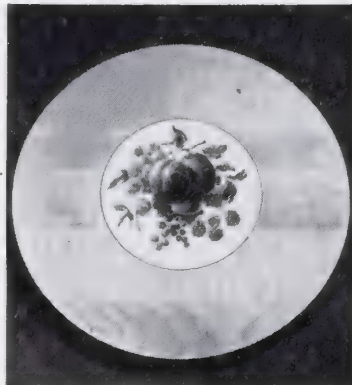
**EARLY AMERICAN  
LADDER BACK CHAIR**  
direct from workshop to you

An incredible price for a ladder back chair which features such hand workmanship, such built-in value, such a beautiful hand-woven fibre rush seat. Hand-made of solid native hardwood for generations of use. Here is the lowest-priced chair with this desirable seat. Fully assembled and ready to use, \$7.75 unpainted. \$8.75 in natural finish. \$10.50 in mahogany, maple, walnut, cherry or pine finish. Minimum order is two. Express charges collect. Write for FREE catalog. Satisfaction unconditionally guaranteed. Quick delivery. Send check or money order.

**Jeff Elliot Craftsmen**  
Dept. B-116, STATESVILLE, NORTH CAROLINA



**WINDOW**



**THE CHEESE STANDS**

**ALONE**, a noble adjunct to the civilized cocktail hour. And this is the festive board on which you will serve it forth. Made of seasoned hardwood, in a French Provincial finish, the fruit tile comes in 4 different designs, should you want to do an arresting wall arrangement. 12 1/2" wide. \$6 each; 2 for \$11. Ppd. Cardinal Gift Shop, 408 N. Cherry St., Winston-Salem, N.C.



**TOP DRAWER SECRET.**

A sliding Pin and Jewelry Tray unjumbles a bureau drawer, and gives you three accessible sections for pins, hair clips, jewelry, emery boards, etc. The flock-lined metal tray slides from front to back of drawer on 4 1/2"-high adjustable metal drawer dividers. 10" x 7" x 3/4" deep. \$1.89. \$3.65 for 2. Ppd. Closet Accessories, Dept. 1181, Evanston, Ill.



**DECORATOR'S DELIGHT**

Imported From England

Imaginative brass centers set into rich wrought iron frames to turn dull walls into conversation pieces. Specify your preference: Provincial, English Groups or Ships—all in the modern tradition. Make handsome gifts.

12" diam. per pair, prepaid, only \$ 9.95  
14" diam. per pair, prepaid, only 11.95  
16" diam. per pair, prepaid, only 16.95

Send check or M.O. today! Sorry No C.O.D.'s

**UNICORN IMPORTS**

P.O. Box 258, Cincinnati 15, Ohio

**GENUINE CALFSKIN RUGS**  
**FOR USE ON FLOOR OR WALL**



Everyone loves these handsome silky Calfskins... they're so perfect for the den, hall or bedroom. Soft, yet durable. Sueded back. 3 initial brand (print initials wanted) lends authentic personal note. Choice of black or brown with white.

App. 5 Sq. Feet \$10.95\* Branded \$12.95\*  
App. 6-7 Sq. Feet \$14.95\* Branded \$16.95\*

**Imported Rugs of Silky Argentine Sheepskin**

24" x 36"—Animal Shape—White, Pink or Blue \$14.95\*  
24" x 42"—Oval or Rectangular—White only \$17.95\*  
30" x 50"—Oval or Rectangular—White only \$24.95\*

\*Plus 50c postage each No C.O.D.'s Please

**Brandicalf**  
Dept. B76, 157 Federal St., Boston 10, Mass.

**LEARN COLOR SCHEMES**  
**To Decorate Your Home**



House Beautiful says: "If you're timid about color, it will give you the knowledge to be daring."

Easy, simple method for anyone. Tells at a glance about color. This system is used by Decorators and Artists. You can be completely confident in your choice of color and how to use it effectively in any dreamable shade. The revolving chart eliminates clashing colors and helps you choose the correct color automatically.

**\$2.00 Ppd.** Get 3 to give as gifts for \$5.00 —We pay postage. (No C.O.D.)

**COLOR MONITOR** 2971 Rye Beach Ave., Rye, N. Y.

**"LAZY SUSAN" Dryette**



For washings and ironings  
For the new drip dry fabrics  
For nylons and sheer things

Folds Like An Umbrella

Satisfaction Guaranteed or your money back!

**Snagproof, Rustproof Metal, holds more in less space. Lustrous finish. Perfect gifts**

SUPER DRYETTE	TRAVEL DRYETTE
12 arms (23 ft. drying space; strong, sturdy)	6 arms (9 ft. drying space; stands in bathtub, picks in suitcase)
\$8.95 ppd.	\$4.95 ppd.

Act now to enjoy easier clothes drying service... order today direct

**DRYETTE CO., DEPT. H-11**  
P.O. Box No. 2219 • Wichita, Kansas



**UNUSUAL**

**Mugs Made For You**

Yes, personalized, hand crafted mugs are made to your order. Your name is inscribed on one side while on the other "on the rocks" (as illustrated) or an important date in your life. Each mug is charcoal color outside with a contrasting, light glaze inside in white, pink or turquoise.

These lightweight ceramic mugs can be used to serve both cold and hot drinks. They hold eight ounces.

For use in your home or as a gift for Christmas, anniversaries, birthdays, housewarmings and club or organization gatherings.

\$2.25 per mug Ppd. No COD's  
**BE SURE TO INCLUDE YOUR INSCRIPTION AND CHOICE OF INTERIOR COLOR**

*Emily Alexander*

909 E. 8th St. TUCSON, Arizona



# SHOPPING



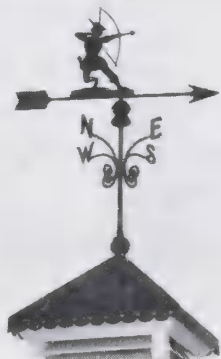
## BLACK STAR SAPPHIRES

are subtly seductive and nurture a mysterious beauty in their smoky depths. Gaze deep and you'll see the radiant star that illumines the elegance of these earrings. A superb gift for a lovely woman, these are mounted on 14k white gold backs. \$50. With a real diamond, they're a precious purchase at \$110 incl. tax and post. Merrin Jewelers, HBE 530 Madison Ave., New York.



## WHAT'S IN THE WIND? A

Robinhood weathervane, of course, to give you fair warning of which way the wind is blowing. Black aluminum vane, 27" wide x 30" high, is mounted on a white wood cupola, 35" high x 18" square. It has a 9 1/4" baseboard for cutting the exact pitch of roof, and a heavy copper roof. Weathervane, \$19.50. Assembled cupola, \$52.50 f.o.b. Hagerstrom Metalcraft Studio, Wheeling, Ill.



## Hand Crafted Knotty Pine Accessories

Please do not confuse these with assembly line products or kits. Your purchase will come to you fully assembled, individually handcrafted of selected knotty pine and hand rubbed to a lovely, mellow antique finish by Bonnie and Ben Winston. **TILE HOLDER:** 15" high, 6" wide, 3 1/2" deep. Price includes removable ceramic tile with colorful Pennsylvania Dutch design. (Use as trivet.) **SPOON RACK:** 13" high, 8 3/4" wide, 4 1/2" deep. **LETTER RACK:** 15" high, 6" wide, 3 1/2" deep. **CRICKET STOOL:** 51 1/2" high, 14" long, 7 3/4" deep. Handsome and very sturdy. Screw and peg construction. Cloverleaf cut-out in top. You must be thrilled with your purchase or your money refunded.

**\$1.50**  
EACH

Postage Paid  
No C.O.D.'s please

**THE WINSTON WORKSHOP**  
Box 275 Baltimore 3, Maryland

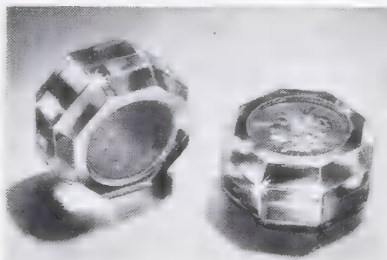


To complete your fireside comfort—or a gift for some good friend. Set No. 588 is made of wrought iron with polished brass trim. **ANDIRONS** suitable for stationary or draw screen, 13 1/2" high, 16" log rests—\$17.50. **TOOL SET** is 32" high (each tool 28") \$17.50. Save \$7.00 by ordering complete unit for \$28.00 f.o.b. Wheeling.

Write for Free Christmas Gift Catalog

## HAGERSTROM METALCRAFT STUDIO

Original Handcrafted Specialties since 1922—House Signs, Lanterns, Weathervanes, Mail Boxes, etc. Dept. HB, Old Milwaukee Road, Wheeling, Illinois



## SILVER DOLLAR PAPER WEIGHT

An exciting gift of silver long to be treasured, increasing in value. As a stunning desk accessory, this Paper-weight shows off a genuine silver dollar skillfully embedded in clear, hand-cut lucite. Gleams and sparkles like a diamond. These mint-perfect dollars are fast disappearing into collections. They haven't been minted since 1935, yours may be worth twice as much next year. \$4.95 ea., 2 for \$9.75 ppd. Order from

**RED OAKS, Dept. 163-P**  
Prairie View, Ill.

## An old favorite with a new twist! AUTOMATIC DISC MUSIC BOX



Now you can enjoy the deep-toned charm of the music box without being limited to a single tune. This genuine Swiss Thorens, encased in a smart American Walnut cabinet (11" x 6" x 3 3/4"), can play nearly 100 different melodies on discs. Comes with single disc (no choice) but 10 assortments are available (10 discs to an assortment). Most appropriate this time of year are *Christmas* hymns and carols. Other discs (in sets of 10) are available under such heads as *Children's Tunes*, *Folk Songs*, *Classical Airs*, *Drinking Songs*, *Popular Airs*, *Religious Tunes*, *International Airs*, *Assorted Tunes* and *Party Tunes*! For a complete breakdown of tunes in each category, just write.

**AUTOMATIC DISC MUSIC BOX** only \$29.95 ppd. **EACH SET OF 10 DISCS** . . . \$ 6.00 ppd.



## You'll marvel at the magic of ALEC TEMPLETON and his MUSIC BOXES

Imagine! On a single record, the charming and incomparable music of Alec Templeton's famed collection of rare music boxes. Listen . . . and you'll wish you could see the exciting variety of music boxes (24 in all) from which Mr. Templeton chose to make this record. Each has its own personality and charm—from the massive "juke" box shown above to the tiny replica of Mozart's piano. Folk songs like "Comin' Through the Rye", operatic selections including the "Anvil Chorus", minuets . . . 45 different, delightful tunes! A record you'll want others to hear! Highest Fidelity, a masterpiece of reproduction **33 1/3 RPM long Playing \$5.95 ppd.** Also available on 45 RPM, same price.

**FICKER RECORDS**  
69 Arcadia Road, Old Greenwich, Conn.  
Money-Back Guarantee . . . Immediate Delivery!

## HANDY KEY RACK



## Handsome haven for wandering keys

What a comfort to know your keys are in one handy place when you need them! Key Rack is 12" long x 5" wide, sturdy Maine pine, finished in rich ebony, border is hand-screened in antique gold.

Six shiny brass hooks will hold all the keys in the average household. Concealed hanging eyelet on back. Adds charming decorative touch to kitchen, playroom, basement, garage. Money back guarantee. No C.O.D.'s.

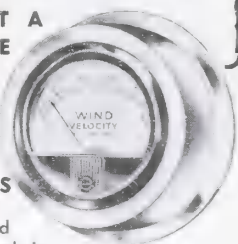
**\$1.79** POSTPAID ANYWHERE

**Emily Alcott**

Box L41, West Newton 65, Mass.

## WIND SPEED

TELLS AT A GLANCE INDOORS HOW HARD THE WIND IS BLOWING OUTDOORS



Every gust and lull in the wind is instantly shown on the handsome speedometer inside your home. The 4" polished brass dial registers up to 100 miles an hour. Installation is easy and quick; Simply mount the spinning cups on roof or TV mast and connect the wire to the indoor indicator. Costs nothing to operate because it generates its own current. Fully Guaranteed, complete with 50 feet of wire.

**ONLY \$49.95 POSTPAID**  
(AIR MAIL SHIPMENTS IN U.S. \$2 EXTRA)

Send Check or Money Order to:  
**Cape Cod WIND INDICATORS**  
Harwichport 4C Cape Cod, Mass.

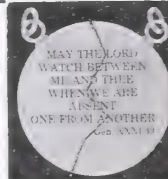


## MIZPAH\* Sterling Silver ROMANCE COIN

. . . brings two loved ones together!

\*Mizpah is the symbol of enduring love and everpresent thoughtfulness. This unusual and exquisitely designed split coin will make a cherished gift for that couple . . . for mother and dad . . . for sister and brother . . . for parent and child. Each wears one half the coin—and no other half will match! One side bears inscription from Genesis: "May the Lord watch between me and thee when we are absent one from the other." Reverse carries delicately tooled double heart motif. Order today. Sorry, no C.O.D.s. Money back guarantee

**MOROCCAN ART CENTER**  
30 Rockefeller Plaza, Dept. H-56, New York 20, N. Y.



Prices include tax, postage

Coin alone (2 halves) . . . \$5.50  
Coin with 2 sterling silver key chains . . . \$9.00  
Sterling necklace or bracelet \$2.50 ea.  
Coin alone in 14K Gold . . . . . \$25

## SPRAYS of WHEAT

This beautiful design, hand wrought on copper with the ears of the Wheat silver plated for contrast, makes this lovely matching set accessories to be thoroughly enjoyed.

Write for our LATEST CATALOGUE

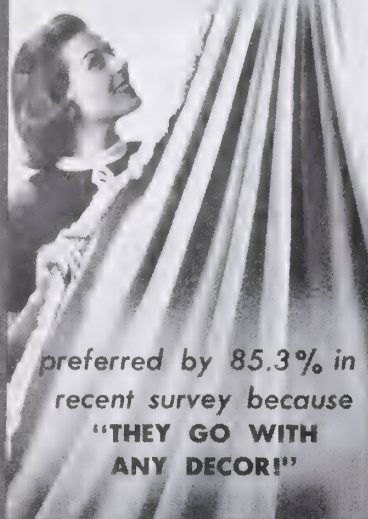
Waste Basket—Approx. 14" high . . . **\$15.00 Ppd.**  
Letter Basket—5" high 7" oval . . . **\$6.50 Ppd.**

**HENRY W. LONGFELLOW**  
Weston 93, Massachusetts.





nubby, plain-woven  
**ROUGH-TEXTURED**  
*Itasca*  
**COTTON CURTAINS**



preferred by 85.3% in  
recent survey because  
"THEY GO WITH  
ANY DECOR!"

"I would not have any other material for curtains or drapes!" That's what Itasca homemakers told us time and time again in a recent survey. These smart women prefer our rough-textured, home-spun-looking Itasca Cottons for their very simplicity. In soft, neutral-to-pastel colors, Itasca Cotton curtains, slip-covers and bedspreads go wonderfully in any decor, colonial to contemporary!

The unobtrusive "background elegance" of these rough-textured, quality Itasca Cottons accentuates your taste in furniture and other home furnishings, sets the stage for you to achieve creative and stunning room effects. And, sturdy Itasca Cottons can be washed repeatedly as they are vat-dyed.

Exciting, new cotton weaves and colors, like wonderful, natural-looking "Surf" and "Shadow Cloth" come regularly from our looms. And of course you can get direct from us matching trims, braids and ball fringes—plus rods and drapery hardware. Send today for our measuring instructions and easy-sewing "How to Make Them Yourself" book. Dozens of money-saving, home sewing ideas and 20 Itasca samples for only 25¢. Tear out the coupon now!

**ITASCA WEAVERS GUILD**  
Dept. HB-3, Itasca, Texas

Rush 20 Itasca samples plus "How to Make Them Yourself" book. I enclose 25¢.

(print name plainly)

(print address plainly)

City

State

**Panta-Loonie Apron**



for the gal  
with a sense of humor

**Gayer than a Gibson Girl, practical as a cookbook,** Panta-Loonie Apron looks like Grandma's bloomers. Made of washable red and white polka dot percale; trimmed with white eyelet embroidery ruffle and rooster red binding. \$2.95. A matching apron for men made to resemble men's shorts also available at \$2.25 each or \$5 for the pair. Postage paid.

Send for free apron folder.

**MORANDY SHOP**

Dept. F, 14 W. Elm St., Chicago 10, Ill.



*The Original*  
**NAME BRACELET**

Designed and Hand Made by Craftsman Frank Taylor. . . . A gift with a personal touch that has a delightful feminine appeal for any age. . . . Any name hand tooled on **Solid Sterling Silver**. . . . Adjustable (for youngsters under 9, state age). . . . Please print clearly name desired. . . . Prompt Delivery.

Price **\$2.00** Gift Boxed

Postpaid, Federal Tax Included

*TaylorCrafts*

P. O. Box 1025

St. Augustine 8, Florida

**CLOWN BOWLING PINS**

There's more than meets the eye in this rollicking red & white clown that stands a full 7" high! Grasp his portly tummy, twist gently, and out tumble 10 jolly clown ten-pins and 2 balls to bowl them over with. Entire set beautifully decorated. Perfect stocking toy.

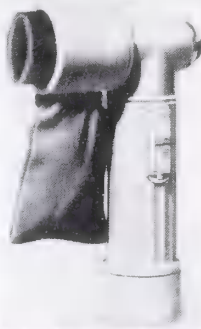
**\$1.95** ppd. (With child's name—25¢ extra)

**VACUUM BRUSH with Flashlight**

This new motor-Vacuum brush with dust-collecting bag & powerful flashlight—instantly removes hard-to-get lint from clothes, furniture, car upholstery, etc. Operates on regular batteries—guaranteed to work. A most sensational & useful gift. Complete with batteries.

**\$3.98**

We Pay Postage  
No C.O.D.'s please



**WARDABY**

5 Mt. Hope Place  
New York 51, N.Y.



**WINDOW**



**GIVE 'EM A HOT FOOT!** An after-ski boot is made of elk-tanned cowhide, with an all-wool fleecy pile lining and a thick nuron crepe sole. Fine, too, for driving to the station on nippy mornings, for standing around at beagle triats. Women's full sizes 4 to 9, in black or red; men's, 7 to 13, in brown or black. \$11.50 plus 35¢ post. Carroll Reed Ski Shops, N. Conway, N. H.



**DOWN ON YOUR KNEES** all ye gardeners and kitchen swabbies! This terrific foam-padded knee rest takes the aches out of weeding and makes those floor-level household duties less painful. A convenient trough holds tools, gloves, sponges, etc. The steel base is 17" wide, 10½" deep. \$6.95 ppd. Max Schling Seedsmen, Inc., 538 Madison Ave., Dept. 660, New York 22.

**WALNUT or BLONDE PLEXTONE**  
*Decorator Style* **SEWING CABINET**

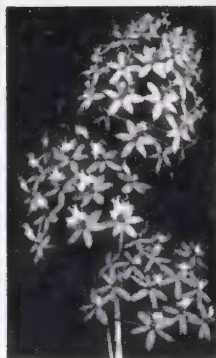
Made of select wood finished in walnut or blonde Plextone lacquer. Hardwood ebony finished legs with brass ferrules at bottom. One large and four small compartments accessible at once because of novel hinge-like construction. Metal handle for easy carrying. Overall size including handle 16" x 8" x 21". Weight only 8 lbs. Legs shipped detached—easily assembled without tools.

**COMPLETE \$1375**

POSTPAID  
(West of Rockies add 90¢ postage)

Send Check or Money Order. No C.O.D.'s.

**CRYSTAL GLASS TUBE & CYLINDER COMPANY**  
7312 SOUTH CHICAGO AVENUE, CHICAGO 19, ILLINOIS



Delight  
Them At  
Christmas  
With  
**Orchids**  
Anyone  
Can  
Grow

Our Hawaiian Baby Orchids look as fragile as a butterfly's wing—and grow indoors anywhere with amazing strength and vigor! The sturdy plants arrive ready for potting—then bloom almost continually with clusters of exquisite miniature orchids. Each flower a dainty masterpiece of nature, perfect for corsage or boutonniere. Cut at the stem they make charming arrangements that last for days.

Fun to grow, a delight to give or own yourself. Simple instructions included.

Each plant Only \$2 ppd.

6 plants \$10 ppd.

Mail Orders Filled Promptly

**Max Schling Seedsmen, Inc.**

538 Madison Ave., Dept. 660, N.Y. 22, N.Y.

**doodle belt**  
WITH PEN AND KEY CHAIN  
an exclusive

Put down your school's name . . . wear your heart where it shows . . . on white leather appliques individually sewn on a Belt of 100% Genuine Top Grain Cowhide, 2 inches wide. Carries its own gleaming gold-finished retractable Ball Point Pen and Key Chain. Belt in Black, Navy, Red, Turf, Brown, Green. Sizes 22 to 30. Postage Pre-Paid. **\$3.95**

Cartridge Refills available in Red, Green, Blue—35¢ each. (Gift Card Enclosed on Request.)

**TEEN TRIX—P.O. Box 68  
ROCKAWAY PARK 94, N.Y.**

	22	24	26	28	30
Black					
Navy					
Red					
Turf-Brown					
Green					

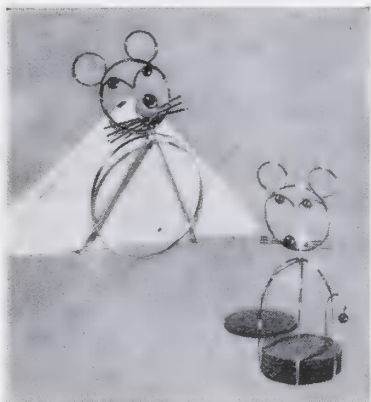


# SHOPPING



## A MOUSE CALLED MIKE

will go to any lengths to get to a party. So here he is, a shiny brass fellow with twinkling "ruby" eyes—being the hostess's little helper. In one pose he's a paper-napkin holder on the bar or buffet table; in another, he's well stacked with 8 cork coasters. Either way, he's just \$1.25 ppd. Grandma Pennypincher, 1216 Yale, Houston 8, Texas.



## LET'S GET PERSONAL,

now that it's time to make out Christmas lists, and order stationery, envelopes and post cards, imprinted with a name and address in blue. Assortment includes: 150 sheets of stationery, 100 matching envelopes, 50 post cards, and 50 air mail, parcel post and special delivery stickers. All for \$2.98 ppd. Harvey Sales Co., Dept. HB, Box 53, Cedarhurst, New York.



## World Renowned Glamour Spanish Combs

Now available, High Combs made in Spain of simulated tortoise shell, beautifully hand carved with flower and dancer designs. Sizes: 4 inch high \$5, 5 inch \$7.50, and 6 inch \$10.

## Heirloom Quality Lace Fans

Unique Lace Fans at unusual low price imported from Italy. Made of Chantilly-style lace. Size spread, 17", closed 9". Ideal for gifts, brides, bridesmaids, collectors, and pretty enough to be framed.

Embossed white frame with white lace—widely used for bridal bouquets—\$5. Silver decorated black frame with black lace \$5. Gold decorated black frame with gold threads interwoven in black lace \$6.50 ppd.

Frank Alvarez, Inc. World-Over Handcrafts  
P. O. Box 372 Alhambra, Calif.

## BRUSHED BRASS JEWEL BOX



Here's a lovely and useful addition to grace yours . . . or anyone's dressing table. Measuring 3" high from the jeweled top to the bottom of the golden ball feet, it has three expanding shelves lined in attractive velvet to cushion your precious belongings.

\$3.95  
PPD.

(add 25c West of Miss.)

Sorry, No C.O.D. Money Back Guarantee

Garand Home Products  
317 Willis Ave. Mineola, L.I., N.Y.



Webb's Handcraft Care restores your expensive clothing with sheer beauty! Hand-cleaned, Hand finished! The original art of French Cleaning is recaptured, assured and guaranteed by Webb's. Have your treasured and expensive garments restored by craftsmen.

Heirloom Linens, Wedding Gowns faultlessly restored and sealed against time and the elements.

BONDED PICK-UP & DELIVERY ANYWHERE IN THE U. S.

We pay shipping charges. WRITE FOR FREE BKLT., PRICES.

**WEBB'S**

97-10H VANDEVER AVENUE  
WILMINGTON 2, DELAWARE  
Chemical Heart of the World



## FOR THE YOUNG LADY WHO LOVES HORSES

will love you when she receives this Stable full of sterling silver jewelry. The **COMPLETE SET** is \$12.00 or the Bracelet is \$6.00.—Mare and Colt Pin \$3.60—Horse Head earrings \$2.40 (matching necklace—not shown is \$5.50). We will gift wrap and send air-mail if desired. Order now for Christmas gifts. No COD's please.

**SELDEN COOPER**  
Grove Park Inn, Ashville, N.C.



## CHINESE SATIN SCUFFS

Children & adult sizes

Biggest bargain in years! Delight Mother, sisters, aunts, nieces, friends with exotic imported scuffs. Beautifully embroidered in gay multicolor designs on rich heavy satin, with genuine soft leather soles padded with foam rubber for extra comfort, and leather lined! Order by shoe size: jet black, royal blue, jade green, Chinese red. (Give 2nd color choice.) Reg. \$2.75 pair, guar. to delight!

No cod's. only . . . \$1.49 pair.  
Cat. resid. (add 10c ea. pr. mailing)  
add 3¢ tax. 2 pr. \$2.75; 5 pr. \$6.75!

FREE! NEW CATALOG. Wonderful imports. 100 unusual gifts under \$5.00. Write for it!



**BOWMAN'S**  
H11-2477 Lombard St.,  
San Francisco 23, Calif.



## BEJEWELLED MAGNIFIER

So pretty, so original you'll want to carry it everywhere! A profusion of rhinestones and seed pearls adds glamorous glitter to the antique gold plated handle and rim. Precision ground glass permits ladylike perusal of programs, price tags, menus and such. Beautifully made, it's just 3" long and comes in a trim faille case. Very gay for gifts!

\$4.95 tax & postage included

Beautifully Boxed and wrapped.  
Your order shipped promptly.

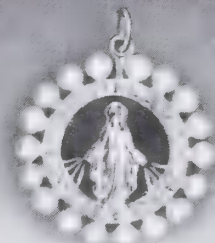
Search on C.O.D.'s. Write for catalog.

*Aimée Lee* Dept. B-11  
545 Fifth Avenue New York 17, N. Y.

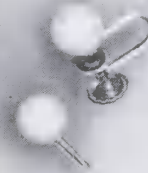
# Merrin

530 MADISON AVE. (COR. 54TH)  
NEW YORK 22 PLAZA 1-8658

MANUFACTURERS AND RETAILERS OF  
FINE JEWELRY SINCE 1921  
ALL GENUINE STONES



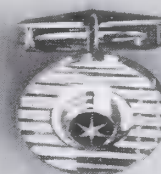
14K GOLD MIRACULOUS OR  
ST. CHRISTOPHER MEDAL WITH  
CULTURED PEARLS 27.50†



CULTURED  
PEARL EARRINGS  
IN 14K GOLD \$9.90†  
LARGER SIZE \$15†

CULTURED PEARL  
AND DIAMOND  
EARRINGS

IN 14K GOLD \$29†



14K GOLD AND BLACK STAR  
SAPPHIRE CUFFLINKS \$85†



14K GOLD AND BLACK  
STAR SAPPHIRE  
TIE TACK \$25†  
LARGER SIZE \$35†

CULTURED PEARL  
TIE TACK, SET  
IN 14K GOLD \$5†  
LARGER SIZE \$10†



WHITE  
CULTURED PEARL  
AND 14K GOLD  
TIE TACK \$11†  
BLACK CULTURED PEARL \$30†

BLACK STAR  
SAPPHIRE  
LOVEBIRD  
WITH RUBY  
EYE, IN 14K  
GOLD HEART \$33†

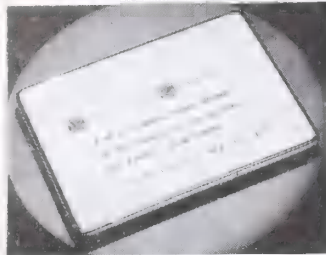


†TAX INCLUDED  
ALL JEWELRY ACTUAL SIZE  
MAIL ORDERS FILLED • POSTAGE PREPAID  
UNCONDITIONALLY GUARANTEED  
OR MONEY REFUNDED  
ALL EARRINGS  
AVAILABLE FOR PIERCED EARS

WRITE DEPT. H. B-11



## GIFTS FOR THE YOUNG IN HEART!

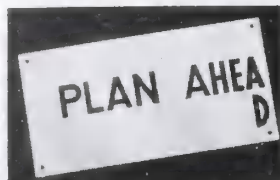


### WEEK-END GUEST ASHTRAY

Placed strategically in your living room this meaningful gold-rimmed ashtray may save many a friendship and gallons of booze. Made of white china, 7 1/4" x 5 1/4", with its bright message imprinted in sepia, underglaze: "Week-end Guests: If we get to drinking Sunday afternoon and start insisting that you stay over until Tuesday—please remember—We Don't Mean It!" \$3.00 Postpaid (No COD's).

### CHRISTMAS TREE TIE

This is the ultimate in Christmas ties—The type of cravat that only Mrs. Santa would dare to buy for her favorite husband. It's made of pine-green felt, with bright jeweled ornaments attached, and an adjustable neck band. Pretty startling, and about as "holi-day" as you can get. Gals can wear it, too. \$2.00 Postpaid (No COD's).



### PLAN-AHEAD SIGN

We think this well planned sign is quite amusing—with a subtlety that forbids description. Engraved on a rich looking solid brass plaque (3 1/2" x 6 3/4"); with a quality of performance, appropriate for any desk or office wall. \$1.95 Postpaid (No COD's).

## Free Catalog of Light-hearted Gifts

## the GAME ROOM

1538 Connecticut Ave., Washington 6, D.C.



### Milk Glass LAVABO

A charming addition to any home is this handmade milk glass lavabo with the distinctive hobnail pattern. Perfect for wall or post, the lavabo includes a 9 1/2" planter bowl and a water container 10 1/2" high. The chrome spigot really works to keep your ivy or other plants well watered. Available in white or turquoise.

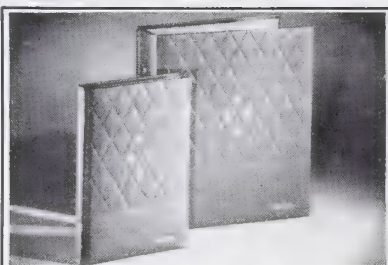
\$17.00 Postpaid

Free Gift Catalog

CHARLOTTE THOMAS

(formerly Muriel Duncan)

SEWELL NEW JERSEY



### PERSONALIZED Telephone Book Cover

Off-used telephone book can be beautiful when protected with handsome, gold-decorated, padded brown leatherette cover. Personalized in gold script. Print name and give height, width, thickness and name of city. Town Ed. 9 1/4" x 6 1/4" \$2.45 ppd. City Ed. 11 1/4" x 9 5/8" \$3.00 ppd.

In ginger-color genuine leather for extra elegance. Town Ed. \$5.45 ppd. City Ed. \$7.95 ppd.

### DESK PENCIL SHARPENER

Gold stamped, genuine leather desk appointment is large enough to sharpen pencils and crayons as effectively as office models. 2 1/2" high. Choice of red, ivory or brown leather. \$1.75 ppd.



Write for Free Catalog

RMS INTERIORS Dept. HB-116  
11146 S. Michigan, Chicago 28, Ill.

### HOLIDAY ASHTRAYS

What an original way to say "Season's Greetings!" Send this pair of unbreakable enamel-on-copper ashtrays! In gay Christmas red, with snowy white engraved lettering, they're fun at holiday parties, can double as nut or candy dishes. A clever Christmas card substitute, just send us your list and we'll mail them for you—in your name.

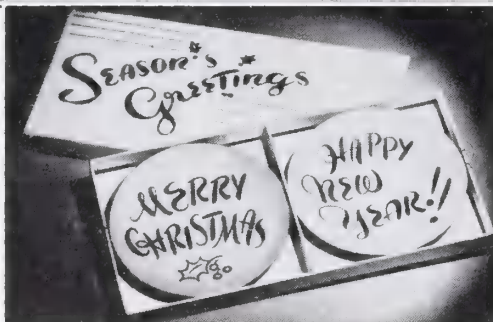
\$1.95 pair, ppd.

Sorry, no C.O.D.'s.

Write for FREE catalog.

GREENHALL

Dept. HB-11, 1133 Broadway, N. Y. 10, N. Y.



### SELF-ADHESIVE FELT

### "SOFT BOTTOMS"

Assorted SIZES and SHAPES!

CERAMICS METAL GLASS WOOD  
CUSHIONS SILENCES PROTECTS FURNITURE

Guard your furniture against hard knocks and scratches from lamp bases, vases, statuary, bric-a-brac. SOFT BOTTOMS provide magic felt cushions for ANY object. Stick by contact to metal, glass, wood, china, plastic, etc. Permanent, washable, mothproof. Dozens of daily uses — bumpers, under glass tops, as door stops, lid cushions, leg levellers, silencers. SOFT BOTTOMS ASSORTMENT contains 120 round, square, rectangular DOTS and TABS 1/4" to 3/4" sizes...

\$1.00 Postpaid

J. B. DAWN PRODUCTS

7905 W. 64th Place Dept. B Chicago 29, Illinois



## WINDOW



### TAKE THE KEY AND LOCK

'EM UP, and your Scotch, Rye and Bourbon will be quaffed only when you're playing host. But in-between times, this Tantalus Trio will be the decorative focal point on your buffet. Highly polished wood-grain case holds 3 16-oz. decanters in pierced brass coasters. With brass handle, bar and padlock, case comes in mahogany or blonde finish. \$12 ppd. Bar Mart, 62 W. 45th St., New York.



### MINE HOST

will be the picture of genial hospitality with this French Provincial Host Chair. Crafted of hardwood in a mahogany, walnut, provincial or bone white finish, it has hair filling, resilient springs, heavy webbing. 36" high, 22" wide, 23" deep; in velvet, other fabrics, or in combinations, or send your own; nail or self-welt trim; \$44.75 ppd. No c.o.d.'s. Send for Supplement 1A and swatches. Bayfort Society, Box 1808, Charlotte, N.C.



### SPRING

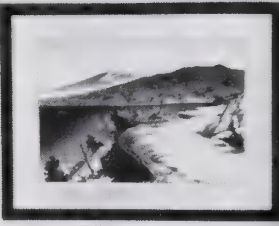
Set of four prints ..... \$9.95 ppd.  
Single prints (specify season) . \$2.95 ppd.

No COD'S

The perfect "bread and butter" gift—an outstanding "Santa" gift!

### MAKE YOUR HOME UNUSUAL!

Your friends will envy your imported Japanese Wood Block Prints. Handmade, beautiful, color scenes illustrating the Four Seasons of Japan's famous Mt. Fuji. Prints are 10" x 15" — ready-matted for your favorite frame.



### WINTER

DARIA — Importers  
2106 Cascade Road  
Atlanta 11, Georgia

### MAMMOTH MONOGRAMMED "HE-MAN" TOWEL



ONLY \$3.95

2 for \$7.75

4 for \$15.00

POSTPAID

The kind of towel every man really wants! It's a huge 6 ft. by 3 ft.; of thirsty, thick piled, white terry cloth. Distinctively monogrammed with his single initial on an impressive background design. We'll wager you'll rate a great, big hug for this! "Sure fire" for that masculine "problem gift"! Please PRINT initial. About 2 weeks delivery.

No C.O.D.

NOUVELLE, LTD.

225 W. Erie St., Dept. G-123, Chicago 10, Ill.

FOR A PRACTICAL COLOR NOTE  
ADD A SMART

### Caliph WASTE BASKET TO ANY ROOM IN YOUR HOUSE

These distinctive baskets, with their rich textured surfaces in smart decorator colors and their dull-gold finished metal interiors are so new, different and inexpensive, you will want several of them. All are 13 1/2" high, 9 3/4" x 7" diameter of oval. Covered in three different fabrics with your choice of colors. Processed for washability, rip-tear and scratch proof.

#### —THE ANGUSHENE

Rugged Tapestry Burlap in Natural, Rose Scarlet, Saxe Blue, Avocado Green, Grey.

#### —THE DURASPUN

Monk's Cloth, in Sage, Aqua, Citron, Straw and Tealrose.

#### —THE LYNTONE

Belgium Linen, in Yellow, Delft Blue, Moss Green, Pink, Beige.

Order by name specifying choice of color. Shipped to you Prepaid. Each

\$3.50

Satisfaction Guaranteed  
or Money Refunded  
Caliph CO., INC.  
Raynham Center, Massachusetts



# SHOPPING



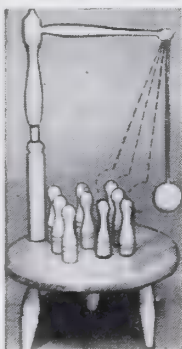
## AMONG THOSE PRESENTS

that will have the prettiest wedding belles of the season singing their thanks is this impressive sugar and creamer set. Made of gleaming silver plate, the generously sized 11" tray has graceful handles; the footed sugar bowl and cream pitcher have a noble bearing. Just \$9.95 incl. tax, post., gift wrapping. Croyden Silvermart, Ltd., Dept. N, 805 Lexington Ave., New York 21, N.Y.



## CARVING JEWELS

are these handsome tools that will make the head of the house more convinced than ever that you know how to pick winners. Made by Swedish craftsmen, they're forged of the finest surgical stainless steel; never need polishing. Hollow-ground carving knife and meat fork, in velvet-lined storage chest. \$9.95 ppd. Delta Corp., Box 505, Dallas 21, Texas.



## "SKITTLES" BOWLING SET IMPORT

More fun and excitement in this than in a whole bowling alley! Swing the pendulum ball and keep score. Kiddies and adults can play this for hour on end, and it's perfect for parties. Lazy? Unusual automatic pin set ups. Smooth, polished wood. 8" tall. Excellent value at \$1.25 the set; 3 sets \$3.50. Perfect for all ages, so get several for gifting. We pay postage, no cod's. Q. T. NOVELTY CO., Box 54, Murray Hill Station, New York 16, N. Y.



## Florentine Lion

Strikingly dramatic original sculpture, 18" x 28". Use above your fireplace as a focal point, or on walls as a center of interest. Handsome in contemporary, traditional or modern interiors. In black and gold with accents of deMedici red; antiqued white; or Pompeian bronze with choice of accent. Custom finishes available on special order.

HANDMADE TO ORDER, WITH ONE WEEK DELIVERY. SATISFACTION GUARANTEED. No COD's, please. POSTPAID \$35.00

Williams Studios

543 E. Congress St., Savannah, Georgia



Silhouette estate signs in heavy rust-proof metal for lamp post, tree or home. Name cast into design at no extra cost.

\$9.95 delivered postpaid. No C.O.D.'s. Name to read from both sides \$3.00 extra. Any special design from your rough sketch \$5.00 extra.

For prompt shipment order direct from this ad. Satisfaction guaranteed.

- |                      |                   |                 |
|----------------------|-------------------|-----------------|
| #212 Country Doctor  | #200 Coach & Four | #128 The Hunter |
| #218 The Windmill    | #120 The Pines    |                 |
| #118 Dog—Any Breed   | #220 Sailboat     |                 |
| #114 Colonial Couple | #224 Steer        |                 |

Catalogue on request.

DOUCET METALCRAFT

Box #7 West Peabody, Massachusetts

A BRAND NEW EDITION OF THE

## ARCHITECTURAL DIGEST

Vol. XV, No. 2

is just off the press

ORDER YOUR COPY TODAY!

You'll thrill at this

LATEST ISSUE of

America's most beautiful  
BOOK OF HOMES

Published in California since 1920

192 exciting pages (9 1/2" x 13") of the most inspiring pictures you've ever seen of the outstanding work of interior decorators, architects and home designers from coast to coast. All pictures faithfully reproduced in crystal-clear detail on the finest coated stock. You'll read it . . . study it and keep it for years as an invaluable reference book.

\$2.50 per copy postpaid

Send check or money order to: THE ARCHITECTURAL DIGEST

WONDERFUL FOR CHRISTMAS GIFTS

THE ARCHITECTURAL DIGEST



556-M So. Harvard Blvd.  
Los Angeles 5, California



**SWIVEL**  
CAPTAIN'S STOOL  
With Sturdy, Concealed Ball Bearing Swivel

Now . . . a swivel stool styled for the home. For the drink bar, food bar, kitchen counter, work or drafting table, office, etc. Ideal child's dining chair (turnings on legs allow easy slicing off as child grows). Large, contoured seat and wide curved back give maximum comfort. Rungs are just the right leg height for young or old. Thick knotty pine seat and back—hardwood legs and rungs. In finest hand crafted quality. Beautifully finished in mellow honey-tone knotty pine or maple.

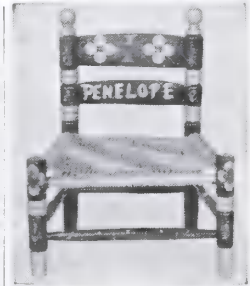
COMPLETE OR IN EASY 1-HR. KITS

Seat ht. 30 in. or 24 in. (Specify). Only \$16.95  
COMPLETE KIT—for easy home assembly. Prefitted, drilled, sanded, etc. with simple instructions. \$11.95

Shipping Charges Collect  
NOW—Large new catalog of Finished and Kit Form Furniture and Wall Racks In Friendly Pine. Send 10¢ in coin or stamps.

Immediate Delivery  
No C.O.D.'s  
Money Back Guarantee

**Yield House**  
Dept. B11-6  
North Conway, N.H.



Your Child's  
PERSONAL  
CHAIR

(with own name)

HANDMADE IN  
MEXICO

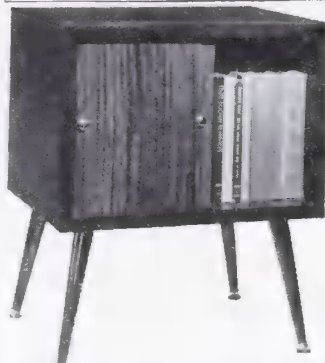
\$3.45  
ppd.

SITTIN' PRETTY is mighty easy for little men and little women in these gay Bambino Chairs, personalized with their very own name. Bright fiesta colors: Red or Blue, with splashes of hand painted fairy-land flowers. 17 1/2 inches tall, with sturdy woven rush seats. They're kids' own chairs for nursery, play, television viewing, or small fry tea parties. Please print plainly. Each postpaid, only . . . . . \$3.45

Special: Two chairs sent to same address (may have different names) ppd., . . . . . \$6.00

**Southwestern Gifts**

630-C East Alameda Road, Santa Fe, New Mexico



## RECORD TABLE & CABINET

Handsome, sleek and beautifully made to blend with traditional or modern decor: with lots of room for 10" and 12" records and albums. Removable divider for 7" records. Self-levelling legs, tipped in brass. Measures 27 1/2" high x 22" wide x 18" deep with plenty of room for any record player on top. Your choice of mahogany, limed oak or blonde.

with doors  
\$18.95

shipped express collect

without doors  
\$16.95

No C.O.D.'s Please

interior trends

56-B UNDERHILL AVENUE BROOKLYN 38, N.Y.

## HIS MOST PRACTICAL GIFT OF ALL!



Initialed hangers—full 20" width, deluxe clear, lacquered Swedish modern finish. Selected imported wood. Nickel-plated hook. Extra length trouser rod. Monogrammed with one, two or three initials. 18" hanger for sizes to 42. 20" for size 44 up. No C.O.D.'s or stamps please. 3 for \$5 postpaid  
National Hanger Co., Inc., Dept. HB., 15 W. 18th St., N.Y. 11, N.Y.



There's no finer gift than



**TEXAS RED BLUSH GRAPEFRUIT**

HANDMADE MEXICAN BAMBOO BASKETS



as illustrated, in Red, Green and Natural color bamboo. Decorative and useful. Straight grapefruit, or variety pack.

You have no idea how GOOD and SWEET Grapefruit can be until you have eaten the Tip O' Tex RED BLUSH variety. Utterly delicious and sweet enough to eat without sugar. It is the finest Grapefruit grown anywhere. The color, too, is a vivid Red, very pleasing in its novel appearance and making table settings more attractive.

### Other Texas Citrus Varieties

White Grapefruit: giant, sweet navel Oranges: juicy Hamlin Oranges: all tree ripened, finest quality, seedless fruit. Your choice, straight or mixed packs, large or small baskets, cartons or crates—and our nationally famous, popular Handmade Mexican Bamboo Baskets.

**PRICES** Range from **\$2.50** and up plus exact cost of express.

### FREE FOLDER

Illustrated in full color with complete information on Texas Citrus, packs and prices, and exact express charges to any destination. We will ship to your gift list. Write your name and address on margin of this ad, or on postcard, and mail to us. Mention Dept. H-56.

**PITTMAN & DAVIS**

Shippers of Texas Citrus since 1925  
Harlingen, Texas



### BLUE WILLOW SALAD SET

Imported from the Orient for your tossed green salads, this stunning Blue Willow porcelain salad bowl rests on a black iron standard, is accompanied by a pair of matching salad servers. It's just so honestly pretty that everything served in it tastes twice as good! Graceful bowl is 10" diameter; 11½"-long wooden servers have porcelain handles for elegance. A charming gift.

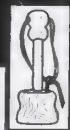
4-pc. Set.....\$4.95

Send for  
FREE Christmas Catalog!

**Ward Phillips Co.**  
11 Main Street, Carpentersville 1, Illinois

### BUTTER MOLD

AUTHENTIC  
ANTIQUE  
REPRODUCTION



MADE FROM A **\$2.95**  
COLONIAL ORIGINAL p.p.d.

An authentic reproduction of the molds our Early American Grandmothers used to make monogrammed butter patties. Turned from select hard rock maple with your monogram hand engraved, it molds butter patties embossed with your initials. Makes guests rave—even simple meals seem elegant. Decorative—it has leather thong (like original) to hang it by. An unusual and distinctive gift. Not sold in stores. Up to 3 initials (please print). \$2.95 p.p.d. Handy Gifts, 1112 Jaspersen Bldg., Culver City 13, Calif.



## WINDOW



**ORIENTAL HAWTHORNE TREES** were first brought to this country by Clipper Ship captains in the tea trade. This miniature tree is hand-crafted in wax and we defy you to tell it from one of nature's own creations. Each knarred branch, each dainty pink blossom has been reproduced with enormous artistry. 11" high, 12" spread, in porcelain rice bowl, \$12 p.p.d. Constance Spry, 322 Park Ave., New York.



**BRIDAL SWEET** for the bridal suite is such a glamorous comforter that it will make even an old-married couple feel like newlyweds. Stitched nylon, year-round cover, flounced with nylon lace and filled with dacron, is *completely washable!* In white, powder blue, buttercup or shell pink, \$42.50 p.p.d. Ask about their comforter recovery service, too! Stewart Slumber Shop, 528 Madison Ave., New York 22, N. Y.



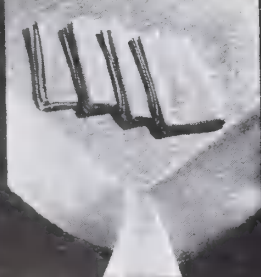
### SALT & PEPPER SHAKERS

These happy fellows will add a jolly note to your table or perk up your collection. Ideal as gifts or bridge prizes. Made of hand glazed ceramic, 4 inches tall. Complete with small tray. White and black only. \$2.50 p.p.d. Check or money order. Sold by Mail Order only.

**H & B Fortune**

P. O. Box 102

Leonia, N. J.



**Metallic Glitter Cloth**  
for buffet entertaining

The Dazzle that Washington hostesses are giving like hot cakes! White, peach, or champagne with gold metallic thread, or pink, gray or sage green with silver metallic thread. Completely washable.

70" round, \$17.50  
64" wide x 24 yds. long, \$15  
For each additional half yard in length add \$2.50. Other sizes on request.

18" napkins, \$1.25; Place Mats, \$1 each postpaid in c.d.s.

**bertram shrier, ltd.**  
1145 Connecticut Ave., Washington 6, D. C.



**BAMBEAUTIES** For indoor or patio dining, what could be smarter than stainless steel flatware with bamboo handles? Actually, the handles are Wangee root, which is the root-stock of Moso, Madake, and Nachiku bamboo. It won't splinter or crack. 12-piece service for four (knives, forks and spoons) is wonderfully priced at \$12.50 postpaid. No COD's, please. Money back if not delighted. Globe Trotters, Room 61, 455 Blake St., Pasadena 3, California.

### Your Own Design



### ...Hand Painted

—and baked to glossy hardness in the colors you specify on double old fashioned glasses, highballs, or regular old fashioned. Will not wash or rub off—alcohol proof. Send photo or drawing of your home, summer place, boat, flag, garden, etc. Satisfaction guaranteed. Six for \$15; a dozen for \$25. No C.O.D.'s. Shipped postpaid, 10 days after receipt of order.

**MARNY'S PAINT BOX**  
BARRINGTON, RHODE ISLAND



### THE PRETTIEST CANDLE

personalized as you please

Luscious, pine-scented frosty pink candle, flecked with gold, is all dressed up for any special occasion—Christmas, birthday, anniversary, etc. 3½" high x 3" wide, it's bannered across the front with any inscription you choose. Christmas candle shown here comes complete with four adorable, colorful little angel holders and tapers. A wonderful way to glamorize a party table, to greet someone special instead of just sending a **\$2.95** card!

Sorry, no C.O.D.'s.

Gift boxed.

Send us your gift list. We will mail candles for you.

**THE CANDLE CRAFTSMAN**  
11 Sagamore Road Bronxville, N. Y.



# SHOPPING



## THE PERFECT MARTINI

is achieved by hewing to a precise formula. To concoct this most ritualistic of drinks, by the by-guess-and-by-golly technique, is a travesty on the civilized glory of the cocktail hour. The Martini Geiger is a polished aluminum double jigger, accurately calibrated for a perfect 4 to 1 martini. \$4.95 ppd. Robin Hood's Barn 678 High St., Westwood, Mass.



## SWEET 16 AND SUN

**KISSED!** Juicier, more flavorful oranges and grapefruit, grown by a scientific method using M-16 Compost plant food, will titillate your taste buds and streamline your form for Holiday-gorging ahead. Picked when golden ripe and bursting with goodness, a bushel basket is \$6.50; 1/2 bushel, \$4.50. Add 50¢ W. of Miss. Lee's Fruit Co., Leesburg, Florida.



## NESTING BENCHES... for TABLES or RESTING

The famous Carolina Cricket Stool's 3 big brothers... Nesting Benches! To be used as fireside benches, television stools, cocktail or tea tables. Store compactly. Sturdily made with wedged legs. Hand finished of Pine in our Antique Pine color.

Large Bench: 30" x 11 1/2" x 18" high. \$25.  
Med. Bench: 24" x 11 1/2" x 16" high.  
Small Bench: 18" x 11 1/2" x 14" high. FOR ALL THREE

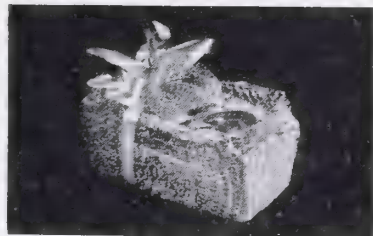
Shipped express charges collect. Satisfaction Guaranteed. No C.O.D.'s. WRITE FOR FREE CATALOG.

**WORTH BRITT** DEPT. HB-4, 1506 N. ROAD ST.  
ANTIQUES & REPRODUCTIONS ELIZABETH CITY, N.C.

Distinctive simplicity and charm in three practical pieces



## The Gift Supreme PUDDIN HILL PECAN FRUIT CAKE



FOR THANKSGIVING, CHRISTMAS OR ANY FESTIVE EVENT!

The tradition of three generations make this more than a luscious Fruit Cake... it's a confection rich in the finest pecans and fruits. Slices paper-thin. The kind of gift that's remembered long after its delectable contents are gone.

**MARY OF PUDDIN HILL**  
Box 241 Greenville, Texas

2 lbs. \$4.45 3 lbs. \$6.45  
5 lbs. \$9.95 No C.O.D.'s

## DRIES HAIR LIKE

## MAGIC!

Thirsty crystals of silica gel are quilted right into this Magic Hair Dryer Cap. These gently absorb water moisture only from the hair. They have no effect on the natural scalp oils. Now you can shampoo and dry your hair in less than half the time - - from 30 to 90 minutes depending upon type of hair.

To dry the cap out, place in oven.  
\$2.98 Postpaid

J. H. SMITH CO., Greenfield 4, Mass.

J. H. Smith Co., Greenfield 4, Mass.  
Please send me..... Magic Hair  
Dryer Caps. I enclose \$.....  
Name.....  
Address.....  
City..... State.....



**CLASSICAL BEAUTY**  
The ageless beauty of the cameo has been perfectly captured on this unusually ornamented cup and saucer. Its stately grace makes it ideal as a decorative accessory or cigarette urn and ash tray. Lovely and practical for home or gift. Complete with ornate metal holder. Cup, saucer and rack (pair) \$2.98 ppd.

## DINNER IS SERVED

Dinner at eight, or any festive occasion, needs just the touch of elegance that this delicately shaped, cameo-like dinner bell, with its delightful tinkle provides. A charming conversation piece, this unique and graceful bell will capture the fancy of the most discriminating hostess. Ornamental dinner bell, 6" high. \$1.50 ppd.

Free! Write for BIG NEW GIFT catalog.

**Carol Beatty**

214 Beatty Building  
HOLLYWOOD 46, CALIFORNIA



## Old Time Country Sausage Like Grandpa Used to Make

*Ideal for Christmas Giving*  
Tenderest, juiciest, most delicious sausage you ever tasted! You'll rave about superb, old fashioned Tennessee Farm Sausage. Made to our Grandfather's treasured Tennessee recipe—a warm blend of juicy hams, tenderloins, all the choice cuts of tender porkers, accented by just the right touch of fragrant natural spices. Doesn't cook away in the pan. Order today. You'll be delighted, or money back. Six 1 lb. sacks, in dry ice, \$7.85 postpaid. Send check or M. O. Tennessee Farm, Box 2338-H, Dallas, Texas.

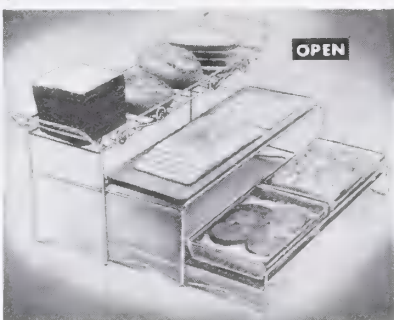


## Don't Drop The Turkey, Use A Lifter PROFESSOR TURKEY LIFTER

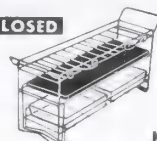
The solution to the age-old problem of getting the turkey out of the roaster and safely onto the platter. Made from flexible aluminum, the lifter goes into your roaster under the uncooked bird. When turkey is done, there are the handles to pick it up! Set it on the platter, pull out lifter and serve. No fuss, no muss, no burns. Order for yourself, for gifts. Only \$1.95 ppd.. In California add .06 Sales Tax. Satisfaction guaranteed.

**KROHOME INDUSTRIES**

Dept. ST2, Mt. Diablo Blvd.,  
Walnut Creek, California.



CLOSED



THE  
PERFECT  
BUFFET  
SERVER  
for  
the

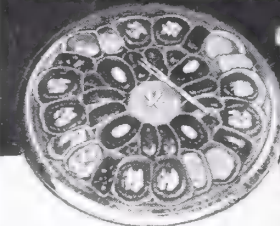
MODERN HOSTESS...

An indispensable "right hand" for carefree, hospitable serving! This portable snack bar opens out into three tiers, with the middle one an excellent slicing board for roasts, cold cuts, salads or bread. Made of metal and finished in highly polished brass or jet black, it is a wonderful space-saver, measuring 19" x 6" x 8 1/2" high, when closed. At entertaining time, barbecues or other informal occasions, it qualifies as an efficient aid in serving. \$14.95 express collect

**DECOR DESIGNS**

1430 Second Avenue ■ New York 21, N.Y.

## Gifts of Luscious Goodness from Sunny California Orchards for Christmas Giving



\$6.45

**GOLDEN FRUIT NUGGETS...** Delivered taste-tempting! A beautiful "leather patterned" tray in copper-tone aluminum... laden with luscious Walnut-topped Figs, Sugary Dates, Softened Pitted Prunes, Candied Pineapple, Apricot Halves, Cherries. Three pounds net. Order Gift No. 164.

**"WESTERN FOURSOME"** brings hours of good eating! Brim full of Black Diamond Pitted Jumbo Prunes, Dates, Figs, 'n' Apricot Halves. 4 1/2 lbs. net.

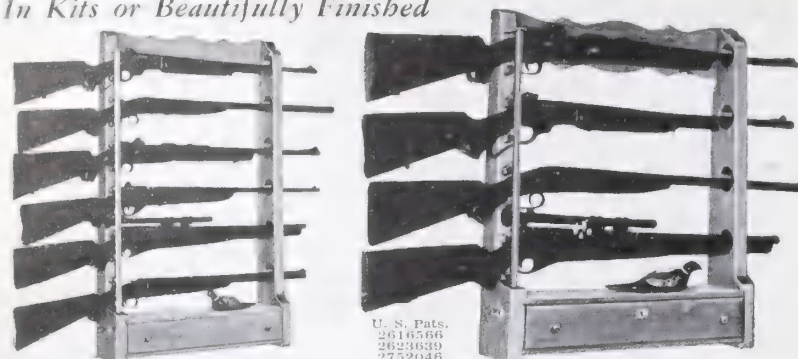
Order Gift No. 169... Delivered \$5.95  
**JUMBO PRUNES.** Moist, tender, pitted Black Diamonds, in deluxe pack. 2 1/2 lbs. net. Order Gift No. 159. Delivered \$3.95

Order now for Christmas!

Write for Free Color Catalog  
**PINNACLE ORCHARDS OF CALIFORNIA**  
P. O. Box 745-A  
SAN JOSE, CALIFORNIA



In Kits or Beautifully Finished



U. S. Pats.  
2616566  
2623639  
2752048

## SAFE-LOCK GUN RACKS

THE GUNS AND AMMUNITION ARE LOCKED IN

These handsome sturdy gun racks safely lock your guns in the desirable display position. The large drawer locks up ammunition, hunting knife, pistol, cleaning gear, etc. One key unlocks drawer and guns. Guns cannot fall or be taken out. Children, friends cannot tamper with them. The only ones of their kind. Hold all antique or modern guns, with or without scopes. Finely hand crafted in satin smooth honey-tone knotty pine or lovely maple or mahogany finish.

4-Gun Rack 24" x 28" \$19.95 Express Charges Collect  
6-Gun Rack 24" x 40" \$29.95  
Upright 5-Gun Rack—21" x 41" x 10" \$29.95 Postpaid  
3-Gun Rack—24" x 21" no drawer (not shown) \$12.95 Postpaid

Upright gun rack in knotty pine and maple finish only

IN COMPLETE KITS for easy, 1 hr. assembly. Prefitted, drilled, sanded, etc., with simple instructions.

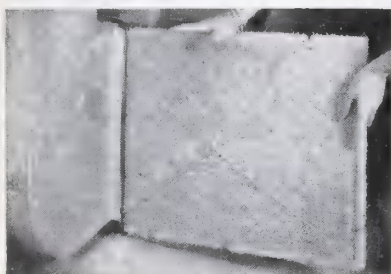
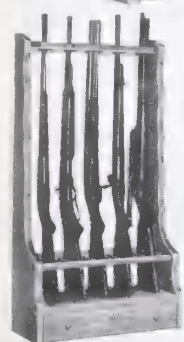
4-Gun Rack \$11.95  
6-Gun Rack \$17.95  
Upright 5-Gun Rack \$17.95  
3-Gun Rack \$7.95

Postpaid. Add 10%  
West of Mississippi

**Yield House**

Dept. B11-6  
North Conway, N. H.

Immediate delivery.  
Money-back guarantee.  
No C.O.D.'s.



## NEW, PERMANENT FURNACE FILTER

Traps more dust . . . never needs replacing

If you have forced air heat or air conditioning, you are wasting money on filters that must be thrown out when dirty. Now, you can save money, enjoy cleaner air with patented filter that is quickly washed clean with a hose and needs no further treatment to remain 100% effective, year after year!

Sizes up to and including 20 x 25 inches. . . . . \$4.95 ea. postpaid

Specify size and whether 1 or 2 inches thick.  
Not sold in stores, send check or M.O. direct to  
**IMPERIAL AIR FILTER COMPANY**  
1208 Judd, S.W., Grand Rapids, Mich.  
(No C.O.D. orders, please)



Perfect companions to our famous Captain's Chairs—these stools are of the finest construction, to a lifetime of comfort and service. Seat 14" square. Solid birch or maple sanded silky smooth ready for you to paint, stain or lacquer. **MINIMUM ORDER, 2 STOOLS. 2 POPULAR SIZES.** Seat heights: 24" high for "counter"; 30" high for "bar". (Please specify size.) Prompt delivery—money back guarantee. Send check or money order. No C.O.D. MONEY-BACK GUARANTEE. Instructions on how to finish Unpainted Furniture" sent FREE with each order. Ask for illustrated catalog. VISIT OUR FACTORY SHOWROOMS.

Makers of Fine Furniture Since 1861  
**MEADOWBROOK INDUSTRIES**  
Meadowbrook Building Dept. A-3  
2268 Bellmore Ave., Bellmore, L. I. N. Y.

**Your Car Can Deliver**

UP TO 58%  
MORE COMPRESSION  
UP TO 54%  
MORE GAS MILEAGE  
UP TO 900%  
MORE OIL-SAVING  
EFFICIENCY

Mere Minutes After You Add  
**MOTOR OVERHAUL**  
to Your Oil . . . and **DRIVE!**

\* These increases proved  
and certified by On-the-Road  
INDEPENDENT LABORATORY  
TEST REPORT

Only **\$298**

YOU be the judge. YOU  
MUST BE SATISFIED. If  
you are not satisfied  
100%, YOUR MONEY  
WILL BE REFUNDED.

TESTED AND CERTIFIED  
AMERICAN RESEARCH  
AND TESTING LABS.  
CHICAGO

**HARVEY SALES CO.**

Dept. BM, P.O. Box 53, Cedarhurst, N.Y.



## DAN MAC "PARLAR PUTT" EXCITING PUTTING GAME

Now your whole family can putt like pros! Fascinating, new indoor "PARLAR PUTT" . . . a challenging, competitive game delights veterans, intermediates, beginners alike. For a party rouser or a pleasant evening at home . . . read what experts say!

"Better putting requires practice and for the right kind of putting practice I heartily recommend the DAN MAC Parlar Putt." Matt Jans, Golf Pro, Rolling Green Country Club.

"Parlar Putt" comes complete ready to play with colored balls, cups, weighted wickets, rules, etc. (can of course will prefer your own putter). Postpaid \$6.95. C.O.D.'s require \$2.00 deposit. Ideal family or individual gift.

DAN MAC, Dept. B-1, 1760 Lunt Ave., Chicago 26, Ill.



## WINDOW



**A DOG'S LIFE** will be watched over by the gentle patron of all animals if you get him this St. Francis medal that attaches to his collar. A gold-plated disc, the size of a quarter, shows St. Francis of Assisi with his beloved animals on the front. Reverse side is engraved with dog's name and master's phone number. \$1.50 ppd. Vernon Specialties, 156 Fourth Ave., Mount Vernon, N.Y.



**ED-U-PHONE** gets mother off the hook! If Junior has telephitis and the operator harasses you, get a line on this right away. A brightly colored plastic take-apart phone, designed for youngsters 3 to 6, has a dial that turns and numbers like the real thing. It's a fascinating, educational toy that will keep Junior tied up for hours. \$1.75 ppd. Nora's Gifts, 140 N. 7th Street, Fort Dodge, Iowa.



## FALLS IN BATHTUBS CAUSE SERIOUS INJURIES EVERYDAY

How many times have you felt yourself slipping in the bathtub only to clutch at empty air, attempting to steady yourself? Records show that bathroom accidents happen every day, resulting in crippling injuries. Why take costly chances with life and limb when it's inexpensive to have a

**Bloch Life Saver Bath Grip—only \$6.95**

It helps you up from the tub and out of it as well. Made of beautiful polished aluminum . . . it grips solidly . . . yet is easily removed. For built-in tubs. Order a Bloch Life Saver Bath Grip today. Send Money Order or we will ship C.O.D. Your money refunded if not satisfied.

BLOCH BRASS CO., 4748 HOUGH AVE., DEPT. H-8, CLEVELAND, OHIO



## Personalized DOOR NAMEPLATE

Mr. & Mrs.  
Richard K. Heywood

Your name or message smartly engraved in century type, on solid brass plate guides guests to your front door. 2½ in. long. Satin finish—heavily lacquered for permanency. Solid brass screws included. Full price \$1.00. No C.O.D.'s, please! Catalog Free. Mail to:

## GIFT ENGRAVERS

Dept. HB-2  
6349 N. Fairfield Ave.  
Chicago 45, Ill.



## BEAUTIES IN BRONZE

Two outstanding gifts finished in rich two tone bronze. Personalized with Old English initial. Also available with Dog, Horse or Floral design in place of initial. Cigarette Box holds both king-size and conventional cigarettes. Cork-lined to keep cigarettes in perfect condition.

Cigarette Box 8" x 4" . . . . . \$8.50 Postpaid  
Silent Butler 6" x 11" . . . . . \$7.50 Postpaid

No C.O.D.'s, please. Money back guarantee

**EDWIN G. STARK**

Dept. B11 • 914 W. 26 St. • Erie, Pa.



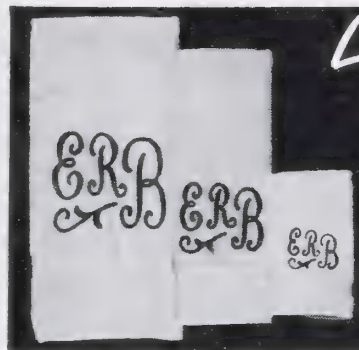
## SHOPPING

**MINK GOES TO THE DOGS.**

A leather dog collar is decorated with mink and rhinestones. Oh, yes it is! Made of fine supple leather, it comes in yellow, powder blue, red or black with contrasting mink trim. Send dog's neck girth and color desired. \$4.98. Matching leash, \$3.50. Set is \$7.98. Ppd. Howard House, 106 Warren St., New York 7.



**MUSICAL BARBECUE** is an engaging miniature of the backyard cook-out. A concealed music box plays "Smoke Gets in Your Eyes." The grill holds a lighted cigarette. Smoke goes up the chimney. One side holds full pack of regular or king-size cigarettes; other side holds matches. Ceramic, 7 1/4" long, \$7.95 each; 2 for \$15.50; ppd. Swiss Music Box Co., Dept. HB, 856 W. Adams St., Chicago 7, Ill.

**Luxurious MARTEX MONOGRAM TOWELS**

6 PIECE SET . . . \$13.95 p.p.d.  
(2 Bath, 2 Hand, 2 Wash Cloths)

Rich shades of charcoal grey, platinum grey, mint green, blush rose, sun gold, white, crystal pink, turquoise. Beautiful, large, absorbent. Script or block monogram in your choice of colors. Please specify script or block monogram.



NO C.O.D.'s  
PLEASE  
CHECK OR  
MONEY ORDER

**TREASURE TOWELS**  
DEPT. HB-11, BOX 24, BOSTON 12, MASSACHUSETTS

**VIRGIN CASHMERE Swiss EMBROIDERED CLOX**

(Diamond Motif or Polka Dot)

Charcoal, Oxford, Lt. Grey, Black, Navy, Camel, Brown.

Sizes 10 thru 13

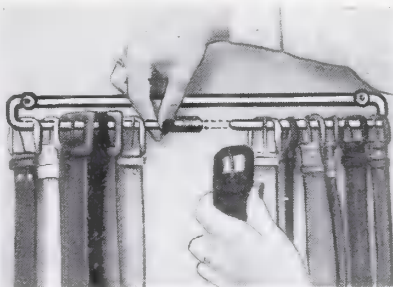
Xmas Box optional. Specify.

Ankle socks 4.00/pr. 3 pr. 10.50  
Longs 4.50/pr. 3 pr. 12.00

(May be assorted)

Remit with order. Sent postpaid.

**GENERAL HOSIERY COMPANY**  
P. O. Box 5035 Greensboro, N. C.

**EDIE BELT-RACK**

No more endless searching for the proper belt with this new easy-to-find belt selector.

- No more cluttered door knobs
- Fastens in a jiffy to any closet door
- Every belt in full view and easily accessible from anywhere on rack
- Holds up to 40 belts
- Easy to open. Center spring slide snaps back into position after belt is removed
- Beautiful, lasting chrome finish

A wonderful gift for the woman who has everything. Ideal for men and boys, too.

Satisfaction guaranteed—or money refunded.

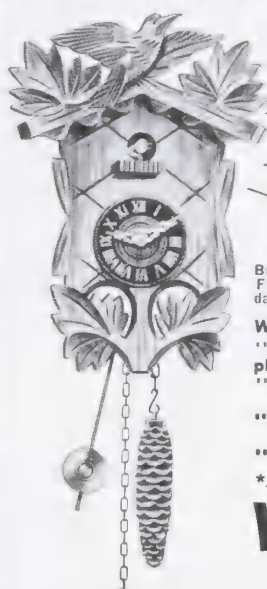
No C.O.D.'s please

Order several from

\$1.25

Pat. Pend.

**OMNITECH COMPANY**  
P.O. Box #48, Bay Ridge Sta.  
Brooklyn 20, N.Y.

**GENUINE BLACK FOREST CUCKOO CLOCK**

IMPORTED FROM WEST GERMANY

- IMMEDIATE DELIVERY FROM NEW YORK
- Moving, animated Cuckoo bows and calls every 1/4-hour
- Large 10" case, 5" weight—15" overall

ONLY  
**4.95** Postpaid  
3 for 13.95  
Sorry, No C.O.D.'s

Extra-large size hand-carved wood, antique walnut finish. No toy—a REAL CLOCK. Operates with cone weight and pendulum.

Buy direct from importer. Absolutely nothing more to pay—all Federal taxes and customs duty paid. Must satisfy or return in 10 days for refund. Shipped anywhere in U.S.

What our customers say:\*

"Clocks received O.K. . . . all running good . . . very much pleased." Mrs. S. P., New York

". . . so many see it . . . think it's so nice . . ." Mrs. M. G., Illinois

". . . she is delighted with it. It is splendid company." Mrs. J. C. G., Cal.

". . . wife and kids are just wild about it." M. Y., Penna.

\*Actual letters in our files.

**Wiley Watson** Dept. 611

33 West 9th Street, New York 11, N. Y.

**Proven Home Plans for BETTER LIVING**

Save Any Three Books . . . only **\$2**

New Ideas—Builder Approved Plans

Find your dream home here! Plans with beauty, "extras", economy from the drawing board of experts. Working blueprints for plans at low cost.

New! HILLSIDE HOMES, over 60 plans . . . \$1

FAMILY ROOM HOMES, 118 living plans . . . \$1

SELECTED HOMES, 115 dramatic styles . . . \$1

NEW TRENDS, 154 plans, new ideas . . . \$1

BLOCK MASONRY, 225 thrifty beauties . . . \$1

Send today . . . \$1 per book ordered separately

**HOME BUILDING PLAN SERVICE**

Studio D, 2454 N. E. Sandy Boulevard  
Portland 12, Oregon



HIS Initials  
in Sterling  
Silver

—our handsome, handmade sterling silver belt buckle, tie clip and cuff links . . . the gifts a man will wear with pride—keep forever. Buckle fits any regular 1" belt. Specify initials desired. Orders shipped within week. Buckle—\$8.80; Tie Clip—\$3.85; Links—\$7.70. Set of 3—\$19.50. Prices include tax and postage. No C.O.D.'s please.

**FREE CATALOG** showing large assortment of fine sportswear, accessories and gifts.

Dept. B11-6



Westwood, Mass

ALSO VINEYARD HAVEN & HOBE SOUND

**Tells Distance To Pin**

Take strokes off your game with Golfscope, the pocket rangefinder for golf. Just sight through aperture and read distance to green for every approach shot. Golfscope's Club Selection Guide also tells which club to use. Aluminum with distinctive lumilite finish in durable plastic case. Ideal as gift.

\$1.00 each — Prompt Shipments Prepaid

**GILLON PRODUCTS**  
San Mateo, Calif.

**For Santorial Security**

Our famous brocade braces \$8.50

Garters \$3.00 Boxed sets \$11.00

Gift-boxed Add 25 cents for shipping

Serenade silver on midnight

Red Devils navy blue

Majorities black ground

Owls shades of brown & grey

Designed by Calvin Curtis

available only at this shop.

Calvin Curtis

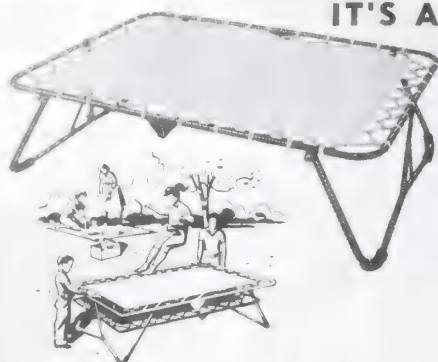
CRAVATEUR

60 EAST 55th ST., NEW YORK

CRAVATEUR Reg. U.S. Pat. & TM. Off.



## IT'S A 1-RING CIRCUS!



**Every Child Will Love A Nissen "THUMPER" TRAMPOLINE!**  
Let them bounce and jump to their hearts' content, getting rid of stored up energy, building strong bones and muscles! Use Nissen's THUMPER Trampoline indoors and out! Frame of welded high-grade steel tubing has blazer red finish; solid jumping bed is all nylon multi-stitched with strong nylon thread. Rubber tension cable adjusts easily to any tautness for maximum protection. Folds like a card table; easy to store, take on vacations or picnics. In two sizes:  
THUMPER "Chum" (60" square, 20" high) ..... \$49.95  
THUMPER "Buddy" (60"x6'8", 24" high) ..... \$79.95  
(plus pay-on-delivery express charges)

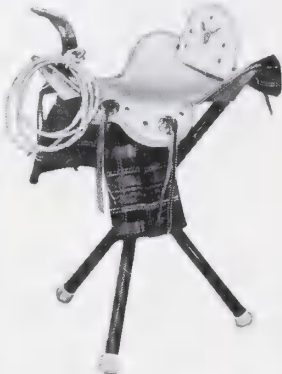
## SADDLE SEATS

For Television Riding!

Now your little Buckaroos can mount up for Western movie time and ride right along with their favorite cowboy heroes! New Television Saddle Seats eliminate bouncing on chairs and sofas, keep sprawling little bodies off the floor. Saddles are double-stitched in genuine leather, come complete with real cinches, leather tie strings and reins, Indian saddle blanket and bedroll. Saddle sits securely on sturdy hardwood legs that are strong enough even to support adults, rubber tipped to save your carpet.

"ROUNDUP" SADDLE SEAT—13" high ..... \$ 6.95  
"LITTLE BIG HORN" SADDLE SEAT—15" high ..... \$10.95  
Send for FREE Christmas Catalog!

**Ward Phillips Co.**  
11 Main Street Carpentersville 1, Illinois



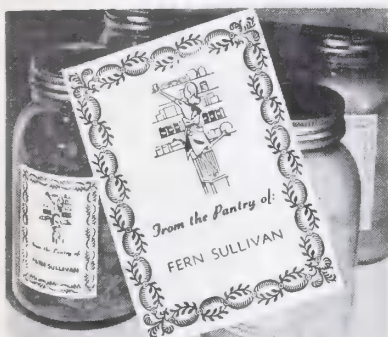
## WINDOW



**DUTCH DOOR HARP.** A welcoming melody greets guests every time they cross your threshold. The opening of the door sets in motion the wooden balls, and celestial notes ring out as they strike the horizontal wires. Hand-decorated in Dutch peasant colors, it's 11" x 9". \$4.95 ppd. Personalized with any name, add 25¢. Wardaby Creations, 5 Mt. Hope Place, New York 53, N. Y.



**TEXAS TRAIL BOOTS** will make a small frontiersman feel that he has really stepped into Davy Crockett's shoes. Made of genuine Texas steerhide with live crepe rubber soles and heels, they are scuff-proof, rugged and indisputably sensational. In children's whole sizes 7-13; youth sizes 1-6 (widths B and D); \$7.95; ppd. Norm Thompson, 1311 N.W. 21st, Portland 9, Oregon.



## 50 PERSONALIZED PANTRY LABELS \$1

Proud of your home cooking? Label all your home cooked goodies like jams, jellies, preserves, baked goods and dishes from your kitchen with these beautiful 3-color Pantry Labels, with your name! "From the Pantry of:" followed by your name. Personalized Pantry Labels—an unusual and distinctive gift for any homemaker! 2 1/2 x 3 1/2 inches in size—printed on the finest of gummed paper. Specify name desired (1-line only). Guaranteed to please. 50 for \$1.00. SPECIAL—100 for \$1.75; 200 for \$3.00. HANDY GIFTS, 1112 Jasperson Bldg., Culver City 15, California.

## MISS BALLERINA

### LEOTARD TU-TU TIARA BALLET SLIPPERS



Picture a little girl dancing in this lovely ballerina outfit. Snug fitting leotard with three-tiered tu-tu of nylon net, gleaming sequin tiara, ballet slippers.

**\$9.95**  
POSTPAID  
& PACKAGED

WHITE, PINK, AQUA  
SIZES 2 TO 14  
TIARA: GOLD, SILVER  
WHITE BALLET SLIPPERS

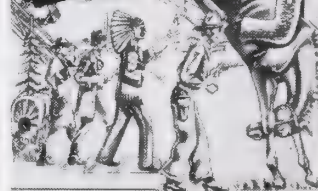
INDICATE DRESS SIZE, SHOE SIZE, COLOR  
CHECK OR MONEY ORDER • NO C.O.D.'S

## LOSHIN'S

302 WEST 5th ST. • CINCINNATI 2, OHIO

## 100 COWBOYS & INDIANS

Yes, All 100 Toys for Only \$1.



Make the kids happy with this set of 100 fine quality MOLDED PLASTIC TOYS. Each brightly colored, authentic toy stands on its own base and is a full 2" high. Packed in a colorful gift box, this complete Rodeo contains BUCKING BRONCOS, RODEO RIDERS, SHERIFFS, COWGIRLS, COVERED WAGONS, WARRIORS, SQUAWS, etc. A gaily decorated Teepee and a Fenced Corral are included FREE with each set. These 100 toys are the biggest value ever. Order several sets now at this very low introductory price. Money back guarantee. Send \$1 plus 25¢ for postage and handling.

**GARVIN REID** Dept. HB-116, 5880 Hollywood Blvd., Hollywood 25, Calif.

## Train or Control YOUR DOG

with the NEW

**Show-Off**  
Trade Mark

**DOUBLE DUTY  
TRAINER COLLAR**

**Two in One!**



A Scientifically Designed and Humane Training Aid and Beautiful Dress Collar—COMBINED in ONE UNIT! Quickly controls unruly dogs. This training effort "You have perfect training collar" writes noted West Coast sportsman "You'll think so, too!"

## CANNOT INJURE DOG!

Makes injurious choke-chain obsolete. Adjustable. Reinforced. Durable. Amazingly efficient! Imported bridle-leather straps. Extra broad, chrome-plated. Top-quality fittings. A strikingly handsome DRESS COLLAR with three brilliant chains draping in front. Like a necklace. 10-day money back guarantee. Order today. You'll be amazed at how easy, quick and safe it is with your dog's breed and size. 1122, 10.



**SHOW-OFF CORP.,**

Station H, Atlanta, Ga.

## FREE GIFT!

to new members of

**TOY BAZAAR!**

Play Santa all year round—delight your favorite youngsters with subscriptions to TOY BAZAAR! Each month they will receive (in your name) an interesting, educational new toy of the highest quality, designed to give hours of pleasure! Each toy is personally selected by qualified child guidance experts who carefully consider the sex and age (6 mos. to 14 years) of the child. You save hours of time, effort, unsuitable selections! Give every child on your list a subscription to TOY BAZAAR!

3 months \$11.00

6 months \$21.00

12 months \$39.00

YOU WILL RECEIVE AN UNUSUAL FREE GIFT IMMEDIATELY UPON RECEIPT OF YOUR ORDER! Be sure to specify age, sex, full name and address of child, as well as name and address of donor.

No C.O.D.'s, please.

**TOY BAZAAR**

507 Fifth Ave., Room 705, New York 17, N. Y.



Catch the dribbles with a matching bib! Princess Child Set, and matching bib, made in Finland. An ideal Christmas gift for the "Little Princess" in your family. Beautifully hand decorated in soft tones under glaze. A daily reminder of someone very special in her life. Matching set for the "Little Prince"—a clever all boy Farmyard pattern.

Designate for the Princess, or the Prince. \$5.00 Ppd.

**Pink Pony Gift Shop**

5317 Excelsior Blvd., St. Louis Park, Minn.



## Personalized Bath Cape FOR THE SMALL FRY

A wonderful, useful gift for the young mother—our new Bath Cape that fascinates and delights the child, makes bathing an easier, neater, happier job for the mother. Huge (36" x 36") lamb-soft, double-layer terry towel and hood completely envelopes child's body and head giving full protection from drafts, while drying becomes a matter of gentle patting. Personalized with child's name, this is that extra thoughtful gift so pleasing to the recipient. Choice of white, pink or blue with name in contrasting color. Please print name desired. No C.O.D.'s please.

1 BATH CAPE—\$2.50, Ppd.; 2 for \$4.75, Ppd.

Write for FREE CATALOG

**Petiteland**

232H Summer St., Boston 10, Mass.



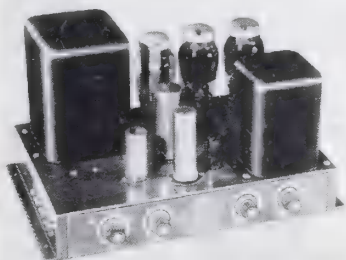
# SHOPPING



**LOLLIPOP TREE** is bustin' out all over with those delectable decorated confections from France, known to little suckers as Jollypops. We'd like to see a whole grove of them planted down the center of a Christmas table—but no fair plucking a lollipop until dinner's over! 12" molded fiber tree with the lollipops, \$3.85 ppd. Harry and David, Box 7E, Medford, Oregon.



**HI-FI AMPLIFIER KIT** is a present that will make a hi-fi enthusiast, be he 15 or 50, the most happy fella in town. And our hi-fi friends tell us that a *Heath-kit* is a joy to build. Instructions are graphic, and simple as simple can be. An amplifier is the heart of a hi-fi set. It's what gives the purity of tone. This 20-watt kit is \$35.50 plus postage. Heath Co., Benton Harbor, Michigan.



## "PATTI" the PRAYING DOLL The Talking Doll That Says a Bedtime Prayer With her Little Mistress

A sensational gift idea for a very special little girl. "Patti" is a cuddly stuffed doll, 20" tall that kneels and clasps its hands. Lifelike face, hands, hair with removable nightie. Exclusive record made to last and last repeats "Now I Lay Me Down to Sleep . . . I Pray the Lord my Soul to Keep. . . God Bless Mommy . . . God Bless Daddy . . . Amen." A wonderful idea for you who play Santa Claus. Delivery before Christmas of course.

\$4.95 plus 35¢ postage  
No C.O.D.'s

**POLY SALES**

56-B UNDERHILL AVE.

BROOKLYN 38, N. Y.

# IT TICKS



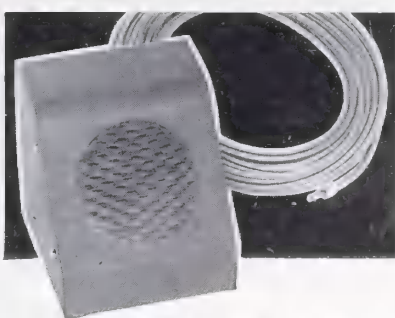
## SELF WINDING WATCH

Here is a watch that "TICKS" for a LIFETIME without winding. An unusual toy that keeps a child happily fascinated. Every little "Miss" and "fella" wants a watch just like Dad's. Shock-proof to withstand rambunctious play. Has a movement that actually works while ROBIN HOOD'S FACE GLOWS in the DARK. Real leather band. A Perfect, Personal Gift for every youngster; a watch he'll proudly wear. 50¢ each; no C.O.D.'s please.

\*(Engraved with only first name on back of watch for only 25¢ extra.)

**GIFTS n GADGETS**

Dept. HB, 31 W. 47th St., N. Y. 36, N. Y.



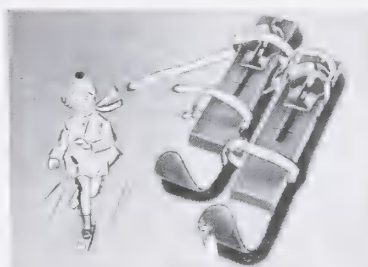
## SAV-A-STEP ELECTRONIC "SITTER"

Guards Nursery or Sickroom  
Your Messenger Anywhere in the House

End walking and climbing to check nursery or sickroom! SAV-A-STEP keeps watch over baby and adult. Miracle "speaker" reports every cry, voice and sound to you through your TV, radio or record player. Just plug into phone jack at rear of your set. SAV-A-STEP complete with 50 feet of special cord ONLY \$12.95 Ppd. If needed, phone jack with details for simple attachment—50¢ extra. Additional cord sold on request. Order NOW for Christmas and enjoy the freedom and comfort of SAV-A-STEP. A useful gift. No C.O.D.'s. Money Back Guarantee.

**The FIRST**

**ELECTRONICS CORPORATION**  
117B Blue Hill Ave., Boston 19, Mass.



## Thrilling Snow Skates

For little "Winter Sports" too small to cope with skis—here are skates that take them skimming over the snow almost as swiftly—and safely! Actually, these are miniature skis, 2¼" across, 12½" long of steam-bent hardwood with grooved bottoms and fitted metal heel plates. Skates fit ages 4 to 11. Order 3695-6, Snow Skates, \$1.79 pr.

## The Littlest Christmas Tree

For tiny tree trimmers—their very own tree! Here in a big book-like box is the wonderfully imaginative story of the Littlest Tree and how it came to be—and when you've read the story—there's actually a 6" tree to trim! Includes dainty ornaments, gilded cords, stars, bell, base and make-believe gifts! Order 9710-6 Tree, 5½"x7"x2½", \$1.25.



Satisfaction Guaranteed Or Your Money Back!

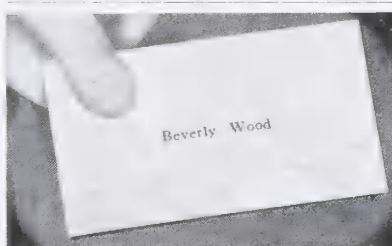
Write Now For Your

**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

**Miles Kimball**

362 Bond St., Oshkosh, Wisconsin



For Little Men and Little Women

## Kiddie Calling Cards

Clever for "Playing House," "Tea Parties," or visits to Grandma's. Boys and girls love their own Calling Cards, and these are scaled down to just the right size. Printed on the same quality paper as many formal cards. Thrill every child on your Christmas List with Kiddie Calling Cards for their very own! In simulated leather case. Ideal for adults, too!

100 Cards, postpaid only . . . . . \$1.00

Please print plainly

Send Also for Free Gift Catalog

**Holiday House**

45 TOY AVENUE  
SANTA CLAUS, INDIANA



**NOW**

**\$8.95**

Reg.

**\$13.00**



## DONKEY ON ROCKERS

The Toy of The Year—The kiddies love to rock on this beautiful plush Donkey. Sturdy steel frame on hardwood rockers. Wears a colorful saddle and bridle. 27" high x 22" long x 10" wide. Strong enough to hold an adult.

Donkey With Music Box \$12.95

Send check or money order. No C.O.D.'s.  
Pay express shipping charge on arrival.

**GUARANTY SALES CO.**

Box 176, Dept. H11, Teaneck, New Jersey

## "Pretty soft" in an EASYBABY



THE PERFECT BABY PRESENT

A pediatrician approved cradle chair that elevates and supports the smallest baby. It brings him into the family circle and frees mother's hands for feeding. Easy Baby is the ideal way to keep the infant happy and secure at his mother's side: about the house, traveling. Hand finished wood construction, in pale pink, blue or yellow. Fully assembled, complete with plastic mattress, safety strap and hand holes. Satisfaction guaranteed. Send check or money order. Postpaid in U.S.A. \$9.95.

HARVEST HOUSE, BOX 403, ORCHARD PARK, N. Y.

## AMERICA'S Most Beautiful KIDDIE I.D.'s



## PROTECT AND GUARD THE LITTLE ONES

Your children will never be lost for long when they're wearing one of these attractive Kiddie I.D.'s. The 14 Carat Gold-Plated charm about the size of a quarter is beautifully engraved with child's name, address and phone number. We reserve the right to abbreviate or furnish larger charm at no extra cost. Comes complete with neck chain.

Complete with  
Neck Chain

**\$2.50**

(TAX INC)

POSTPAID  
Sorry,  
no C.O.D.'s

Makes Ideal Gift!

**SATISFACTION GUARANTEED**

Don't delay—Order Today! For prompt delivery  
PRINT full information and send with cash,  
check or money order to

**GUARDALL INDUSTRIES**

Box 355 Dept. HB-11 Phila. 5, Pa.





## HARD RUBBER CHRISTMAS DISPLAYS FOR INDOORS OR OUTDOORS

DEER with Short Horns — Antlers  
24" high \$18.95  
40" high 29.95

15" HIGH PRAYING ANGELS  
each \$7.95  
set of three 19.95  
set of seven 45.00

### HOLY FAMILY GROUP

21" high, Mary, Joseph, Angel, Christ Child and Crib \$69.95

### SANTA CLAUS

21" high \$19.95  
35" high 49.95

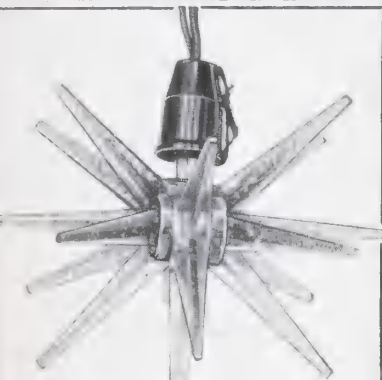
### CHOIR SINGERS

15" high, each \$7.95  
set of three 15" high 19.95  
set of seven 15" high 45.00  
30" high, each 29.95  
set of three 30" high 79.95  
set of seven 30" high 179.95

**SCULPTOR'S INC.**

WRITE FOR FREE BROCHURE

P. O. BOX 601 MILWAUKEE, WIS.



## STAR SPANGLED STAR LITES

\$7.50  
for  
15-Light  
Flasher Set

Light up your Christmas tree with these multi-colored stardust-sprinkled sparkling stars! 15-light Flasher Set of Christmas tree lights has clear glass bulbs that fit into assorted-colored 4-inch plastic stars. Flasher unit makes lights blink off and on . . . if one bulb burns out, the rest stay lit. AC-DC current, UL approved. Replacement bulbs: 79c for box of 10 bulbs.

Send for FREE Christmas Catalog!

**Ward Phillips Co.**  
11 Main Street  
Carpentersville 1, Illinois



## 150 FT. FINE SATIN RIBBON 50¢

### BEST VALUE EVER OFFERED!

10 COLORS—White, Red, Green, Pink, Lt. Blue, Royal Blue, Orchid, Yellow, Nile, Cocoa. Factory-fresh, no scraps or pieces. Reg. \$1.50 value! 1/2" width ribbon 150 ft. roll only 50c ppd. Ribbon in 1" width, 75 ft. roll, same colors 50c ppd. State width and colors when ordering. Ideal for all gift wrappings.

WRITE FOR GIFT CATALOG

**FREE** with every order! Gift wrap, bow tying illustrated instruction brochure

THE EASTERLING COMPANY

330 S. Wells, Dept. R-8, Chicago 6, Ill.

## FABULOUS FAKES

Beautiful, Hand-Made, Wood Fibre Roses that last and last and LAST! Long stemmed and a deep American Beauty red. Once these lovely flowers are in a vase in your living room, Nobody (not even your garden club mother-in-law) will believe your husband didn't bring them home in a florist box. These fabulous flowers cost \$24 a dozen at the finest department stores. A perfect gift for any occasion!

ONLY \$15 a Dozen ppd.

## HOUSE OF FLOWERS

The World's Most Beautiful Artificial Flowers  
646 W. 79th St. Chicago 20, Illinois

## DO IT YOURSELF. MAKE YOUR OWN CRESCENT CONE WREATH AND SAVE MONEY

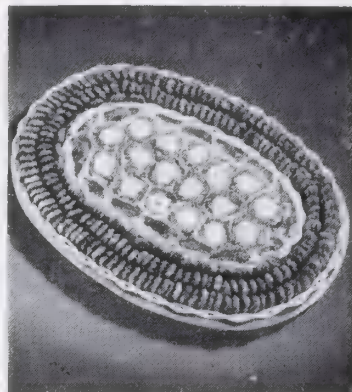
Simple easy directions, many types of Cones from the shores of the Pacific, Foundation Rings, Ribbon, etc. This Beautiful Ultra-Modern Crescent Cone Wreath is yours for only \$3.49 prepaid. Send money order or check today. Write for free price list on Wood Fiber, Chenille, Leaves, etc; for artificial flowers. Low prices for all materials.

## FLOWERCRAFT

Dept. 15, P.O. Box 3221, Seattle 14, Washington.



## WINDOW



**SWEET TREAT**, that's almost too beautiful to eat, is this double oval wicker tray magnificently arranged with Stuckey's famous Pecan Candies. These are in the center, and they're surrounded by delectable fancy select pecan halves. The tray is reusable, measures 15" x 10 1/4" x 1 1/2" deep. \$5.95 ppd. Stuckey's, Box 301, Eastman, Georgia.



## THE SPOILED DARLING

of the nursery is Gigi, the chic clotheshorse of toyland. She comes with a revolving Carousel, wardrobe that consists of 4 complete costumes, plus panties, shoes, sox, comb, brush, mirror, curlers, hangers, eye glasses. She walks, sits, sleeps, turns her head—and you can set her hair! \$9.95 ppd. Empire Merchandising Co., 4 N. 3rd Ave., Mt. Vernon, N.Y.

## A de-LIGHT-ful LANTERN

To accent your Holiday mantel, window or table. Completely safe. Makes an excellent gift. Operates on two ordinary flashlight batteries. Your choice of red or black enamel, heavily snow-flocked and decorated with holly. Will last for several seasons. Complete with bulb, less batteries, 8 1/2" high.

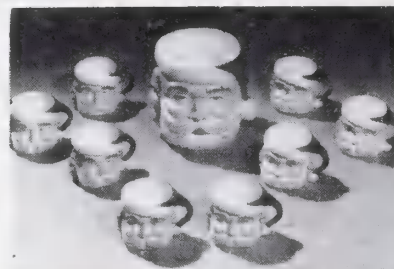
Satisfaction guaranteed.  
Send check or money order  
(No COD's please) to

\$4.95 Postpaid

\$9.50 the pair

SUN DANCE TRADING POST  
2541-15th St., Denver 11, Colo.

Same lantern electrified, add \$1.50 each.



## SANTA CLAUS BEVERAGE SET

Our Jolly Old Friend never looked better and was never done more attractively than in this imported China Santa Claus Beverage set. The Bowl holds twelve full cups and the eight bright and gay Santa cups are a delight to the children as well as to the grown-ups. Most of all you'll love the very low price of the nine piece set which is only \$7.98 post paid. This is much less than half the usual price.

Buy now while stocks are complete for yourself and those important Christmas gifts.

Write today to:

Colonial China Co.

BOX 28

LAUREL, MD.

## Christmas DOOR SWAG



**NEW! DIFFERENT!** A smart, eye-catching door swag complete with evergreens, Santa Claus, bells and natural reed hamper basket. Also, for wall or mantle. Empty basket makes wonderful handbag. An ideal gift. \$3.95 postpaid.

**HOLM AND OLSON INC**

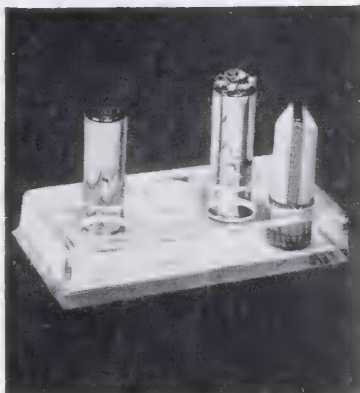
St. Paul 2, Minnesota



# SHOPPING



**COLOR RANGE** for costume change is the bright service of this lipstick tray. In gleaming lucite,  $4\frac{1}{2}'' \times 2\frac{1}{4}'' \times \frac{7}{8}''$ , it's cleverly designed to hold 7 cases (4 regular, 3 jeweled) and bring shade organization to your lipstick wardrobe on a pretty dressing table. A gift for a glamour girl, it's \$1.95, or two for \$3.50 ppd. (Lipsticks not included.) Michael's Space-Savers, Dept. HB, 1107 Broadway, New York 10.



**YE GODS!** Even Jupiter would jump at the chance to show off these busts on his Olympian mantel. Apollo, Greek god of the sun, and Diana, goddess of the moon, are superbly molded of solid composition, and come in gold-flecked black, chalk-white or bronze finish. 9" high on felt-padded pedestals, they're an unbelievable \$5.95 the pair. Ppd. Order them from Mono-Art, 50 Delancey St., New York City.



## FASCINATING FLOWER TELLS TIME!

Nestling in the colorful blossom of this novel 7" potted flower is an unusual time piece. As unique as a one-legged Centipede, this tic-tac looks flashingly feminine on M'Lady's vanity. Yet it's majestically masculine in M'Lord's office. A new and different answer to your Christmas problem. A gift that satisfies the most discriminating tastes. Created by Master Watch Craftsmen of Germany. Guaranteed 1 year.

only **\$14.95** Tax and Postage paid

TEXAS TRUST Co. Box 1285, Fort Worth, Texas.



**DECORATIVE ACCENTS** . . . in classic designs! These exquisitely designed, authentic reproductions of priceless originals lend a touch of elegance and centuries-old beauty to both contemporary and traditional home decor.

**VENETIAN PICTURE FRAME** . . . fully molded solid brass, lacquered for permanency, this graceful double picture frame never needs polishing. Holds  $5\frac{3}{4}'' \times 1\frac{1}{2}''$  photos. Overall size  $10'' \times 12''$  wide x  $8\frac{3}{4}''$  high. **\$7.95**



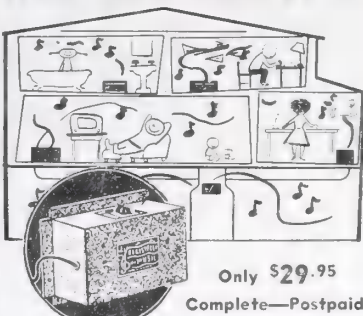
**TWO-LIGHT WILLIAMSBURG SCONCE** . . . highly polished solid brass wall sconce, permanently lacquered, with clear glass chimneys.  $11\frac{1}{2}''$  high x  $12''$  wide. **\$15.00** pair. \$7.95 each

No C.O.D.'s Express collect

**RADIO CENTER GIFTS**

64 West 48th Street, New York 36, N.Y.

## MUSIC "PIPED" THROUGHOUT YOUR HOUSE



Only **\$29.95**

Complete—Postpaid

Enjoy background music in every room. Hear favorite programs from basement to bedroom while you work, play or rest. Sound is wired from the present location of your record player, TV or radio set to a special, vibration-free speaker that "broadcasts" true fidelity sound through your warm air registers. Sound volume stays constant throughout the house with tones rich and full. As effective as expensive systems in fine restaurants and clubs. Installs in minutes. Requires no special tools, skills or parts. Only \$29.95 complete—postpaid. Money-back guarantee. Send check or money order or write for FREE LITERATURE.

**ALSTO COMPANY** Dept. HB-11  
4007 Detroit Ave., Cleveland 13, Ohio



**ELECTRIC JINGLE BELLS**  
AUTOMATIC ringing Christmas bells will ring a Merry Christmas welcome over your holiday door; a set is really fabulous on your tree; a truly inspiring tinkle at plant or office. They begin their perpetual "tinkle" the moment you plug them in. Two sizes—economical, too! 3-bell set \$3.98; 4-bell set (shown) \$4.98 ppd.

### Christmas Mail Basket

Beautiful red lacquered . . . gaily decorated by hand with sequined Christmas tree, snowman. Real festive addition to your door, hall, table. A pleasant home for holiday mail, sure to be used year after year. P.S. Fruits or gifts packed in Christmas mail basket will win 1st prize for packages under anybody's tree. \$1.95 ppd.



Carol Beatty

Free! Write for BIG NEW GIFT catalog.

211 Beatty Building, HOLLYWOOD 46, CALIF.

### AUTHENTIC

"M.J. Hummel"

WAYSIDE  
HARMONY

$4\frac{1}{2}''$  high

\$5.00 ppd.



JUST  
RESTING  
 $4''$  high

\$5.00 ppd.

New Hummel Figurine Catalog available.  
Order from

Hildegard Studios

Dept. HB  
597 Farmington Ave., Hartford 5, Conn.

### MUSICAL CHRISTMAS TREE

Christmas after Christmas this little tree centerpiece will bring music and color to your holiday table. Gleaming brass base cleverly conceals a fine music box. Tree revolves as music box plays "Silent Night" or "Adeste Fidelis." Tiny brilliant ornaments and sprinkling of white snow make a pretty contrast to the green tree.  $12\frac{1}{2}''$  high overall. **\$6.50** ppd.

No C.O.D.'s, please.  
Write for FREE gift catalog.

**CHALMAR** Dept. H-11

Split Rock Road, Syosset, New York

Dinnerware  
Booklet  
**FREE!**

Herbert S. Mills

11 EAST KING ST.,

Hamilton, Canada

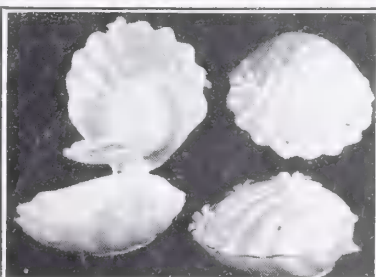


## Shell of Venus

World's Most Beautiful Sea Shell  
Sets Theme For New Vanity Appointment

Shaped like the famous Shell of Venus and gleaming with all the rich warmth and vitality of real mother-of-pearl, this Plastic Powder Box will be any woman's most treasured possession. Opens with the flick of a finger. Rising with the lid is a lotus-petal pedestal on which is nestled an imported 100% French Down Powder Puff. It recesses into the shell when lid is closed, keeping puff above the powder. Like a treasured heirloom, the lid is decorated with rhinestone and pearl. A luxury to own. A gift you'll be proud to give.

Only **\$5.25** postage paid.



Send for Free Gift Catalog.  
Available in delicate, iridescent colors—white, pink, blue. Roomy— $6'' \times 6'' \times 4''$

**COPELAND HOUSE**, Box 108-H, Lake Forest, Ill.





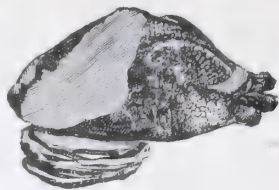
### HERE'S OUR OLD-TIME SMOKEHOUSE down here in New Braunfels . . .

and here's some of our deep-smoked delicacies folks rave about. 'Tisn't cheap, but so good we always sell out long before Xmas. Whole Smoked Turkey—Bismarkian Sausage Links—Wisps O' Beef—Comal Country Slab Bacon—Mountain Cured Ham—Smokehouse Canadian-Style Bacon—Golden Smoked Pheasant. Like a free folder? Write today; it's best to order a bit early.

JOE CHAPMAN

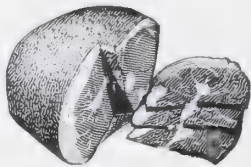
**New Braunfels Smokehouse**

P. O. BOX 159H, NEW BRAUNFELS, TEXAS

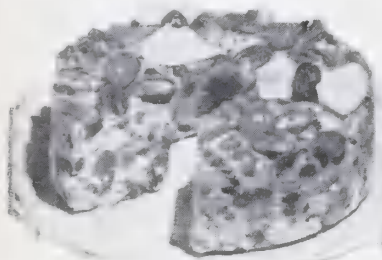


Hickory Smoked Turkey  
A la Count Solms  
6 to 15 lbs. \$1.70 per lb.

Mountain-Cured  
Sweet Smoked Ham  
10 to 15 lbs. \$1.20 per lb.



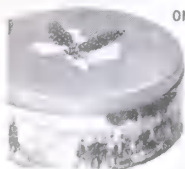
YOU'LL BE PROUD  
TO **GIVE**  
OR **RECEIVE**



**MANOR**  
**texas**  
**QUALITY**  
**fruit cake**

Here is a distinctive gift . . . in perfect taste . . . you can be proud to give because it is always received with such appreciation. This modern fruit cake is baked without citron or peel; and only choice Hawaiian pineapple, candied cherries, white raisins and Texas pecans are used in a pure butter batter. Every cake comes individually packed in a picturesque presentation metal container depicting panoramic scenes from Texas history. Manor will gladly package, address and mail, postpaid, your Texas Fruit Cake gifts at no extra cost. An attractive greeting card is furnished for your signature, which we will sign and enclose for you.

TO ORDER: List names and addresses of those to receive Manor Cakes and send with check or money order.



ONLY **\$5.25**  
3 LBS.  
POSTPAID

**MANOR BAKING CO.**  
3503 Manor Way  
DALLAS, TEXAS



### "Christmas Eve" China

Oh, it's fun to set the table with such gay and sparkling dinnerware! For holiday entertaining, this year and for years to come, choose Salem's "Christmas Eve" holloware china. 10" dinner plates, cups and saucers are pure white, decorated with brightly colored Yuletide designs. Each piece is banded in dark green, accented with a 23 kt. gold line.

10" Dinner Plate . . . . . \$1.50 ea.  
Cup and Saucer . . . . . \$1.50

Send for FREE Christmas Catalog

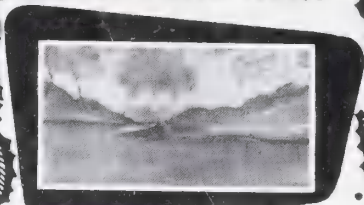


**Susan Smith**  
11 E. Washington  
Carpentersville 10, Illinois

### A MOST UNUSUAL GIFT!

A holiday reminder the year 'round

### Scenic Place Mats



Impressions  
From the Bible

For that warm, spiritual holiday setting. Full color reproductions of heart-warming biblical impressions; interpreted by Grampa Stein.

10 only  
Full Size \$2  
Place Mats p'd  
Permanent, stainproof textured plastic.  
Write to Dept. 2A

Landscapes of America  
Beautiful reproductions of original oil paintings; exciting works from the brush of Grampa Stein. A gift that will be admired, appreciated and remembered.

24 only  
Full Size \$2  
Place Mats p'd  
On sparkling white basketweave paper.  
Write to Dept. 1A

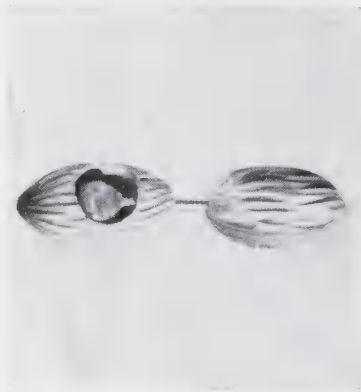
Grampa Stein, 426 Marathon Ave.  
Dayton 6, Ohio



## WINDOW SHOPPING

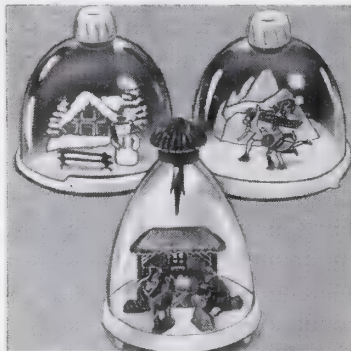


**KOKESHI DOLLS** are a sing-song pair who are roly-poly from storing sweets. The handsomely lacquered music box is really two bowls, one on top of the other. Head lifts off body and music starts; lid lifts off head and there's a tray for mints, clips, stamps, etc. 5 3/4" high, \$4.95 each; \$9.50 the pair; ppd. Margoe Specialties, 216 Spruce Street, West Hempstead, N.Y.



**IT'S NUTS TO YOU** for the Holidays! And here's an imported Italian nutcracker with a special treat because you place the nut in the hollow end of the cracker, crack it, and lo and behold—none of the usual fly-away nuts and shells! It's carved from hardwood, has brass hardware, and is 9" long. \$4.95 ppd. Specialty House, Box 7166, Houston 8, Tex.

(Please turn to page 155)



### SNOW GLOBES—Imported

Christmas scenes captured in plastic. Tip them and snow falls on beautifully handmade settings. \$1 each, 6 assorted for \$5. Ppd. Get several for those extra gifts you always need. Perfect for gifts, paperweights, table decorations, etc. About 3" high. Nativity scene, and assorted winter scenes. Q. T. Novelty Co., Box 54, Murray Hill Station, New York 16, N. Y.

### Turkey Dressing Spoon

for the Christmas turkey

In smooth, silverlike metal—has generous size bowl and hook to keep handle from slipping into the gravy.

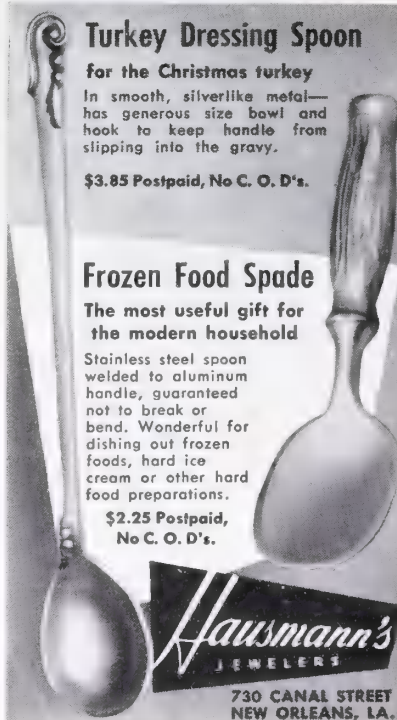
\$3.85 Postpaid, No C. O. D's.

### Frozen Food Spade

The most useful gift for the modern household

Stainless steel spoon welded to aluminum handle, guaranteed not to break or bend. Wonderful for dishing out frozen foods, hard ice cream or other hard food preparations.

\$2.25 Postpaid,  
No C. O. D's.



**Hausmann's**  
JEWELERS  
730 CANAL STREET  
NEW ORLEANS, LA.

### STERLING SILVER NAME BRACELET



Any girl will be thrilled to own this lovely Solid \$2.00 Sterling Silver bracelet postpaid tax incl. with her first name dangling from it. Fine, soldered link chain. Rhodium finish (prevents tarnishing). State name and age.

Also available in gold finish plus "I Love You" charm \$1.25 postpaid tax incl.

**SEAFORD HOUSE**  
Seaford 15, New York





Bring new warmth and charm  
into your modern home...

This Provincial furniture captures the graceful charm of old French-Italian pieces and combines it with modern ideas of utility and comfort!

Versatility is a high light of this lovely collection. The cocktail tables and chests can be used singly or in groups. Tables are topped (or inset) with imported Italian Travertine, resistant to heat. Each piece is cherry, durably finished in warm, natural "Vintage" or a neutral tone called "Chablis."

You'll find in every detail the custom quality... the beauty... you've always dreamed of for your home.



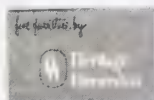
*Mediterranea by*



Heritage  
Henredon

*fine furniture*

CUSTOM QUALITY AT PRACTICAL PRICES • FACTORIES AT HIGH POINT, MOCKSVILLE, MORGANTON, N. C.



For an illustrated booklet  
describing living room,  
dining room and bedroom  
furniture in our  
modern and traditional  
groups, send 25¢  
to Heritage, Dept. HB11,  
High Point, N. C.



FOR IMPORTANT GIVING

# A GENUINE Heirloom®

Only Bates makes Heirloom bedspreads, the most treasured patterns you can own or give. Faithful replicas of rare masterpieces, uniquely woven for a lifetime of beauty and wear. When it must be the best, be sure it's an Heirloom by Bates. Now in very limited editions at better stores everywhere, for your early Christmas ordering.



Bates "George Washington's Choice" America's most famous bedspread...each authentic copy permanently registered in the owner's name. Preshrunk, reversible, washable...expensive double-knotted string fringe. Antique or Snow White, single or double size in an impressive gift box, 27.50\*



Bates "Queen Elizabeth" Magnificent reproduction of a priceless museum piece of the Elizabeth I era. Permanently puffed, preshrunk, washable. In lovely decorator pastels, Antique or Snow White. Single or double size, beautifully boxed, 29.50\*

\*SLIGHTLY HIGHER IN THE WEST

**Bates**  
HEIRLOOM BEDSPREADS

© Heirloom is a registered trademark applying to Bedspreads, Blankets, Sheets, Tablecloths and other quality textile products made solely by Bates for your home.

BATES FABRICS, INC., 112 WEST 34TH STREET NEW YORK 1



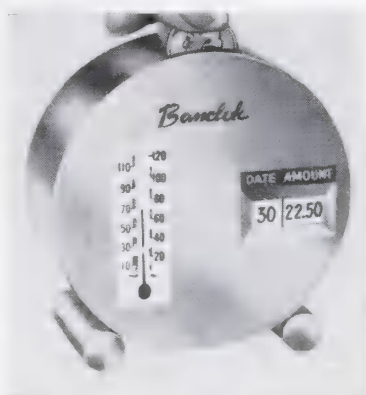




## WINDOW SHOPPING

CONTINUED FROM PAGE 152

**OUT IN THE COLD?** You won't be with a Thermometer Bank to collect your quarters and tell you whether you need to wear woolies or just a suit. 3-in-1 bank requires a daily deposit to change the date, record the amount, and bring you one day nearer to a six-figure bank account for rainy days ahead. \$2.95 each, two are \$5.50 ppd. Leecraft, Dept. HBW, 300 Albany Avenue, Brooklyn 13, New York.



**LIGHT UP SANTA'S WAY** on Christmas Eve with a cheery red kerosene lamp to hang in the window, or let your carol-singing daughter carry it as she makes her rounds in the frosty night. 7½" tall, it's brightwork in a recreation room or handy to have when hurricanes come a'calling. \$1.95 ppd. Northmore's, 4609 W. Avenue, Chicago 39, Ill.



### Imported COCKTAIL APRONS FROM GUATEMALA

Superbly designed and woven by native craftsmen. These aprons add the finishing touch to your hostess gown and at a price not possible in the United States. Striking colors interwoven with metallic thread. Navy, red, blue, green, brown, charcoal.

**darby imports**  
P.O. Box 55  
Coral Gables, Florida

**\$4.95** postpaid  
Money back guarantee

### Country Cupboard

WILD FRUIT PRESERVES  
AND JELLIES



Locked in an attractive chest of aromatic cedar for which the Ozarks are famous, are eight 5 oz. jars of tantalizing wild preserves and jellies... wild blackberry, huckleberry, muscadine, cherry, plum and others... further enhanced by mailing the key to the chest a week in advance announcing its arrival. An interesting booklet enclosed with pictures and etchings of the wild fruit... you couldn't remember your friends... **\$6.95** Postpaid



THE HOUSE OF WEBSTER

BOX 388-B  
ROGERS, ARK.

"OLD FASHIONED GIFTS"

### For CHRISTMAS GIVING— year 'round pleasure!

Two-Piece Flower Vase... The fairest flower is even prettier in this unusual vase. Gleaming solid brass forms the base for a clear crystal top. Harmonizes beautifully with modern decor, is a bright contrast in traditional rooms. 9" high.



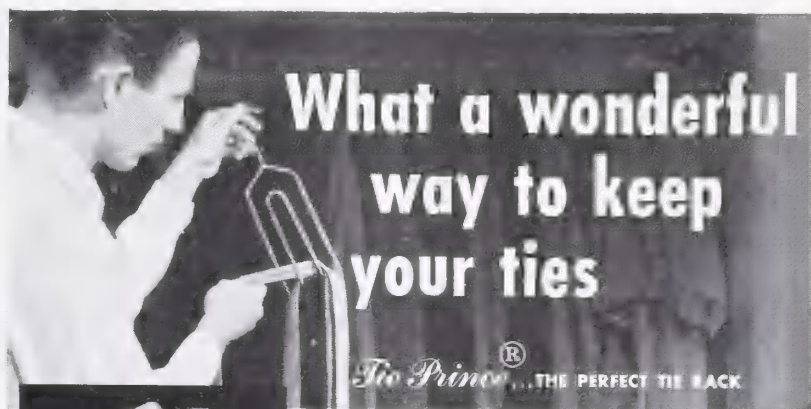
**\$7.50**



The Candle That Lasts for Years!... Just one of these 12" tapers gives 3 hours of candlelight for only pennies' worth of lighter fluid! It's a new candle every time it is lit—never burns down, never drips, never melts! Of unbreakable, non-flammable plastic with self-adjusting base to fit all sconces and holders. In tapers or twists, all standard colors except turquoise. **\$2.98** pair

All prices postpaid  
Sorry, no C.O.D.'s. Write for free catalog.

**ANDERS COMPANY** Dept. B  
155 West 72 St., New York 23, N.Y.



## What a wonderful way to keep your ties

*Tie Prince*®... THE PERFECT TIE RACK

HANGS ON THE CROSS-BAR OF CLOSET  
KEEPS TIES NEAT, EASY TO SELECT  
HOLDS 50 TIES, NONE FALL ON FLOOR

**Christmas Gift**  
in elegant gift box  
gold-plated rack, \$2



Tie Prince looks many times the price in its handsome white gift box with distinctive gold and black crest. Ideal for out-of-town giving... no breakage in mail, no size problem. With Tie Prince it's almost like a party trick the way you can select any tie—the others stay in place, won't fall on floor.



#### HOW IT WORKS

Select any tie from top, middle or bottom. Lift straight up and out, other ties stay undisturbed, won't fall out. To replace tie, lower around two center bars.

Ties are easy to hang up, instantly available, stay neat. **To order by mail** send \$2.00 and your Tie Prince will be shipped postpaid immediately in gift box. Money back guarantee.

Mission Industries, P.O. Box A-HB11, National City, Calif.



### \*Treasured Gift

Need Extra Sherbets? Then consider these handsome crystal sparklers. Set on sterling silver bases with gadroon border. The gleaming crystal liners are removable (and replaceable). Ideal for ice cream, fruit cup, shrimp cocktail or dessert. 3¼" tall by 4½" in diameter. Adds charm to your table setting and also makes wonderful gifts.

**EXCEPTIONAL VALUE...** Set of four—\$6.95. Set of eight... \$13.50. One Doz... \$19.95. Tax and postage included. Shipped Gift Wrapped.

Money Refunded If Not Delighted

Send for **FREE GIFT CATALOG**  
**Croydon SILVERMART, LTD.**

(Dept. N), 805 Lexington Ave., N.Y. 21, N.Y.  
Visit our Retail Store at 62nd St.

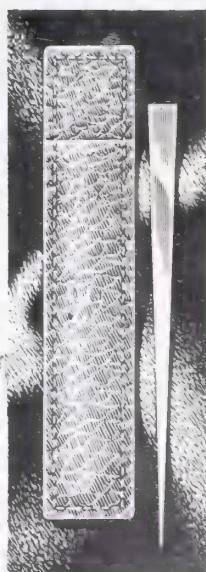
## Merrin

530 MADISON AVE.  
(COR. 54TH)  
NEW YORK 22.

FOR THE MAN  
WHO HAS  
EVERYTHING

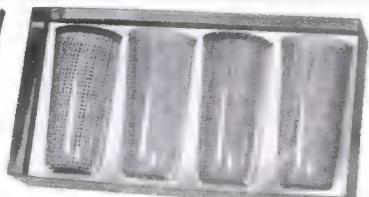
14K GOLD  
TOOTHPICK  
IN LEATHER  
CASE \$7.50†

†TAX INCLUDED  
ACTUAL SIZE  
MAIL ORDERS FILLED  
POSTAGE PREPAID  
UNCONDITIONALLY  
GUARANTEED  
WRITE DEPT. HB-11



## Colorful Gift Set!

**DOUBLE WALL  
insulated  
tumblers**  
..... with inlaid rattan



Beautifully gift packed in boxes of 4 or 8. Shipped postpaid. No C.O.D.'s please.

**4 for \$5.00**  
**8 for \$10.00**

ORDER TODAY!  
MONEY BACK  
GUARANTEE!

**BETTINA'S of MOBILE** Box 1612  
Mobile, Alabama

VACUUM SPACE BETWEEN WALLS PREVENTS SWEATING. FURNITURE MARRING. CHILLED HANDS. KEEPS DRINKS COLD TO LAST SIP.

Each tumbler is made of practical, heat-resistant plastic, is safe with flame, frost, acid and alkali, and is made in America, packed with national pride. Write for more info.



## HUBBARD WASTE BASKET

Gleaming, sleekly simple solid brass basket with elegantly smart lines, inspired by the shape of an antique harbox. Big and beautiful by the fireside; extra handsome as a planter. Measures a generous 12" high, 14 1/2" long and 10 1/2" wide with cut-out handles for easy carrying. Lacquered to prevent tarnishing.

**\$18.95**  
ppd.

plus \$1.00 West of Miss.



Write for our new 50-page catalogue!

## HANGING CEILING LAMP

Light up your life with the best of early Americana combined with new-as-now black wrought iron. Wonderful over a dining table — in a kitchen, you can adjust its height from 32" to 60" from ceiling. The 11" shade is in decorator's delight hobnail milk glass; the mechanism is guaranteed for a lifetime. Complete with hurricane chimney, mounting cap and fully-electrified 3-way socket, here is an unusual gift to enhance any decor.

**\$19.95**  
ppd.

plus \$1.00 west of Miss.

## A MAGNIFICENT IMPORT

at a scandalously low price!

Proud, pure white Ironstone China Soup Tureen, gracefully sculptured with the heirloom quality of timeless beauty. Masterfully crafted in Western Germany, each piece is a collector's item you'll be proud to use for serving or showing on table, sideboard, or china cupboard. Soup Tureen, 12" x 12", holds 3 qts. Complete with ladle and 13" platter.

**\$9.95**  
ppd.

Add \$1.00 West of Miss.

*Jenifer House*

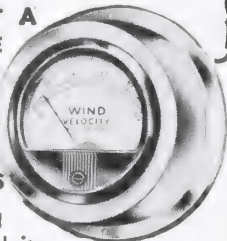
Dept. B-11

New Marlboro Stage

GREAT BARRINGTON, MASS.

## WIND SPEED

TELLS AT A GLANCE INDOORS HOW HARD THE WIND IS BLOWING OUTDOORS



Every gust and lull in the wind is instantly shown on the handsome speedometer inside your home. The 4" polished brass dial registers up to 100 miles an hour. Installation is easy and quick; Simply mount the spinning cups on roof or TV mast and connect the wire to the indoor indicator. Costs nothing to operate because it generates its own current. Fully Guaranteed, complete with 50 feet of wire.

**ONLY \$49.95 POSTPAID**  
(AIR MAIL SHIPMENTS IN U.S. \$2 EXTRA)

Send Check or Money Order to:

**Cape Cod WIND INDICATORS**  
Harwichport 4B Cape Cod, Mass.



## Personalized ASH TRAYS FOR THE CROWD!

**50 only \$1.50**

There's never a lack of ash trays—when you use these handsome metal foil trays—personalized with your own name or initials! Scatter them about when the crowd comes, and keep everybody happy. After the party, throw them away. No cleaning messy ash trays. Made of heavy chip board, they're lined with bright, burn-proof foil in sparkling colors of Red, Green, Gold or Silver—and stylishly embossed. Give them Christmas Gifts, too! 100 only **\$2.95**. Set of 50, postpaid only **\$1.50**

Order by mail. Be sure to print plainly. Send also for FREE Gift Catalog

**HORACE ANDERSON'S GIFTCRAFT CO.**  
1234 E. 47th Street Chicago 15, Ill.

## "CUSS BOX" ADULT PIGGY BANK

An amusing and delightful way to accumulate "PIN MONEY." You pay according to your "CUSSEDNESS." Charges are posted on back of box and clever poem is on the front. Made of hardwood with durable lacquer finish—4 inches tall. Makes unusual gift.



**\$1.00**  
ppd.

## REMOVES LINT LIKE MAGIC



Roll once over garment—dirt and dandruff disappear. Three inch wide tape cleans on contact. Complete with 5 feet of **\$1.00** tape. **1.00** ppd.

SATISFACTION GUARANTEED

**J. KING & CO.** Dept. HB1156  
3607-C W. Magnolia Burbank, Calif.

Write for FREE GIFT CATALOG

## NEW... NURSERY RHYME WALL PLAQUES



1/8" thick—8-10" tall—Full Color

Now decorate your nursery or play room with these all new, lovable nursery rhyme plaques. Each figure is 1/8" thick and the colors are adorable. Comes die cut, ready to hang. Set consists of Little Bo Peep and Hi Diddle Diddle (10 pcs.). Use on walls, furniture, etc. Lasts for years. Washable too. \$3.95 complete, plus 32 cents postage. Money back guarantee.



**COPPER MINIATURE WALL PLAQUES**

Delightful new Early American simulated copper miniatures in plaque form for those kitchen, dining or patio walls. Set consists of 8 authentic miniatures, 5" high on 1/8" thick laminated card stock. Hand printed in tones of copper and brown. Washable. Only \$2.95 set of 8 ppd. Excellent gifts. Money back guar.

**L. BARTH**

14018 Addison St. Sherman Oaks, Calif.

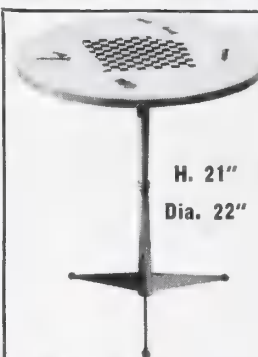


## WINDOW



**BIRD HEAVEN**, with St. Francis, the gentle patron himself, is this outstanding bird bath. What a lovely garden spot it will make on your lawn! 26" high, the bowl is 18" in diameter. In Pompeian Stone, \$25; in light red terra cotta with the bowl lined in turquoise glaze, \$34 f.o.b. Erkins Studios, 40 W. 40th St., New York 18, N.Y.

**SEND THEM FOOD** if they're in the armed services, away at boarding school or living abroad. This Surprise Snack Sampler includes Chicken Liver Pâté, Primavera Cheese Spreads, Shrimp Pâté, Petit Beurre Cookies from Holland, Fruit Preserves, Olive and Anchovy Pâté, Vienna Fruit Bon-Bons, and a spreading knife. In a wooden case, \$5.45 ppd. The Gourmet Guild, 320 N.E. 75th St., Dept. BH, Miami, Fla.



## BEAUTIFULLY EXECUTED SCAGLIOLA TOPPED TABLE

by Niccolini

... on gleaming brass pedestal base. The design, everlasting, below the surface of the marble, epitomizes the quality for which Niccolini has become famous.

Limited time only \$145.00 f.o.b. New York  
Please no C.O.D's

**ITALIAN MARBLE MART**

802 Third Ave., New York, N.Y. Between 49th and 50th Sts. Murray Hill 8-3373



**WONDROUS LUCKY KWAN YIN FIGURINE**, known as "Goddess of Mercy" makes the gift unique. Her features and hands are finely detailed. She stands on the traditional lotus base. Comes in 6" to 22" high. Teak stand is extra. **1.25 PPD.** 6" high.

**ORIENTAL DELIGHTS** from Hong-kong in brocades for the latest fashions in Mandarin dresses, jackets, coats, lounging pajamas. Sizes 10 to 16. Priced from **14.95 PPD.**

California orders, add 4% tax.

For home decor with the Far East influence, we import Oriental home furnishings as well as newest fashions.

**CHINA AMERICA TRADING CO.**  
624 W. 8th St., Los Angeles 17, Calif.



All records pressed by RCA Custom Department

## Revolutionary New Organ Course!

For beginners & advanced students  
**FREE RECORD** will convince you

No expensive private teachers, no frustrating scales. You just read the easy-to-follow instructions, listen as they are demonstrated on records, then... play the organ! Strong's quick do-it-yourself method teaches you to play the professional way including counter harmony. You play right from the start. Your instructor is always at your side, explaining and demonstrating. He'll repeat the instructions as often as you wish. The course includes 56-page book of instructions, music, and 6 double-faced 45 rpm records.

**FREE RECORD** Send for your free record today. Hear the Strong Method convincingly explained and demonstrated. Enjoy a beautiful organ recital. There is no obligation. Enclose 25¢ to cover cost of handling.

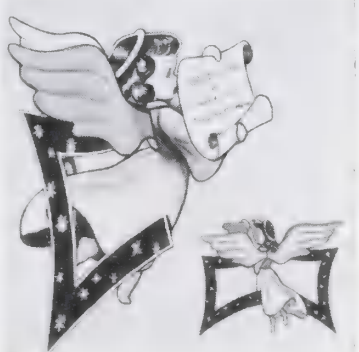
**CHARLES W. STRONG**, Box 11-B, Wynnewood, Pa.



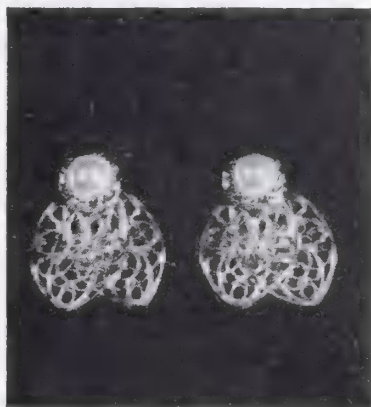
# SHOPPING



**WINGED ANGEL** is the heavenly courier from the beautiful collection of Miles Kimball Christmas Cards. An angel in silhouette spreads her wings and holds a scroll bearing "Good Tidings of Great Joy" and your name imprinted on it. In soft tones of cerise, pink and warm green. 50 cards and envelopes are \$8.75 ppd. Kimball Printers, 39-8 Bond Street, Oshkosh, Wis.



**GOLDEN EARRINGS** that capture the mood of lady-like fashion are these filigree imports from Germany. Their lacy delicateness, highlighted with a pearl, is chic and feminine, and their price lends itself to a strict budget. Gilded aluminum, in rose gold, yellow gold, or silver, they're non-tarnishable and \$1 ppd. B. M. Lawrence Imports, 255 California St., San Francisco 11.



## ONE TOUCH OF VENICE!

Imported from Italy, this handmade music box is an intricately detailed replica of a romantic Venetian Gondola! Of tortoise shell inlaid with mother of pearl, you just lift the lid and it starts tinkling a romantic tune while the ballerina pirouettes. 14" long, it's perfect for living room, bedroom, atop a TV set. Choice of a classical song, Italian folk tune or a Viennese waltz. **\$14.95**

All prices postpaid. Add 50¢ West of Miss. Sorry, no C.O.D.'s. Allow 2 weeks for delivery. Write for free catalog. Money back guarantee. Beautifully gift boxed.

Exclusive With:

**ISLAND IMPORT CO.**

Dept. H-11, 30 Gates Ave., Plainview, N. Y.



8 1/2" Mandolin or Guitar also

available ..... **\$8.95** each

All three ..... **\$29.95**



Large Size  
**LOG  
CARRIER**

Here's the trim and tidy way to lug your logs from woodpile to fireside. This carrier is ruggedly made of 10 ounce, vat-dyed canvas duck and measures 29" wide to accommodate the largest logs. The extra width keeps dirt, dust, chips and bark off the floor. Carry it suitcase fashion by the easy-grip wooden handles which are securely encased in the cloth itself. Color choice of Brick or Green.

LOG CARRIER ..... **\$2.95** ppd.  
Two for \$5.50 ppd.

**EMATOL PRODUCTS COMPANY**  
Box 95C, South Weymouth, Mass.

## ENRICH ANY ROOM with this NEW DUPLEX PLANTER



**MODERN  
DESIGN**  
combined  
with  
**ANTIQUED  
MIRRORS**

This elegant Duplex Planter is made of high impact resin-based material in a rich lustrous gold tone or a deep, rich black. The two front panels are beautifully antiqued mirrors. There are two removable troughs for planting — may be lifted out to permit use of artificial long stem flowers or other greens. Size 14" high, 8" wide, 5" deep. Colors Gold Antiqued or Black. Satisfaction guaranteed.

**ONLY \$5.95 postpaid Two for \$9.95**

**F. G. ELLERMAN & CO.**  
Dept. 10, Evanston, Ill.



## BLUE WILLOW SALAD SET

The perfect background for crisp, colorful salads . . . this lovely seven-piece set in the famous Blue Willow pattern. Each piece a delicately crafted work of art you'll be proud to display at your most important dinners, ensemble includes a large 10" bowl, oil and vinegar cruets, salt and pepper shakers, and serving fork and spoon. **\$4.95** ppd.  
Plus 50¢ West of Miss.



## TEA SET UNDER GLASS

. . . miniature 7-piece china tea set makes a fascinating curio for mantel, top of TV set, wall niche, etc. Each tiny piece is hand decorated with pink rose pattern and gold borders. They rest on a 4 1/2" wooden base. **\$3.95** ppd.

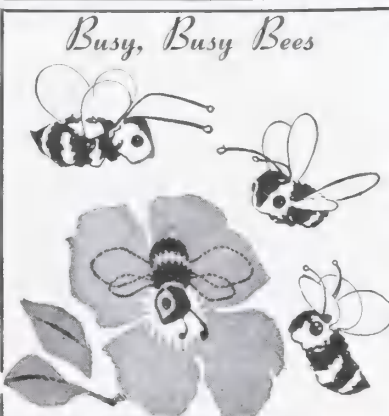
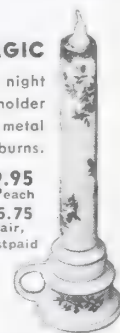
## CANDLELIGHT and MAGIC

Pure magic for your mantel, sideboard or night table. Ivory china base and candle-holder shield a real wax candle. Concealed metal spring automatically raises candle as it burns. China is highlighted with gold and pastel floral sprays . . . Complete with candle. 9 3/4" high overall. An inspired gift! **\$2.95** each  
**\$5.75** pair, postpaid

Write for FREE catalog.

**SETH and JED**

Dept. B-11, New Marlborough, Mass.



You can almost hear the buzzing from these industrious little bees. Not quite, however, because they are actually made from Pine Cones—hand carved and painted in remarkable detail. The wings, of transparent acetate, and the antennae of wire, add the final touch of realism. The gaily colored 3/4" bees are wired for easy attachment to flowers, branches, twigs, or sprays. Also use them as tie-ons for Christmas packages or as decorations for the Honey Jar. You'll find a thousand uses for them around the home. Imported from Denmark. Gift boxed.

Six Pine Cone Bees ..... **\$1.95** ppd.

Gift Catalog on request



**Johnny Appleseed's**

Box 717

Beverly, Mass.

## SCALE PLANTER



## Decorated Neo-Dresden China

A thing of beauty for your home! This elegant antique scale planter is fashioned of finest Neo-Dresden China . . . pastel shaded overall, beautifully decorated in shades of turquoise and pink. The lovely florals are done with greatest skill and utmost taste. Use a rainbow of blooming plants to accent the glory of this most remarkable planter. Basket planters hang from chains. Stands full 10" high. A magnificent gift **\$7.95** plus 35¢ shipping

**FREE**  
CHRISTMAS  
GIFT  
CATALOG  
In color  
Write for it!

Satisfaction Guaranteed or  
Money Back

**Helen Gallagher**

413-B11 Fulton St., Peoria, Ill.

## MAIL BOX

### HOLDS ALL YOUR MAIL

Inside the Box—Protected!



Sturdily constructed of heavy gauge aluminum for a lifetime of service and satisfaction. 16" high, 11 1/2" wide, projects 4 1/2". Surpasses Postal Requirements — Ask Your Mailman! Your choice of five baked-on finishes: Antique Bronze, Mist Gray, Cape Cod White, Hammered Brass, or Colonial Black; and Natural Embossed Aluminum — only

**\$9.95** Ppd. (Denver and West — \$10.20)  
Economy steel model (not illustrated), baked-in gray finish for use "as is" or for painting to suit your color scheme. Only **\$7.95** Ppd. (Denver and West — \$8.20)

Personalize either box with engraved nameplate \$1.50 extra. House numerals in red, green or cream, 50¢ per set (up to 4 numerals).

Order yours today or send for literature.

**NOR-GEE CORPORATION**

2260 W. 2nd St. Jamestown, N. Y.

## GIFTS FOR BIRD LOVERS

**DODSON  
Automatic  
Feeder**



Built on the weathervane principal, it rotates with back to wind, so interior is dry and sheltered. Squirrel proof. Made of pine. 24 x 22 x 12". Comes with food basket, automatic hopper, suet hooks and 8-foot pole. Wt. 50 lbs. **\$16.00** f.o.b. Kankakee.

## MODERNIST MARTIN HOUSE



Sure to lure these very desirable birds that rid premises of mosquitoes and other harmful insects. Made of seasoned pine

with green aluminum (rustproof) roof. 18 rooms. Scientifically ventilated. 24" x 24". Comes apart for easy cleaning. Wt. 40 lbs. **\$24.95** f.o.b. Kankakee.

Order Now for a  
Friend or Yourself

Write for Catalog of  
complete Dodson Line

**DODSON BIRD HOUSE CO.** 485 No. Harrison St. Kankakee, Ill.



## THESE GIFTS MAKE GOOD SCENTS!



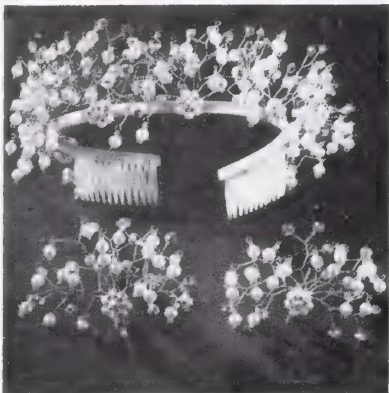
LAVENDER MIST and HERBARRY GARDENS MIST Sachet Sprays by André Richard—impart lingering fragrance to linens, lingerie and closets, and "sentimental" touch to stationery and greeting cards. Also wonderful air refresher. Twin package of two 6-oz aerosols in acetate box, tied with flowers and ribbons.

TWIN GIFT PACKAGE .....\$3.25  
One 6-oz Lavender Mist .....\$1.50  
One 6-oz Herbarry Gardens Mist .....\$1.50

SEND US YOUR LIST—we'll send each gift with your name on a card. IN TIME FOR CHRISTMAS. Check or money order—no C.O.D. Write for FREE Gift Catalogue.

(Postpaid, tax and handling charges included)

The LAVENDER HOUSE, P.O. Box 83, Old Chelsea Station, New York 11, N.Y.



### Shimmering Pearl tiara and earrings

A wonderful tiara to crown your hairdo, delicately set to shimmer and vibrate as you move. Imported from Austria, it's silver wire encrusted with hand set rhinestones and fake pearls. Wear it on the next gala occasion and you'll feel like royalty! Wonderful for a bride, too! Adjusts to any head size.

Tiara \$16.95 Matching Spray Earrings \$6.95

Prices include tax and postage

**Beverly Baker**

Dept. HB-11 Box 135 Darien, Conn.



Xmas Gift For Busy Women

### PURSE SCRIBBLERS

With Name or Monogram

Here's an easy way to remember! Keep phone numbers, shopping lists, and dates at your fingertips in these handsome memo pad Purse Scribblers. Covers personalized in gold make them distinctly yours. Stick one in hubby's vest pocket and see how much better he remembers, too! 12 pads—enough for months!—and months!—in deluxe gift box \$1.00 postpaid, only.

Order by mail. Be sure to print plainly. Send also for FREE Gift Catalog

**HORACE ANDERSON'S GIFTCRAFT CO.**  
1234 E. 47th Street Chicago 15, Ill.

### LADIES' GOLD PLATED MANICURE KIT



Imagine! All these fine instruments, made of precision-ground stainless steel from Solingen, Germany, have gleaming, goldplated handles. A gift for a queen (your best girl)! Simulated red or green alligator case includes file, clippers, tweezers, 2 pairs of scissors, nail cleaner and cuticle pusher. Will sit proudly on her bureau. .... **\$7.00**

Imprinted with 24K gold initials. See additional We pay postage. Send check or money order. Please enclose it and do not pay cash.

**Adelaide's House**

590 Grand Ave., Ridgefield 1, N.J.



### SWISS MUSIC BOX "FRENCH POODLE" BRACELET

This original Swiss Music Box charm bracelet is sure to capture her heart. No wonder! It's an excitingly different life-time gift for holidays, anniversaries or birthdays. The "Poodle" is cast in bold relief upon a sootily burnished case of gold-type metal—will not tarnish or mar. Encased is tiny, imported, Swiss precision-made Music Box. Choice of tunes, "Stardust", "Let Me Call You Sweetheart", "I Love You Truly", or "Anniversary Song". Size of charm 1 1/4" x 1 3/4". Light weight. Order one for gift-giving or warmer yourself. Price only \$6.95 ea., 2 for \$13.50 (tax inc.) ppd. When ordering specify tune of your choice. From: SWISS MUSIC BOX CO., Dept. 163-P, 856 W. Adams, Chicago 7, Ill.



## WINDOW



"THE WIFE YOU SAVE MAY BE YOUR OWN" is the broad hint that is silk-screened in big black letters across this man's apron. Made of topsail cloth, it has 4 deep pockets in the striped border, two smaller ones on the bib top for bar tools and cigarettes. In yellow and charcoal with white stripes, or white with red and white stripes, \$3.50 ppd. The Edwin House, 145 W. 4th St., New York 12.

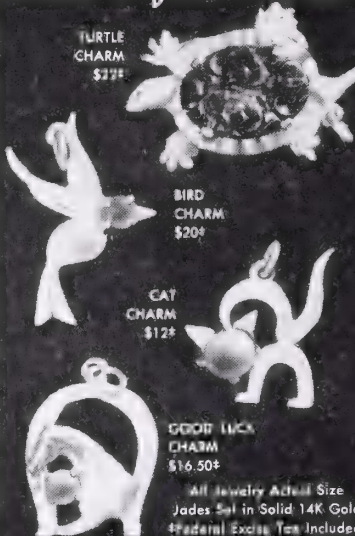


**A JUG DIVINE**, to hold branch water on the bar, fall flowers in a fire-lit room, milk on the breakfast table, is made of English ironstone in the Watteau pattern. Design comes in brown, pink or mulberry on white. Jugs come in 2 shapes: Hydra (urn shape) and Fenton. 1/2-pt. size, \$3.25; 1-pt., \$3.50; 1 1/2-pt., \$4; 1-qt., \$4.75. Add 35¢ post. to each. Hunterdon House, 148 Main St., Flemington, N. J.



**A MEDIEVAL CHERUB** inspired the smocked fullness of little girl's Christmas nightgown. Embroidered green and red Holly plus sparkle of gold rickrack trims pocket and yoke. Fireside warmth in white cotton Velvete. Completely washable. Our handmade original in sizes 2 and 4, \$12.50 each. Size 6, \$14.00. Gift box and Ppd. from Jeannette Dixon, 917 Valley Drive, Syracuse 7, New York.

### GENUINE Jade CHARMS



Write for our FREE brochure showing our new complete exciting line of JADE jewelry for men and women.

Send Check or Money Order. Postage Prepaid. **JADE CRAFTS, Dept. HB**  
510 Fifth Avenue New York 36, New York

## Pinky

THE SECRET'S IN THE BRUSH

Magic  
**NAIL POLISH  
REMOVER**



Just dip your fingertip in Pinky, whisk your nail gently against the built-in brush. Presto! . . . your polish is off, your cuticle soft, your fingertips lovely. Pinky's quick, gentle action leaves nails clean, fresh and fragrant. Get Pinky today! \$1.00 post paid. Tax inc.

**PINKY PRODUCTS**  
Dept. B Arlington, N. J.



# SHOPPING



**GREAT BIG WONDERFUL AMOVAR** holds 20 cups of coffee, keeps it steaming, fragrant, full-bodied, and the no-rip brass spigot invites guests to help themselves. We think it's the very nicest present you could give your favorite hostess. Burnished copper with easy-to-carry handle, it rests on a candle warmer stand, \$29.95 ppd. Wayne Manufacturing Co., Wayne, Pa.



**II-FILE** for your long-playing records! Holding them upright to prevent warping, this file is a real must for the care and preservation of fine high-fidelity recordings. With index card, metal lids, and a tan top-grain cowhide front, gold-stamped with 3 initials, it holds 15 records in their jackets. For 12" records, \$6.95; 10" records, \$6.50. Ppd. Wales Luggage, 40 Madison Ave., New York.



## TRADITIONAL CHARM

Gentlemen's Chair, \$93 in velvet

Lady's Chair, \$80 in velvet

A truly charming pair of reproductions that embrace the graceful lines of the past and sturdy comfort of the present. The connoisseur will delight in the skilled craftsmanship of beautiful carving, distinctive and enduring in a changing world. Solid Honduras Mahogany—luxurious foam rubber cushioning—double coil spring on sagless web bottom. Colors—red, green, rose, blue, and gold velvet. Imported needlepoint as shown. Gentlemen's Chair \$109—Lady's Chair \$98. Send check or money order. (No c.o.d.'s.) Prices f.o.b., Statesville, N. C.

**SEND 10¢ FOR FOLDER** on heirloom reproductions and gift specialties — 14 1/2 yds. 54"

**HOME FURNISHINGS & GIFTS, INC. P. O. Box 703 Statesville, N. C.**

## COFFEE FLOWER



*Perfume*

IMPORTED FROM HAVANA, CUBA

Now \$5.50 Only

Tax Incl. 1/2-Oz. SHIPPED TO YOU POSTAGE PAID

This low price possible only through our unique direct import plan. Genuine Coffee Flower Perfume. This perfume is manufactured in romantic Havana, Cuba. Each 1/2 oz. bottle contains thousands of coffee flowers. It comes in a beautiful European type flask, embossed in gold. Will make wonderful Xmas gifts.

**COX & WILLIAMS CO., IMPORTERS P. O. BOX 1049 MEMPHIS 1, TENN.**



*Sweetheart Clock...*

with a tick so soft it won't disturb the lightest sleeper. Stands just 2 1/2" high. The gentle alarm bell is easy shut off even in the earliest morning hour. Golden finish with floral pattern.

only \$7.95 Including Fed. Tax

*Traveling Clock...*



Sturdily built and superb mechanically, with a manly alarm bell. Folds into compact case in dark brown, black or red which also acts as bedside stand.

only \$8.95 Including Fed. Tax

both clocks made in Germany by skilled craftsmen

Also write for our new folder on other "necessary luxuries" by Lucienne Harang

*Lucienne Harang*

Box 176, Dept. HB11, Burlingame, California

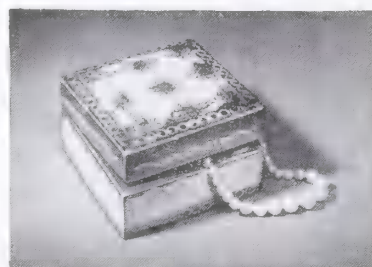


## Imported Pine Cone Birds

Adorable pine cone birds from Denmark so enchantingly life-like you'll expect to hear them peep! Beautifully handpainted with bright eyes, simulated feathers, living colors. Wire them to your favorite plants, add an old-world touch to your Christmas tree, dramatize a centerpiece! Birds are 2" long. Attractively gift-boxed. Order 8000-6, Pine Cone Birds, 6 for \$1.95.

## Italian Trinket Box

An exquisite example of Italian decorative artistry. This charming trinket box, crafted in wood, hand-carved and lavishly gilded, is perfect for cuff links, precious jewelry, stamps, pins and small change. Box measures 2 3/4" square and 1 1/2" high. Colors are assorted—all are lovely. Order Number 0545-6, Italian Trinket Box, \$1.00 postpaid.

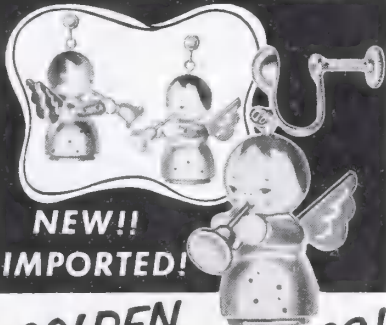


Satisfaction Guaranteed Or Your Money Back!

Write Now For Your **FREE CATALOG!** New, Unusual Ideas in Gifts, Toys, Housewares!

*Miles Kimball*

362 Bond St., Oshkosh, Wisconsin



**NEW!! IMPORTED!**

**GOLDEN ANGEL EARRINGS!** Exclusively OURS!

**EXCITINGLY FESTIVE GIFT HIT OF THE SEASON!** Golden Angel Earrings in BRAND NEW Golden Dress, with handsome color accent, their wings in Christmas Red! Elfin in size, light as a bit of Tinsel, bright as a Christmas star. Exquisitely handcrafted and handpainted in Europe! YOU'LL BE DELIGHTED! At this TINY PRICE you'll want to order several pairs for yourself and friends.

POSTPAID, TAX INCLUDED only \$1.00 3 PAIRS, \$2.75 ppd.

Matching Angel Scatter Pins, Set of 3 \$1.50 ppd. **TARTAGLIA IMPORTS** Dept. HB-12 Laguna Beach, California

LIFE SIZE PRINTS OR GREETING CARDS  
**MARILYN MONROE**

ALSO GORGEOUS LILI ST. CYR

Glamorous Anita Ekberg, Pat Hall, Joanne Arnold, Madeline Castle

THINK OF IT! THEY'RE

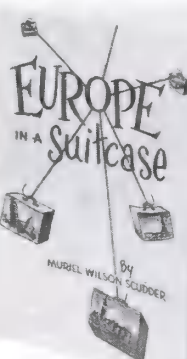
**5 FEET TALL**

IN FULL COLOR

Big as life and twice as natural! Eye-stopping ACTUAL FULL COLOR photos — 5 FT. TALL, 21 1/2" wide. Sensational gift or party gag. Use 'em for den, playroom, bar! On doors, screens, as wallpaper! Terrific as greeting cards (Christmas, Birthday, Get Well, Thank You, New Years, Anniversary, Wish You Were Here, many others—detachable greetings won't spoil prints—specify, we'll sign and mail). \$2 each. Two for \$3.75. (Air mail 50¢ extra) All six \$11. Postpaid in plain wrap. Send cash, check, M.O. Money-back guarantee. Immediate Delivery.

LIFE-SIZE, Dept. B11-6

216 Tremont St., Boston 16, Mass.



**GOING ABROAD?**

Here's an easy-to-read book that gives hundreds of important facts about getting ready for your trip. EUROPE IN A SUITCASE advises you on clothes and packing, passports, ship-board life, foreign car rentals, etc. It contains information not in guidebooks to help you save time and avoid costly mistakes. Has enabled thousands of men and women to go abroad without being overstock or underprepared. Gaily written and illustrated, it also makes a perfect gift. Immediate delivery by First Class mail.

(Add 16¢ if airmail in U.S. desired)

\$1.25 Ppd.

**MURIEL W. SCUDDER** 247 ABBEY ROAD MANHASSET, NEW YORK



**GET A LOAD OF MEHITABELL!**

She's a cat that knows her Catnip the way a gentleman of discernment knows his martini. But for cats, a Catnip-Jag is healthy . . . Anyway, this is about the finest Fancy Catnip in the world, rich in carotene. Even Vitamins B1, B2, and Niacin are added. The corner drugstore may be cheaper. But who makes a martini like the Ritz Bar?

85¢ for 5-oz. jar 3 jars are \$2.25

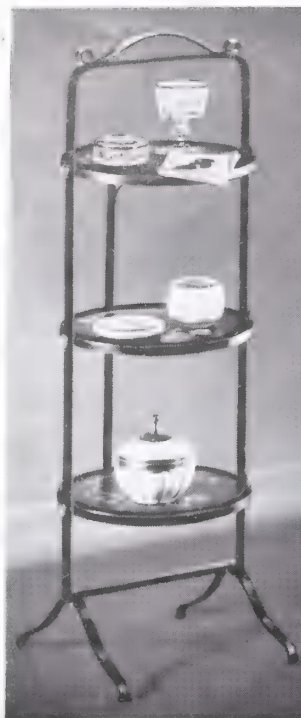
Add 10% East of Mississippi or 20% West of Mississippi for postage

No C.O.D.'s

**Anderson Farm**

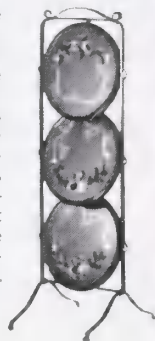
Tinicum Bucks County Pennsylvania





### Folding Muffin Stand

Delightfully decorative but very practical. Black wrought iron frame with hand-decorated black tole trays 10" in diameter. Its 11 pound weight gives stability but at the same time makes it easily totable by the shining brass handle. Unfolded, an entertaining asset to place at your guest's convenience—folded, a tasteful attractive accent. 32" high.



\$12.95

Add 85¢ for shipping  
Add 3% State Tax for  
Illinois delivery.

**C.D. Peacock**

JEWELERS • ESTABLISHED 1837  
STATE AND MONROE • CHICAGO

### A "BUILD IT YOURSELF CHAIR"

This exciting and comfortable chair with foam rubber seat is created especially for your dinette or game room. Desirable also at your desk or in your bedroom. Kit contains sanded pre-cut parts all ready for assembly. Fabrics sewed and ready for tacking. Complete easy to follow instructions enable you to "Do It Yourself" in one easy evening. Constructed of all Northern Hardwood of Birch and Maple. Fabric is metallic tweed in colors pink, gold, beige, turquoise or black and white. Send \$19.95, check or Money Order to

#### HANKE'S

Dept. K. D., 2107 W. Superior St.  
Duluth 6, Minnesota

Shipped Express Collect. Please specify color

### Personalized . . . . COV-A-ROBES

Luxurious comfort. Fluffy, absorbent Terry cloth. Ideal for after-bath, beach, that dash to the phone, between clothes changes—or just plain loafing. Keep you dry and toast-warm. Easy to launder; never need ironing. Snap on or off in a jiffy; adjust to fit perfectly.



**LADIES'** An attractive sarong while applying make-up, washing hair, etc. Choice of gay colors: Azure Blue, Canary Yellow or Snow White.

**ONLY \$3.95**

**MEN'S** Great after showering, while shaving, or in locker room. Big roomy pocket for cigarettes, shaving gear, etc.

**ONLY \$2.95**

Satisfaction Guaranteed or Money Back

Artistically monogrammed in contrasting colors with any first name, or 2 or 3 initials. Men's or women's sizes: small, medium or large. Send check, money-order or cash. Add 25¢ to each Cov-a-Robe ordered for postage and handling.

No C.O.D.'s please  
**DOBBS PRODUCTS CO.**  
1255 S. Wabash Ave., Dept. 155, Chicago 5, Ill.

### The Personal Gift is ALWAYS Remembered

Every Little Girl will be thrilled to wear this Sterling Silver bracelet with her very own name engraved on it. She'll love to dangle the silver beads and be so proud to own it. Of course it comes in a gift box. Only \$3.30 tax and postage included. Please PRINT name. Sorry—no C.O.D.'s.

**ROCK HAVEN SPECIALTIES**  
P.O. Box 103 (B) Hingham, Mass.

**DO AS YOU DARN PLEASE** in your own house and tell the world about it with this amusing Wall Plate. Gives many a chuckle when hung where folks gather. Perfect Christmas gift for rugged individualist . . . friend with imagination . . . anyone with a sense of humor. Quality ceramic plate measures 7 diam. Colorful design. Hanger attached. Sent postpaid for only \$1.69 (2 for \$3.25). Immediate delivery. Satisfaction guaranteed. Geneva House, Dept. 28C, 670 N. Michigan Ave., Chicago, Ill. Free Gift Catalog sent with order.

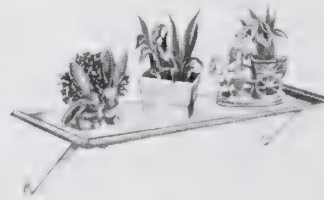


## WINDOW

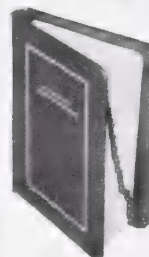


**IT'S ELEMENTARY, Mesdames et Messieurs.** that you'll get a refresher course in your grade-school French with these gay china coasters. Each has a different animal, bird or fish, with the French and English translation. Thus even a tiddly guest will know that *cochon* is Pig; *oiseau* is Bird, etc. Rack with 8 coasters, \$3.50 ppd. Scully & Scully, 506 Park Ave., New York 22.

**WINDOW GARDEN.** Give your winter house plants a place in the sun, and they'll give your room a June-in-January lift. This self-attaching window shelf has a flange that slips between the window and the sill. Window may be left open, closed or locked. Made of sturdy steel in baked white enamel, it's 23" x 6". \$1.35 each. Laurel Gifts, Dept. HB, P. O. Box 312, Flushing 52, N.Y.



### FOR THOSE WHO ENJOY RECORDER MUSIC



This attractive binder will list your records on separate pages by composers' names, by titles and by artists behind alphabetical index tabs with a number shown for each record.

Your records, stored in number sequence, can be easily kept in order and readily found.

Complete with two sets of gummed numbers for jackets and records.

A lasting source of satisfaction to all who have even a small library. A very acceptable gift.

BY MAIL ONLY POSTPAID \$6.50 NO C.O.D.

**MARWEN CO., P.O. BOX 685, NASHVILLE, TENN.**



### The Colonial Lady

This lamp has all the dignity and charm of the great ladies of Revolutionary days. You may choose it with your initial worked into a design that recalls the craftsmanship of early American artisans, or with a graceful flower motif. Standing 22 inches high, tinted in pink or green, the hand-painted, kiln-fired globes light together or individually. Metal parts are finished in antique brass. An outstanding value for just \$12.98. Please specify Initial or Flower Motif. Postpaid.

Send your check or money order to:  
**DISCOURT MAIL ORDER, Dept HB**  
9201 Avenue B Brooklyn 36, N. Y.  
Sorry, No C.O.D.'s



### FOR THE MAN IN YOUR LIFE

A king size cigarette set—midnight blue, blood red, or black with tall gold letters, splendid for office, study or just for fun. Highly fired earthenware from Italy especially designed. Cig. container 5" high, match 4" high and large ash tray.

\$15.00

Give 2nd color choice and please add 50¢ for postage

**GERTRUDE DOVE**

2729 Union Street, San Francisco, Cal.



# SHOPPING



**DELICATE AS A BUTTERFLY KISS** is this lovely jewelry, handmade by master craftsmen of Venice. The lovely butterflies look as fragile as a dream, are spun of sterling silver and tinted with silvery blue and gold. Pin, 1 7/8" wide, \$5.50; earrings, \$3.85. Matching 10-butterfly bracelet (not shown), \$16.50. Complete set in velvet box, \$24. Tax and post incl. Alpine Imports, 505 Fifth Ave., New York.



**MUSICAL CIGARETTE BOX** gives a distinguished performance every time you open the lid. The excellent Swiss music box plays any one of four tunes: *Third Man Theme*, *La Vie en Rose*, *Lili Marlene* or *Brahms Lullaby*. Be sure to specify. Brass box with a black etched design is 5" x 4" x 2 1/4" high. \$15 postpaid. No c.o.d.'s. Claire. Box 4167, New Orleans 18, Louisiana.



## OIL PORTRAITS FOR GIFTS

You can now afford these reasonable and fine hand painted oil portraits of your children, parents, and grandparents. Painted on canvas or silk from your photographs... head and shoulders, full figure, groups. Photo returned. Delivery in 3-4 weeks.

Prices below for one person head and shoulders. Other rates on request.

Size	Silk	Canvas
8" x 10"	\$ 6.95	\$14.95
9" x 13"	7.95	17.95
12" x 16"	11.95	24.95
15" x 18"	15.95	35.95
18" x 21"	18.95	44.95
20" x 24"	24.95	79.95
21" x 28"		
24" x 28"	29.95	.....

Send photo, color of eyes, hair, complexion, clothing, other details.

Send check or money order to . . .

THE RIDGEHAVEN CO.

805 65th Street

Kenosha, Wisconsin

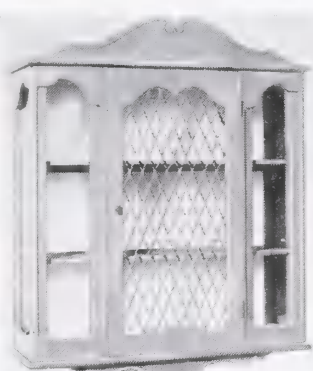


## KEEP FURNITURE AWAY FROM THE WALL

No more crumpled drapes or marred walls. Furniture Spacers keep sofas and chairs permanently away from walls. Drapes hang gracefully. Adjustable from 5 to 13 in. Baseboard clips let you lift them up for cleaning. \$1. pr. ppd.

RSM WIRE PROD.

P.O. BOX 35, ERIE, PA.



## DISPLAY YOUR TREASURES

with this lovely French Provincial Cabinet. Truly authentic in every detail. It will add charm and grace to your home. Of selected hardwoods, it has glass panels on sides and front, hinged door with open grill work, backed by a glass panel, making it completely enclosed.

Available with MIRROR or RICH GREEN BACK, 24" high, 20" wide, 5 1/2" deep—6" between shelves. Choice of Fruitwood, Brown Cherrywood, Antique Gold or Antique White finishes. \$29.95

express shipping charges collect

LARGER SIZE IN SAME FINISHES. 31" high x 25" wide x 6 1/2" deep—8" between shelves. \$47.95, express shipping charges collect.

No C. O. D.'s, please.

MAYMAC COMPANY

79 W. Grand St., Dept. 8-B, Mt. Vernon, N. Y.



## IBIS BIRDS

The modern way to add interest to blank wall space. Mounted over fireplace, in library, den, game room, etc. will command instant attention. Perfect in design and workmanship. Beautifully sculptured from aluminum finished in satin black, brass or copper. Each bird 16" wide. \$19.50 per set, postpaid. Single bird \$6.75

## ARABIAN MAJESTY

A sturdy weathervane for your rooftop or an affordable gift. Heavy aluminum with wrought iron shaft, finished in weather resistant satin black. Compass letters easily set by simple screw adjustment. 21" wide \$11.50 postpaid

Write for Free Christmas Gift Catalog

**Hagerstrom** METALCRAFT STUDIO

Handcrafted Specialties since 1922—Lanterns, House Signs, Weathervanes, Mail Boxes, Door Knockers, etc.

Dept. HB, Old Milwaukee Road, Wheeling, Ill.

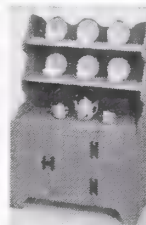


## Shadow Box COLLECTOR'S SHELF

Any little or big lady who is a collector of dolls or anything else will be pleased indeed with a display shelf just for her collection. Of antique pine finish. Has 3 shelves, 8 1/2" apart. 27" x 34" x 4". \$17.95. Shipped express col. Wt. 25 lbs.

## CHILD SIZE EARLY AMERICAN HUTCH

A perfect reproduction of Early American Pine hutch, complete and authentic in every detail to wrought iron hardware and grooved shelves for displaying china. Handmade of select woods, waxed and polished to a honeytone gloss. 24" x 12" x 36" h. \$24.95. Cherry hutch, \$27.95. Wt. 30 lbs. Shipped exp. col.



## Peddler's Cart

Dept. HB-116  
278 Scott Ave.  
Hubbard Woods Sta., Ill.

## JEWEL PIN CUSHIONS



No picture could possibly do justice to the beauty and originality of these Italian jeweled pin cushions. Bodies are made of colorful felt, stunningly designed and attractively decorated with sparkling jewels. The sweet doll face with its bangs of real hair will catch your eye. Without a doubt these beautiful pin cushions will be the conversation piece of all your selections and will only make you wish you had ordered more. Children delight in these, too, as play dolls. Use your pin money now.

Each \$2.50 ppd.

Don't forget to ask for new free 38 page catalogue

## CAMALIER & BUCKLEY

Dept. HB 611

114 Connecticut Ave. N.W., Washington 6, D.C.



## MAPLE CABINET MAKES A CONSOLE OF YOUR TABLE TV

—to harmonize with your decor! No installation problem. Holds 10" to 24" sets. Hand-rubbed Salem finish. Inside upper area 25" high, 25 3/4" wide; overall: 41" high, 29 1/4" wide, 23 1/2" deep.

PREPAID Railway Express.

Send check or money order.

Satisfaction guaranteed.

\$79

**FRONTIER** FURNITURE COMPANY

914 E. Camelback Rd., Phoenix, Ariz.



ADD CHARM AND INTEREST TO YOUR HOME WITH THESE

## NEW DO-IT-YOURSELF BUILT IN WALL CLOCK KITS

Self-starting electric, 115 volts 60 cy. A.C. 6 ft. power cord, hands, brass trimmed sweep hand, dial markers, hardware, full instructions, simply installed on 1/2 in. or thicker wall panels, data available. Color style-it-yourself Kit 1 illus. for dials up to 20 in. dia. \$12.95. Kit 2 up to 14 in. dia. some high quality, with straight bar hands and quarter hour bars. 8 rd. hour dots, \$9.95. Kit 3 up to 8 in. dials, straight bar hands, 12 rd. hour dots, \$9.95 F.E.T. and Postpaid, no C.O.D., money back guarantee. Catalog. Nice for those who have everything.

FORESTVILLE CRAFTSMEN  
P.O. Box 246, Forestville, Conn.



the **ONE GIFT** they **DON'T** have...

# MOPPER

## the new absorbing AFTER-BATH ROBE

Here's a great big, wonderful polar bear of a robe that dries you off instantly, cozily, after tub, shower or swim. Made of thick, luxurious, thirsty, snow-white Cannon terry toweling, with yards of comfortable fullness, huge draft-screen collar... it's a whopper of a mopper! Has big "carryall" pocket, wrap-around belt, handy hanger-loop, tassel tie at neck, raglan sleeves... fits any man or woman perfectly. For six-footers, order king-size and add a dollar to the price. A great buy and a heart-warming gift. Get one for yourself... several for house guests. Orders filled immediately. Sorry, no C.O.D.'s.

Add 30¢ for gift pack, **\$6.95** ea.  
shipping charges. (SAVE! 3 for \$20)

**Woodmere Mills, Inc.**  
Dept. 4, P. O. Box 167, Bennington, Vt.

Guard against colds! Avoid chills! Hang Mopper next to tub or shower, and dry off in a flash after you splash. Keeps you warm as toast!

### TIE BAR & Cuff Links

UNIQUE!



Actual Size  
REPLICA OF

**WORLD'S MOST  
VALUABLE STAMP**  
VALUED AT \$100,000.00

Fascinating gift! World's most precious postage stamp—1¢ British Guiana issued in 1856—reproduced as clever, distinctive tie bar and cuff links! Hard glaze enamel in rich magenta & gold. 14 Kt. gold plated & custom crafted to highest jewelry standards. Non-slip alligator type clip on tie bar, bayonet-type fastening on links. These original accessories are sure to delight or money refunded.

#### LUXURY GIFT BOXED

Prices include handsome plastic box. Velvet & satin lined with \$100,000.00 value inscribed.

TIE BAR ..... \$3.50

CUFF LINKS ..... \$5.00

TIE BAR & CUFF

LINKS SET ..... \$7.50

Tax included. Add 25¢ for postage. Send check or M.O. (no C.O.D.s.)

**RICH & SON** Jewelers since 1890

201 Springfield Ave. Dept. HB Newark 3, N. J.



### MEN—and Women, too! EXEROW

for your  
HEALTH  
and  
FIGURE

Send for  
FREE BOOKLET

#### RIDE and ROW THE BATTLE CREEK WAY!

Enjoy most efficient health-building rowing AND riding! Natural HYDRAULIC pull of rowing plus benefits of horseback riding—adjusts for mild exercise or strenuous workout as you wish. Rhythmic movement of handles, seat and pedals "symmetrizes" and beautifies entire figure. EXEROW safely normalizes WEIGHT—improves HEALTH and appearance. WRITE FOR FREE LITERATURE TODAY!

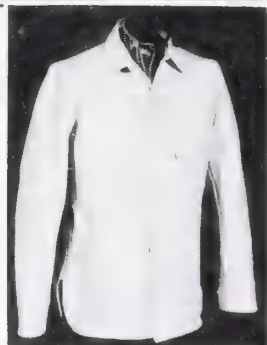
For special spiral-bound book "How to use your Battle Creek Exerow", with handy weight chart, send \$1.25 ppd.

**Battle Creek** EQUIPMENT CO.  
Battle Creek 73, Mich.

## OUR FABULOUS CHAMOIS Shirt

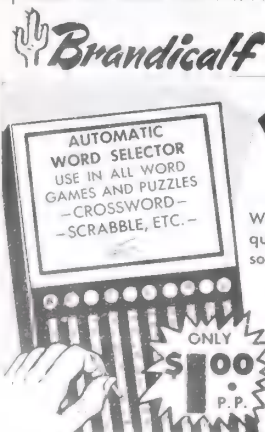
FOR MEN AND WOMEN

For those with a flair for wearing fine sportswear—a collector's item! Keen to meet the requirements of active sports yet tailored to perfection. Down-soft imported chamois leather—washes or dry cleans—wears for years. Convertible, 2-way collar, ocean pearl buttons, side vents, roomy button pocket, tab button cuffs. Casually comfortable in-doors—incredibly warm in cold and wind. You can't match this fabulous shirt anywhere. Natural chamois color. Women's are square cut. Men's as illustrated. Immediate Delivery. Women's Sizes 10-20. Men's Sizes 36-46—\$45.00 Plus 50¢ postage. Special Sizes 10", extra. No C.O.D.'s. Money Back Guarantee.



#### FREE GIFT CATALOG

Dept. 856, 157 Federal St., Boston 10, Mass.



AUTOMATIC  
WORD SELECTOR  
USE IN ALL WORD  
GAMES AND PUZZLES  
—CROSSWORD—  
—SCRABBLE, ETC.—

ONLY  
\$1.00  
P.P.

### Amazing WORD-O-MATIC CROSSWORD PUZZLE AID

SOMETHING ENTIRELY NEW AND DIFFERENT

WORD-O-MATIC is an automatic word selector that is quick, easy, fun to use. So simple a child can operate; so thorough all words become instantly available.

ORDER NOW FOR CHRISTMAS GIFTS  
AND SAVE! 6 FOR ONLY \$5.00 P.P.

MAKES IDEAL CHRISTMAS GIFT, PARTY PRIZES, ETC.  
Send Check or Money Order—Sorry, No C.O.D.

**DELUXE PRODUCTS**

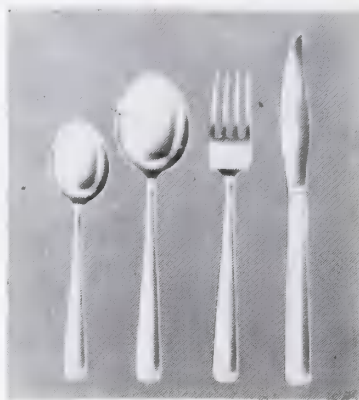
FREE!  
Gift  
CATALOG

WRITE  
TODAY FOR  
EXCITING GIFT  
CATALOG!

P. O. BOX 3438  
BELLAIRE, TEXAS



# WINDOW



### STAINLESS-STEEL STEAL.

A flatware service for 6, in a classic Swedish modern design, carries a price tag that makes more exciting reading than a Who-dunit! You get serrated knives, forks, teaspoons and soup spoons—24 pieces—for \$5.95 plus 50¢ post. Rallen Co., Dept. HB, 35 E. 28th St., New York 16.



**BIBLE-IN-PICTURES** tells over 200 Bible stories with more than 1000 pictures and paintings. And every detail of costumes, buildings, etc., were checked for historical accuracy by an eminent archaeologist. With easy-to-read text below each picture, many full-color illustrations. 320-page book comes in Catholic version, \$4.95; King James version, \$5.95. Ppd. Barclay Grant & Co., Dept. PM, Locust Valley, N.Y.



Write for  
FREE CATALOG

### OLYMPICS-'56

A wonderful gift for the athlete... the official 1956 Olympic Poster of the Melbourne Games in brilliant color and design. **\$1.50 Ppd.**

**TRAVEL POSTERS** by Pan American—an exciting, colorful, decorative gift for the home. Created in striking design and color that portray the glamor and beauty of foreign lands, these handsome 28" x 42" posters are ideal for the den, playroom or bar. 6 Assorted—**\$3.95 Ppd.** 12—incl. OLYMPIC—**\$7.50 Ppd.**

No C.O.D.'s please

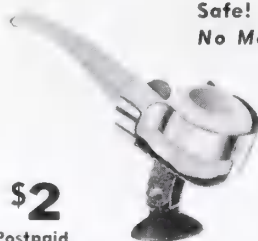
BLUE HORIZONS Box 93 (B11-6), Belmont 78, Mass.



## A Place in the Car

For His Favorite Pipe

Safe!  
No Mess!



\$2  
Postpaid

New PIPE-RAK holds any pipe firmly upright. Handy! No spilling of messy ashes. No burned upholstery. Adjustable for bowl size and proper drying angle. Vacuum cup holds it to any smooth surface. Suede finish protects pipe. Satisfaction guaranteed. \$2. postpaid. Polished chrome model also available, \$3.95 postpaid. No C.O.D.s, please.

The Perfect Gift  
For the Man Who Smokes a Pipe  
**BOYD F. SCHERNBECK**  
5713-HB Standish Ave.  
Minneapolis, Minn.

## Golfers WHAM-O for practice

NEW! GROOVE YOUR SWING AT HOME!

DEVELOP FORM - CORRECT HOOK AND SLICE!

USED BY PROS

WOODS AND IRONS

\$1.95

No ball to chase! Simply push into ground and hit. Returns to position after club swing. Imperfection in your swing is indicated by action of Wham-O. Practice just 10 minutes a day with our instructions and play 100% better on Sunday! Folds to 8" for golf bag. Use to warm up at starting tee. Tough pliable plastic, ash hardwood stock, 5" steel spikes. Guaranteed.

**WAMO MFG CO., Box R-4, San Gabriel, Calif.**

baseball trainer

Only \$2.98

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer

baseball trainer



# SHOPPING



**COVERED WAGON JAM-BOREE.** A wonderful gift box of old-fashioned preserves includes five big 11½-oz. jars. Whole strawberry, Santiam wild blackberry, red raspberry preserves, boysenberry and Damson plum jams, are stowed in covered wagon with real wooden wheels, canvas top. It assembles in seconds! \$6.70 ppd. Ron and Elinor Blundell, Box 344J, Salem, Oregon.



**CHRISTMAS CARD TREE** displays a proud collection of cards and is a cheerful way to greet your friends when they call. Black wrought-iron tree is designed to accommodate over 100 cards. Or use it as pretty decoration on a front door trimmed with ribbon, tinsel, greens and ornaments. Easily assembled, it's \$2.95 plus 25¢ post. Laurie & Co., Dept. HC, 507 Fifth Avenue, New York 17.



**WALL-SIZE WORLD MAP**  
in full color \$1

**SPECTACULAR VALUE**  
This great map perfect for schools, playrooms, business, as a mural for dens.

**EXTRA VALUE!**  
49-MAP WORLD ATLAS  
Book contains Full Color Panoramic Maps of all nations and continents. Double-page spreads and large 9½x12½ pages show magnificent detail with areas & populations. Only \$1 ppd.

Giant-Size, up-to-the-minute, 12 sq. ft. World Map shows every corner of the Earth in explicit, colorful detail. Names nations & cities. See Global strategy at a glance. Used as a briefing backdrop by govt. & news reporters. Heavy duty stock. Same size map U.S. also \$1.

**Money-Back Guarantee**  
RADAK COMPANY, Dept. 311  
505 Fifth Ave., New York 17, N. Y.

**NEW**  
professional  
**Lifetime**  
golf tee  
ONLY  
**\$1** postpaid

personalized

**THE PERFECT CHRISTMAS STOCKING STUFFER.** Treat your favorite golfers to a wonderful long-lasting Fairway Accessory... A Tee they'll always have... A sure Hit with friends, business associates and the family golfers. PERSONALIZED with 2 or 3 initials on the DRAGTAG, which helps weigh Tee down; prevents loss. Will serve as a year round reminder of your thoughtfulness beautifully boxed in a handy plastic carrying case. Tested and used by leading Golf Pros. Flexible spring incorporated in body of Tee bends to a 90 degree angle IN ANY DIRECTION. Automatically snaps back to upright position. Fewer slices—engineered for longer, straighter drives. Made of polished brass; will not cause any damage to clubs. Special lacquer finish for long lasting service. Please state initials. Only \$1.00 each, ppd.

**GOLF SHOP, Dept. HB**  
31 W. 47th St., New York 36, N. Y.

Gift Boxed

**MONEY BELT**

A perfect gift for anyone away from home... on business or vacation, at school or in the army. Top quality leather with completely concealed pockets to provide safe hiding place for cash.

**For Men:** Top grain cowhide;  
brown & black; 30 to 44 .....\$3.95

**For Boys:** Top grain horsehide;  
brown only; 28 to 36 .....\$1.95

**For Women:** Contour style—  
satin-smooth calfskin black,  
brown or navy. Sizes 26 to 34 ..\$6.95

**CLARION PRODUCTS**  
DEPT. 311 HIGHLAND PARK, ILL.  
Write for free catalog

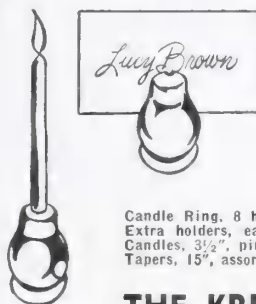


## MAGIC RING CANDLE HOLDER

"A gift that really takes the cake!"

Place this marvelous Ring Candle Holder around the cake, then add from 1 to 70 candles to it as the occasion demands. The removable candle holders will accommodate 3½" and 2" candles or the 15" tapers. Inverted and used individually, the holders become attractive place card stands. The ring, which adjusts from 7" to 15" in diameter, may also be used for a decorative candle setting around a fruit or floral centerpiece. Both ring and holder are fashioned from metal with a gleaming polished-silver finish. Beautifully gift boxed with 8 holders and candles.

Candle Ring, 8 holders and pink candles .....\$2.95  
Extra holders, each ..... .20  
Candles, 3½", pink, blue, red, green, yellow, white (12 in a box) 4 boxes ..... 1.00  
Tapers, 15", assorted pastel, or all red. Box of 24 ..... 1.65  
(add 25¢ for shipping)



THE KREBS

HB 11 Westerly, Rhode Island

## TOOL TOTE

HOLDS OVER 30 TOOLS

Finished or in 15 Min. Kit

The Perfect Gift for Him

Now your "do-it-yourselfer" will have everything handy for those odd jobs around the house. Give him this easy to carry one-arm workshop.

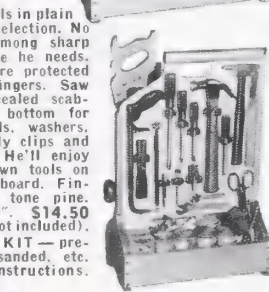
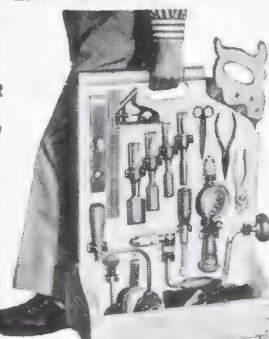
Holds all his tools in plain sight for quick selection. No more groping among sharp tools for the one he needs. Cutting edges are protected

so are fingers. Saw slides into concealed scabbard. Room at bottom for more tools, nails, washers, fuses, etc. Handy clips and hooks supplied. He'll enjoy arranging his own tools on special built tool board. Finished in honey tone pine. 17" x 28" x 9½". \$14.50 postpaid (Tools not included).

**EASY-BUILD KIT**—pre-fitted, drilled, sanded, etc. with simple instructions. \$9.95 postpaid.

Send 10¢ for Catalog of Furniture and Kits

Immediate Delivery  
No C.O.D.'s  
Money Back Guarantee



**Yield House**  
Dept. B11-6  
North Conway, N. H.

## TREASURES IN COPPER

Personalized Wastebasket and Desk Basket from historic Lexington's famous Coppercraft Shop. Beautifully hand-wrought masterpieces by skilled craftsmen and hand polished to a satiny, non-tarnishing finish. Complements modern or traditional furnishings in home or office. Wastebasket, 14" high, 10" diameter, \$15 postpaid. Matching Desk Basket, 5½" high, \$7.50 postpaid. Specify initials wanted. (Underline surname initial. Send check or money order today. (No C.O.D.'s). A distinctive Gift for Christmas giving. Satisfaction Guaranteed.

Write for FREE FOLDER  
of Distinctive Gifts in Copper

**Coppercraft Shop**  
Dept. 105

P.O. Box 156, Lexington 73, Mass.



## Personal "NAME-LICENSE" Plates

Available in ALL STATE COLORS!

What a hit they make with boys and girls of all ages! They'll put them on bikes, trikes, scooters, wagons, doors to rooms, etc. Each is personalized with any name (up to 7 letters) embossed in raised letters on a 7" x 2½" steel plate. Tough, baked-enamel finish in ALL STATE COLORS! Ready to attach. Terrific as gifts for birthdays, events, rewards, etc. Order several now! Print name and State plainly!

Satis. Guar., Postpaid! Each plate \$1.00 only

**BERGER PRODUCTS COMPANY**  
(Add 10¢ for 1st cl. mail)

DEPT. HBF, 628 RACE ST., PHILADELPHIA 6, PA.

**THE EARRINGS OF A GREAT QUEEN**  
airmailed to you from  
**India**

Exotic earrings... exact replicas of those worn by the glamorous Mumtaz Mahal, for whom the Taj Mahal was built 3 centuries ago! Hand wrought, delicately polished brass set with 12 fiery red and green stones, 17 tiny dangling beads... jewelry with a romantic history now yours airmailed direct from the Orient!

\$2.50 includes airmail postage from India.

Duty free. Pay postman only 15c foreign package fee which cannot be prepaid. No C.O.D.'s, please. Our unique magazine-catalog sent free on request.

**SHOPPING INTERNATIONAL, INC.**

Dept. 38, 65 Court St., White Plains, N. Y.



## WALL CALENDAR LINEN TOWEL

Now Only \$1.00

Your name  
add 50c

A "kitchen tapestry" made of imported linen 16" x 29." Calendar and four color scene in beautiful fast colors. Furnished with wooden staff hemmed in top for hanging. A delightful pure linen calendar gift for '57 becomes a novel and practical tea towel for '58. Complete. \$1 each; personalized \$1.50 each, 12 for \$17.00 ppd.



## 100 AUTOS... \$1

Thousands of playful auto and truck combinations. Gives any youngster day after day fun. 100 molded autos and trucks in appealing assorted colors and body styles. Cars up to 2 inches long. Big value... 100 cars... \$1 ppd.

216 Beatty Building  
HOLLYWOOD 46, CALIFORNIA

Carol Beatty

Free! Write for  
BIG NEW GIFT catalog.

in three movements... with solos!

SYMPHONY of  
the BIRDS

Composed and arranged by Jim Fasset... Musical Director of CBS Radio Hear, for the first time, a symphony played, not with instruments, but with actual bird songs! Composed by Jim Fasset and painstakingly "played" by using bird calls at various speeds, just as a composer selects various instruments to play certain passages. It's a must for bird-lovers and music-lovers! Originally aired by Mr. Fasset on one of his regular Sunday programs on CBS Radio. Side B, "A Revelation in Birdsong Patterns," gives you thirteen different bird songs, each followed by the same song treated to bring out the astonishing configurations of its hidden musical patterns. Long-playing (33 1/3 rpm) 12" record.

SYMPHONY OF THE BIRDS... only \$5.95 ppd.

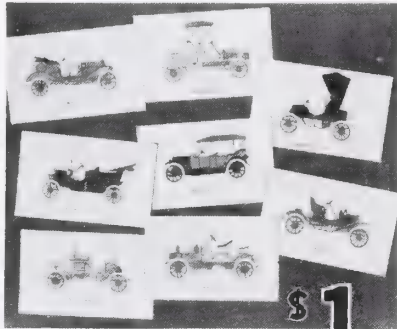
628 authentic bird songs and calls!  
BIRD SONGS of DOORYARD  
FIELD and FOREST!

Bring nature's sweetest music into your living-room with these three records of America's bird songs and calls, recorded in the field by the famous Stillwells! Volume III, presented for the first time, features songs and calls of Western birds, thus completing the "national network of bird calls." Vol. I, 135 songs and calls of 49 Eastern species; Vol. II, 140 songs of 58 Eastern species; new Vol. III, 353 calls and songs of 68 Western birds! Long-playing (33 1/3 rpm) 12" records, each 4 minutes playing-time. Endorsed by American Nature Association.

EASTERN BIRD SONGS, Vols. I &amp; II... \$7.95 ppd.

WESTERN BIRD SONGS, Vol. III... \$7.95 ppd.

FICKER RECORDS

69 Arcadia Road, Old Greenwich, Conn.  
MONEY-BACK GUARANTEE... IMMEDIATE  
DELIVERY!

## AUTO PRINTS—SET OF 8 FOR \$1 PPD.

We were thrilled to find these collector's items. They are beautiful color prints of America's very first automobiles; Rambler 1902; Studebaker 1904; Stanley Steamer 1908; Buick 1908; Ford 1908; Hudson 1909; Maxwell 1908; Chevrolet 1913. Each print is 5 1/2" x 8 1/2" and faithfully reproduced in full color on heavy white stock. Other Early American prints available, also 8 for \$1 ppd.: Locomotives, Fire Engines. Quick delivery. Satisfaction guaranteed. Send check or money order.

Hobi

Dept. B-116, 15 West 57th St.,  
New York 19, N. Y.MANOR HOUSE  
Interior Movable Shutters

SAVE \$\$\$

Custom-Made  
at a price you can afford

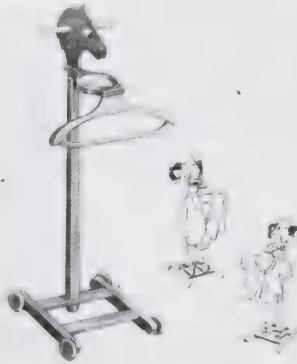
Manor House louvered shutters are pre-assembled to fit any size window or door—according to your own specifications. The finest cope and dowel construction glued for a lifetime of service and beauty. Easy and simple to install—all you need is a tape measure and screwdriver.

nationally  
advertised  
DEPT. HB 3Send 10¢ for your copy of  
"A Guide To Graceful Living,"  
complete with pictures, prices,  
and important information

Manor House Shutters—21 Maple Place—Freeport, N.Y.



## WINDOW



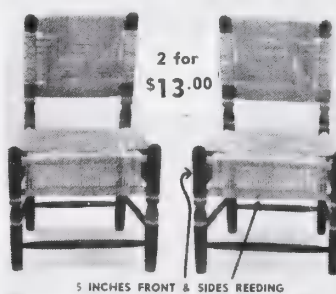
**HABIT HORSE** is a sweet Dobbin who is waiting to be draped with a small scatter-brain's clothes. A horsey valet on wheels is 3 1/2 feet tall in blonde wood with blue or red horse's head. With hanger, tray for treasures, shoe platform, pegs for hats, he's so appealing that a child will want to be neat. \$7.95 plus 75¢ post. Poly Sales, 56 Underhill Ave., Brooklyn 38, New York.



## LUCKY COFFEE CATCH.

A truly beautiful English ironstone coffee set, in the embossed Wheat pattern is made in molds which are more than 100 years old. We can give it highest praise by telling you that we would be proud to send this to anyone as a gift. Ten-cup coffee or teapot, 9" high, with creamer and covered sugar bowl, just \$9.75 ppd. Unicorn Imports, Box 258, Cincinnati 15, Ohio.

## IMPORTED!



5 INCHES FRONT &amp; SIDES REEDING

NEW, HANDWOVEN FROM OLD MEXICO  
HACIENDA CHAIRS

handcrafted by Los Dos Amigos

You'll find this the most perfect chair ever for patio, recreation room, porch, child's room. Charming, gay—these imported chairs are ours exclusively. Not sold in any store. Seat size 16" x 19", height 34". Back size 12" x 17". Palm fiber tightly woven for strength; 86 = 72 twisted strands alone on seat top in diagonal design. Each strand 1/4" thick. Double strand seat for spring comfort. Multi-colored Mexican hand-painted frame. Sturdy construction gives lifetime of service. Shipped in pairs in genuine native palm "petate" mat that can be used as rug. Prompt delivery. RR Express charges collect. Send check or M.O. No C.O.D. COMPANION INFANT'S CHAIR: 18" size, 2 for \$3.50 ppd. Guaranteed satisfaction. Order today.

THE SANDERS CO.,

Int'l Merchandise Mart, Dept. HB 11, El Paso, Texas

HANDIEST DISH IN THE HOUSE  
for JAM, BON BONS, MINTS, NUTS  
or RELISH

Permanent platinum-like finish on glass. Chromed metal rack with spoon.

\$4.98 POSTPAID  
GIFT BOXED

## FOR YOUR OWN HOME—OR GIFT GIVING

Glamorous glass dish above, and handsome coaster-ash trays are decorated with sparkling new Metalyte platinum-like finish over all.

Guaranteed not to rub off, tarnish or burn, alcohol-proof. Easy to clean. Just rinse and dry.

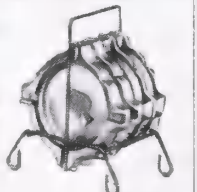
4 CARD COASTER-ASH TRAY SET  
embossed design—black metal caddy.

**SPECIAL XMAS OFFER**—a gift your friends will love—\$21.00 per doz. sets.

No C.O.D.'s please. Send check or money-order. Money back if not delighted.



**TWO SISTERS**  
Box 205  
Massapequa, L. I., N. Y.



\$1.98 PER SET  
POSTPAID  
in re-shipping box

\$4.95 Sewing Machine  
Hems, Bastes, Sews Buttons

Not a toy! Automatically sews all basic stitches with light hand pressure—you need no sewing experience. Does blind-stitch hem repairs without removing garment. Hems and seams hanging drapes. Sews thru even heavy fabric. Styrene body, precision steel gears. Money-back guarantee! DEXTER MACHINE plus needles, threader, carrying case, sewing book—\$4.95 ppd. or C.O.D. plus post. Write

DEXTER Co., Dept. D962E1

2735 N. Ashland Ave., Chicago 14, Ill.

Name.....

Address.....



# SHOPPING



## TOASTS TO A TOASTER

will be raised when it's viewed in its pretty linen cover printed in Wedgwood blue or green with the classic Wedgwood design "Dance of the Hours." If you get the matching Mixer Cover and Tea Towel, your kitchen will be dressed for the holidays. Toaster cover and Tea Towel, \$1 each. Mixer Cover, \$1.95. All 3, \$3.75, plus 25¢ post. What's New Shop, Dept. 11B Wynnewood, Pa.



**THE LOVELY ONES.** We are very proud to be the first to show you these beautiful Madonnas from Bavaria. They look exactly like the hand-carved ones, but actually they're molded of a composition with the texture of wood. 5" Madonna in bleached wood finish, \$3.35; 7" wood bracket, \$1.55. 6½" Madonna in soft pastels, \$5.45; 10½" bracket, \$2.25. Ppd. Dorothy Harrower, 119 E. 10th St., New York.



*Awn-ette*

DOOR BELL  
NAME PLATE

## ELEGANT ENTRANCE PIECE

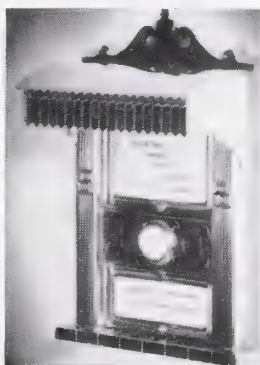
To be Seen and Treasured the Whole Year Thru. Your Home. Loved Ones, Friends. Created by a Jeweler Craftsman to make a Gem of a Gift. Solid Ageless Copper. Finely Turned Out. Handsome Finish.

Size 6" x 4". Spacious Glass Name and Message Plates, are removable. Lacquered. Simply Attached. any Material. Beautifully Gift Boxed.

Solid Copper ... 9.95 ppd. Silver Plated ..... 10.95  
24K Gold Plated ..... 11.95

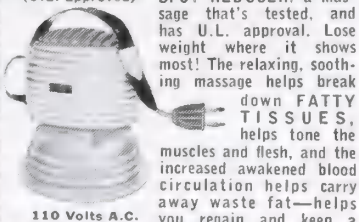
**CORRIGAN CAREYERO**  
JEWELERS

Dept. BY-1B  
423 Shawnee  
Leavenworth, Kansas



## DON'T BE FAT!

If you just can't reduce and have tried dieting, pills and tablets—try relaxing, soothing (U.L. approved) **SPOT REDUCER**, a massage that's tested, and has U.L. approval. Lose weight where it shows most! The relaxing, soothing massage helps break down **FATTY TISSUES**, helps tone the muscles and flesh, and the increased awakened blood circulation helps carry away waste fat—helps you regain and keep a firmer and more graceful figure. When you use the **SPOT REDUCER**, it's almost like having your own private masseur at home. It's fun reducing this way! Lose pounds and inches quickly, easily, safely, without risking health. For aches and pains due to over-exercise. Also used as an aid in the relief of pains for which massage is indicated. Sold on **MONEY BACK GUARANTEE!** Reduce or NO CHARGE! (FIRMS FLABBY TISSUE)



Restores elasticity to sagging skin.  
Standard Model only \$9.98 . . . . .  
Amazing Deluxe Model only \$12.98.  
(Save 90¢ postage . Send payment with order)

send to  
**BODY MASSAGER COMPANY**  
318 Market Street, Dept. B-450,  
Newark, New Jersey

## Renew and Re-Do FLOORS & FURNITURE

**NO SANDING!  
NO SCRAPING!**

**Sava-San**

**LIQUEFIES & CATHARIZES**  
old varnish, shellac, lacquer and wax coatings without harming finest wood and most other surfaces. No dust—no muss! No neutralizer—no after-rinse! Restores surfaces to original beauty ready for refinishing. Gentle to skin and nose. Money-back guarantee. Free illustrated folder.

Send check or money-order (No C.O.D.'s please) **\$4.89** Gallon

**CARROLL SHELLAC & VARNISH CO., INC.**  
Dept. HB • Philadelphia 25, Pa.



## Albums For Matchbook Cover And Postcard Collections

Going places and doing things? Keep an exciting record with the colorful matchbooks and postcards you'll be collecting! Matchbook Album has dozens of 10"x11½" pages slotted to hold 675 books—there are several for odd-size matchbooks, too. Postcard Album holds over 250 cards. No. 5198-6, Postcard Album, \$2.95 or 5199-6, Matchbook Album, \$2.95 postpaid.

## Coloramic Tree Stand

Really new idea in tree stands—and it will serve through a lifetime of Christmases! New non-tip design stand in solid steel with colorful winter scene enameled on the outside. Stand has three adjustable thumb screws to hold any size tree, large-size water reservoir. 20" across. Order No. X129-6, Tree Stand, \$3.98 by mail, postpaid.



Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

*Miles Kimball*

362 Bond St., Oshkosh, Wisconsin

## PARASOL "What-Not" SHELF



A charming accent for your walls, gracefully fashioned to display your choice little pieces, prized mementos or a trailing green vine. Equally charming in the bathroom or powder room to hold your best cologne, bath powder, etc. Wonderful for gifts, too. Designed of sturdy metal in your choice of white, gold or satin black. The shelf measures 18" x 18" overall with two shelves, each 12" deep by 18" long. Only \$3.95 plus 15¢ postage. No C.O.D.'s, please. Money refunded if not delighted.

Write for FREE Gift Catalog

*Laurie & Co.* Dept. 21-H  
507 5th Ave., New York 17, N. Y.

## distinctive draperies at 1/2 the cost!



## 7 lovely fabrics \$1 a yard

Save money by ordering custom-made draperies and decorator fabrics direct-by-mail from Toni Moran Studio. Choose from 7 distinguished contemporary weaves and 68 exquisite colors. By ordering direct, you pay only \$1 a yard for any fabric in this exclusive collection. You can make your own draperies, or have us custom-tailor them to your window measurements. Either way you save—and get that distinctive custom-decorated look.

## 68 color swatches 25¢

Picking the right fabric and color is easy the Toni Moran way. Simply enclose 25¢. We send complete set of 68 color swatches and detailed information.



*Toni Moran Studio* Dept. D 611  
Box 230, South Pasadena, California

I enclose 25¢ in coin. Please send swatches and booklet "How to have distinctive draperies at 1/2 the cost."

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## This "Earphone" is a new Transistor Radio!

and it's  
Only \$9.95  
ppd.



What a find for Christmas, and your own listening fun! New midsize, earphone-shaped transistor radio that weighs only 4½ oz., has "big radio" tone and range—yet costs less than a ten dollar bill!

Just slip on the headpiece—clip antenna to any metal object or let it touch the ground. Then tune in ball games, music, your favorite programs—anytime, anywhere—indoors and out! Plays 600 hours on 1 tiny battery. Comes with battery, headpiece and antenna. Delights youngsters, oldsters, anyone lucky enough to find it under the tree!

Order by Mail Now For Christmas

**Max Seckling Seedsmen, Inc.**  
538 Madison Ave., Dept. 660, N.Y. 22, N.Y.



## THE PRESTIGE "Jaci" DOLL OF THE YEAR

This adorable doll is almost as real as a little girl! Of scented vinyl, 11" high, she has movable arms, legs and head, and eyes that go to sleep. Her rooted hair can be washed, combed and curled! And she has a complete wardrobe of smartly designed clothes any little girl would be proud to wear herself! Order now for every little girl on your list—and save!

12-Piece Wardrobe Includes: Dress, skirt, blouse, 2-piece pajamas, matching robe, 2 panties, 2 pairs of shoes, house slippers, 2 pairs of socks.



Doll and 12-piece wardrobe only  
**Regular \$7.95 value**  
**\$4.95** plus 35¢ shipping

Sorry, C.O.D.'s. Money Back Guarantee.

**Thalia**



Dept. B-11 373 Fourth Ave., New York 16, N. Y.  
In Canada: \$6.95  
THALIA, 3462A Park Ave., Suite 3, Montreal, Que.



### Spring Fantasy

A museum piece in pure white Hutschenreuther Bavarian porcelain, eight inches tall. Dancing nymph, filled with the vibrant spirit of all nature bursting with life renewed. A collector's item that lives with you. Matching white Bavarian porcelain flower bowl, nine inches, with perforations for flower arrangement.

Figure only **\$14.50 Ppd.**  
Flower Bowl **\$11.00 Ppd.**

Free Catalog, "Gifts of Distinction" Please, no C.O.D.'s

**World Treasures**

656 Main Avenue Passaic, New Jersey



Every Meal is Party Time  
with Children's Personalized

### MOTHER GOOSE PLACE MATS

Transform mealtime into party time with these gay, unusual Mother Goose Place Mats. Watch the children laugh as you recite "Peter, Peter, Pumpkin Eater," "There Was an Old Woman," etc. Printed in bright red and green on high quality papeterie. Child's own name in big type in the center. Size 10 1/2" x 15 1/2". Saves table cloths, too, when tots eat with grown-ups. Please print name plainly.

Set of 36, ONLY **\$1.00** plus 25¢ postage

Mother Goose Napkins to Match.

Personalized, 50 for **\$1.00**.

Orders of 5 or more sets sent postpaid

Send also for FREE Gift Catalog

**Holiday House**

45 Toy Avenue,  
Santa Claus, Ind.



### JACK-in-BOX —Candy surprise here

—Unlatch the hook and up pops a friendly clown revealing a cache of gold covered chocolate coins at his side. Sturdy 4" wooden box. Imported except for the candy to assure purity and freshness. \$1 each, six for \$5. Ppd., so get enough to take care of all the extra last minute kiddy gifts. Q. T. Novelty Co., Box 54, Murray Hill Station, New York 16, N. Y.

Is it a basketball? ?  
Is it a bathosphere? ?

No, it's the one and only

## PHOTO-BALL

The cleverest photo-album  
paperweight idea in years!

This unique gift has six gold-framed, celluloid protected, spaces where cherished photos can be inserted. Place PHOTO-BALL on desk or table and photos are always in view. Crafted of genuine leather, 2 1/2" high. Specify brown, red, or green.

Have a ball? Have PHOTO-BALL! Only \$7.95, gift-boxed. Add 25¢ postage. Money back if not satisfied.

ODETTE, Dept. HB-1, P. O. Box 742, Westport, Conn.



## WINDOW



**INITIAL SUCCESS.** If monogrammed butter pats don't earn you kudos as the most original hostess in town, then nothing will! This Butter Mold, hand-carved from hard-rock maple, is a copy of a Williamsburg original, and comes deeply carved with any 3 initials. There's a raw-hide thong for hanging, too. \$2.95 ppd. Handy Gifts, Dept. H12, Box 509, Culver City, California.



**THREE HEADS** are better than one to entertain a small child, and we know just the talented fellow to do it. He's a brown furry animal with a top coat and 3 interchangeable heads—a monkey, a dog and a bear. Wind up the key and he plays the drum, clashes the cymbals and brings the house down. \$3.95; 2 sets \$7.50; ppd. Q-T Novelty Co., Inc., P. O. Box 54, New York 16.

### "DOLLETTE BOOKCASE BED"

A Masterpiece in Miniature

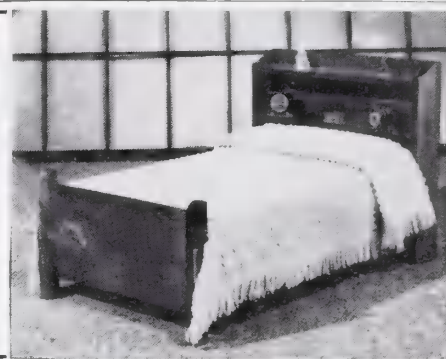
Here is a miniature version of the modern bookcase bed that has become so popular in the past few years. It is made from select hardwood materials, has a plywood bottom and is securely assembled with large machine screws.

Bedding consists of a cotton box mattress, bolster and a beautiful fringed bedspread. Inside dimensions are 12x21". It is made and finished like a piece of fine furniture. Your choice of two lovely colors: Maple or Mahogany.

Bed Alone No Bed and Bedding  
\$5.95 Ppd. C.O.D.'s \$9.95 Ppd.

**LEWIS SALES**

Dept. 11  
Biscoe, N.C.



### Beauty in Use...



Luxurious, deep-white Cannon towels, hand-printed to your individual order, with green, blue, pink or charcoal letters. Gift-Boxed; in pairs. Specify color of monogram. Check or money order. **\$2.25** FIRST PAIR **\$2.00** ADD. PAIRS



**Bettner TOWELS**

P. O. Box 6382, Orlando, Florida

**Acts Like a Magnet**  
Attracts birds—keeps them near, and happy!



### Bower's BIRD BOWER

Cafeteria where birds can eat in peace

- CAT-, RAT-,
- SQUIRREL-PROOF
- WEATHERPROOF

### A Beautiful Yard Ornament

This all-aluminum, rustless, bird-feeder doesn't fall apart when filling. Holds feed for DAYS. Feeds automatically. Kept clean. Feeding platform catches hulls. Polished roof, 15" dia.; polished platform, 12" dia.; over-all height, 10 1/2". High quality, easy-to-fill practical feeder will last lifetime. Ready to hang. **\$9.95**

Postpaid, only

3-section five-foot galvanized post, with foot-step and spearhead for pushing in ground. Extra, p.p. .... **\$2.00**

Satisfaction Guaranteed or Money Back

**BOWER MANUFACTURING CO.**  
Box HB Goshen, Indiana



# SHOPPING



**BAUBLES BANGLES AND BEADS** will find a nook that's just right in this polished pine trinket chest. Jewelry, cuff links, studs, pins, lipsticks, sewing gear, etc., are well out of the way in the dressing room, bedroom or den. This decorative and useful chest is 8½" high x 5" x 10" wide for just \$10.95 ppd. Southern Craftmasters, Columbia, Tenn.



## IT'S JUNE IN JANUARY

when you have this precious Swiss fairy rose plant blossoming from your indoor window sill. Colorful miniature roses bloom in mid-winter, need no special care. They never grow over 8" to 12" tall, and may be transplanted outdoors in spring. Red, yellow, pink or white rose plant, \$2 each; 2 for \$3.50; 4 for 6; ppd. Stern's Nurseries, Dept. PN, Geneva, N.Y.



## 84 DIFFERENT SPICE & HERB DECAL LABELS

Make up a set of decorative containers for your favorite spices, herbs and seasonings! These attractive black and gold decal labels are ideal for clear crystal, glazed pottery or painted metal canisters; measure 1½" across. Easy-to-follow directions. In two sets, 42 different titles in each—either Set A or Set B, \$1.50 (ppd in US—no COD).

MANY OTHER DECALS for home decorating shown in our folder (10c)—including our famous Early American Stencil Design decals for chairs—latest addition, a handsome 6 pc. gold design for Captain's Chairs, only \$1.50 ppd.



SEND 10c FOR ILLUS.  
FOLDER OF FULL LINE

**AUTHENTICS**

DEPT. F-26, BOX 26  
CINCINNATI 7, OHIO

## DOGGIE GIFT

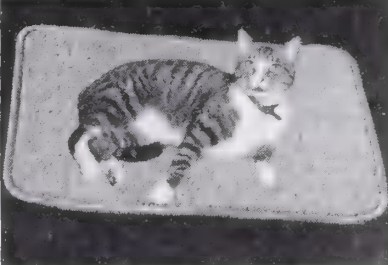


## Hilo DRY BATH

In Gay Christmas Wrapping

A wonderful gift for your cat or dog. Cleans without water! Kills fleas fast! Just puff on, rub in and towel off. No danger of colds. Leaves the coat soft, glossy, and odor-free. A favorite with many breeders for show grooming. Gift-wrapped 10-oz. aerosol can, \$1.49 postpaid. Money-back guarantee.

Dept. N-11 The Hilo Co. Norwalk, Conn.



## MAKE KITTY HAPPY WITH HER OWN KATNIP KARPET

Cats love it! Catnip makes them roll on it . . . sleep on it . . . scratch it. And you'll love it, too. Because kitty will sharpen her claws on it rather than on your furniture upholstery. Heavy pile, all-wool carpet, 16½" x 12", overcast edges. Catnip in zipper pocket of canvas bottom permeates entire rug. Comes with generous supply of freshly ground catnip.

Only \$2.50 Postpaid

Send for free catalog

No C.O.D.'s

**artisan galleries**

2100-A11 N. Haskell

Dallas 4, Texas



## Lawn or Roof Santa and Reindeer

Here's Santa and his reindeer in a delightful tableau for your lawn or roof! Standard Set has 12"x12" Santa in sleigh with reindeer 8" high. Deluxe Set is lighted and makes a spectacular scene! Of heavy weatherproof plastic, too, with Santa 15"x20" overall and reindeer scaled to size. With 15-foot cord, sockets and bulbs. Order 9632-6, Standard Set, \$1.98, X172-6, Lighted Set, \$8.95 ppd.

## Santa Claus Suit

Your own Santa can do his yearly stint in most authentic style with this nicely made suit in bright red duvetyn with white trim. Set includes, jacket, trousers, boot tops, belt, cap and beard. One size fits all. Order No. 9713-6, Santa Claus Suit, \$7.95 postpaid.

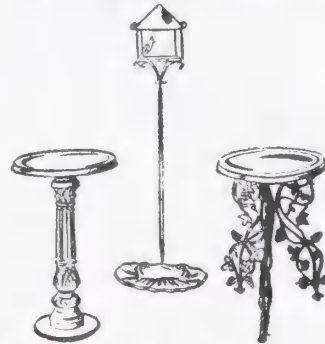


Write Now For Your  
**FREE CATALOG!**

New, Unusual Ideas in  
Gifts, Toys, Housewares!

*Miles Kimball*

362 Bond St., Oshkosh, Wisconsin



## STRICTLY FOR THE BIRDS

Acanthus Leaf Bird Bath.....\$35.00

30" high. Bowl 20"

Metal Bird Feeder.....\$15.00

60" high. 10" x 10" Shelter

Cast Iron Shell Bird Bath.....\$20.00

10" x 10"

Grape Leaf Bird Bath.....\$25.00

29" high. Bowl 20"

Pedestal of bird baths are cast iron.

Bowl cast aluminum.

MAIL ORDERS, add \$2.00 per item for  
crating.

## The Four Seasons Shop

59 SOUTH IDLEWILD ST.  
MEMPHIS, TENNESSEE



"It is  
not only  
fine  
feathers  
that  
make  
fine  
birds"

These beautiful, fluttering little birds are handcarved and painted from Pine Cones! We had them imported from Denmark on the word of a friend. The 1½" by 2" birds are wired for easy attachment to twigs, pussywillows, branches or sprays. Wonderfully cheerful on gift packages, Christmas trees, place cards, floral decorations—house plants—or wherever you have a mind to place them. Each bird is individually colored in brilliant life-like tones. Gift Boxed. Six Birds \$1.95 ppd.

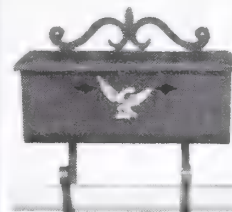
Gift Catalog on Request



**Johnny Appleseed's**

BOX 719

BEVERLY, MASS.



## Eagle Mailbox

\$8.75 ppd.

(without eagle.)  
\$7.25 ppd.)

Large size letter box, 11" x 5". Magazine holder. Brightly finished solid brass eagle. Overlapping cover. Weather-proof—satin black finish. Diamond peek holes.

## Engraved Knocker

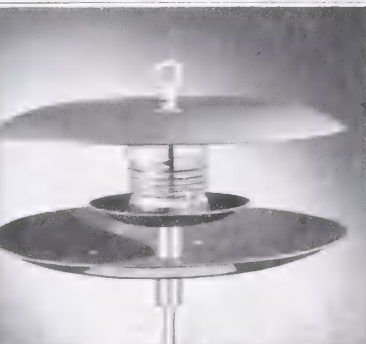
Solid brass, 6¾" \$7.25  
high. Old English  
lettering. Up to 14  
letters or spaces. (unengraved  
\$5.25 ppd.)



**Combination Offer—Eagle Mailbox and Engraved Doorknocker, only \$15 ppd.**

Send for Our New Catalog  
Just off the press. Contains over 800  
pictures of Early American  
Furniture and Gifts. Free with order, or  
send 25c.

Satisfaction Guaranteed  
**STURBRIDGE YANKEE WORKSHOP**  
The Nation's Center for Early American  
416 Brimfield Turnpike, Sturbridge, Mass.



## KEPE-NETE BIRD FEEDER

Rustproof . . . Aluminum

An ideal Christmas gift for the hard-to-buy-for. Keeps food dry and fresh—even in winter. Always attractive because its 15½" aluminum trays finished in palm green baked enamel are rustproof and easy to clean. Feeder tray and glass hold 1½ pounds. Aluminum handle is drilled to mount on iron water pipe ¾" inside diameter, or can be used for hanging. Simple to take apart. Our reorders prove Kepe-Nete is as good as we say.



Only \$9.95 postpaid

Satisfaction Guaranteed

**H. B. COWAP**

2423 Ridgeway Avenue Dept. HB-116  
Evanston, Illinois



## Gifts so Very Old ... They're NEW!

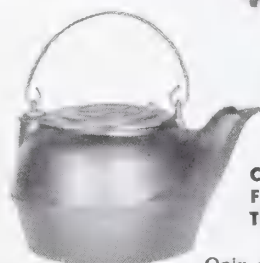


**BLACK CAST IRON  
FIREPLACE DOGS**

Extremely rare. From a century-old mold. A "Hearth-warming" gift for the collector of early Americana. 16" high x 17" long. Only \$11.95 a pair.

**NUB-LEG  
DINNER POT**

with Cover — Authentic. Useful. Ornamental. Beautifully cast from original antique mold. 10" high and 10" wide, holds 6 qts. Only \$6.95.



**Colonial  
FIREPLACE  
TEA KETTLE**

Only a few in existence, but we have found the original, primitive molds. A collector's item. Holds 4 qts. Only \$8.95.

All products genuine cast iron in natural or black finish.

Send Your Check or Money Order Now—Prompt Postpaid Shipment to any Address in U. S.

## LAWLER MACHINE & FOUNDRY CO., Inc.

760 NORTH 44th STREET  
BIRMINGHAM 6, ALABAMA



## Marine Life Pillows FIN & HADDIE

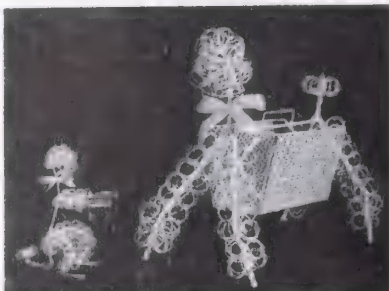
Make the children happy with Fin & Haddie. They will love and cherish these soft, cuddly, colorful fish pillows. Teenagers will like them, too! Used as throw pillows they make amusing additions to bedroom or college dorm. Fin has green body, Haddie has yellow body. Both measure 12" across.

## MERMAN & MERMAID

These cute two (not illustrated) are grand pillow dolls. Swell for lounging... they go well in any room. Merman is Blue striped, Mermaid is Pink. Both 16" high with yellow yarn hair.

All Pillows have appliqued felt features and are stuffed with finest downy Kapok. Only \$2. each postpaid. \$3.95 for two. ppd. Complete Marine Group at four \$7.95 ppd. (No C.O.D.'s allowed). Order NOW!

**Craft Shop, Inc.**  
Dept. HB-112  
Cambridge, New York



## Smart... and Adorable FRENCH POODLE Accessories

YOU'LL LOVE these gay new decorator pets. These beautifully sculptured iron California originals are Parkerized non-chip finished in

**PINK BLACK or WHITE**

Left, SERVER, 12" high, \$4.95  
plus 75¢ shipping.

MAGAZINE RACK,  
22" high, 27" long \$15.95  
plus Express collect.

California residents add 4% sales tax.  
No COD's please! Satisfaction Guaranteed

SEND FOR FREE FOLDER

**THE LOTARIUS COMPANY**

Box 494-B, Pacific Palisades, California

**YOU'LL LOVE TO WEAR  
"BUSY BRITCHES"**

From morning 'till night  
Indoor or out  
The year round

The uses are as  
many as your  
house and garden  
chores.

Wear them over  
whatever you wish.  
Adjustable to all  
sizes and shapes.

Half coveralls made of  
sturdy sanforized light  
blue or brown wash-  
able denim, with large  
pocket and padded  
knees of attractive  
material.

mailed post paid  
**ONLY \$3.95**  
SORRY,  
NO COD'S

**ADVENTURES IN APPAREL**  
3 N.E. Third St., Oklahoma City 4, Okla.



## child's turning lamp

Cylindrical shade revolves  
mysteriously, as heat  
from bulb rises through vanes,  
unfolding gay and inviting  
fishing scenes. 16" high. 6.45

Plus 50¢ Handling East of Miss., 90¢ West

**Twining & Buck** Salisbury,  
Box 76 Conn.  
SEND FOR FREE CATALOG



## WINDOW



**THE CHILL IS GONE** with Electro-Warmth, the new electric sleeping pad that is placed on the mattress—not over the sleeper. Because heat rises, a light covering is all you need. A thermostat hangs within easy reach, automatically warms when the room cools, vice versa. Fine for blanket-kicking youngsters, invalids and arthritics. Washable, it's \$24.95 ppd. Martha Schiller, Dept. 422, 180 N. Wacker Dr., Chicago 6.



**PLAYING HOOKY** from the heavenly choir, two little angels have flown down to earth to watch over the small treasures that an earth-angel keeps in this darling trinket box. Hand-painted wood, 2" round x 2½" high, it holds rings and pins, stamps and buttons. \$1 each, 3 for \$2.75, ppd. Tartaglia Imports, Dept. HB7, Laguna Beach, Calif.



## CHARMING HAND-CARVED IMPORTS!

### Genuine Black Forest CUCKOO CLOCK!

Authentic German Cuckoo Clock with weight and pendulum movement. Excellent timekeeper. Cuckoos cheerily each quarter hour in clear, pleasing voice. Antique walnut finish. Wonderful gift!

**\$3.95**

### Famous Tyrolean WEATHER HOUSE!

The man of the house comes out to forecast wet weather; the lass for fair days. Quaint creation in vivid colors, rustic design. 6" wide, 5½" high. Children \$2.95\* adore them.

\*Shipped direct from Free Europe postpaid, duty-free, singly. No COD. Postman collects 15¢ foreign packet charge. Fully guaranteed!

**JAMES J. MATLACK, Importer**  
1708 N. 55th STREET, PHILADELPHIA 31, PA.



## FREE ON REQUEST COLORED BURLAP

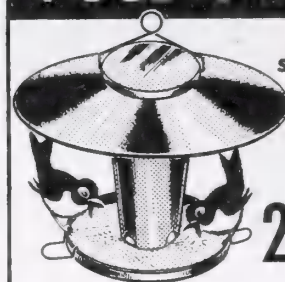


**deburco**

A modern, versatile decorator fabric for the contemporary home. Ideal for draperies, curtains, wall coverings, screens, partitions, backgrounds... wherever a luxurious but inexpensive fabric is desired. 12 rich, beautiful colors. As low as 79¢ per yard. Write today for free samples and literature.

7 Market St.  
Paterson, N. J.  
Dept. 251

## Bird-Approved FOOD-O-MAT



strictly for  
the birds  
this  
winter

**2.98**  
PRE-PAID

in anodized green or gold finish... 3.98

Rust-proof spun aluminum top and 6" bottom tray. Colorful, polyethylene hopper flexes for easy filling. With 2 perches. Hang... or mount on post. Overall height 8". Inspired lifetime gift for bird lovers.

Send check or money order (no C.O.D.'s).

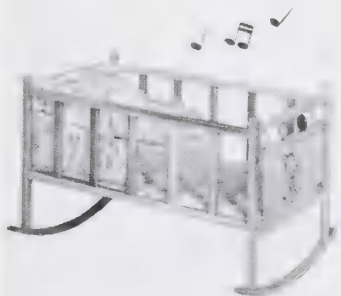
**MANOR CRAFTS**  
Elberon, New Jersey



# SHOPPING



**ROCKABYE CRADLE** for a pigtailed Mommie's favorite doll child is a dream-come-true present. And when she rocks her baby to sleep, crooning an off-key lullaby, you'll be rewarded beyond measure. With sculptured plywood panels and revolving plastic ornaments, it's 25" x 19" x 15". \$5.95. Mattress, \$1. Bumper, \$1. Cradle with music box, \$2.50 extra. Ppd. No c.o.d.'s. R. J. Hafner Co., Dept. H, Northfield, Mass.

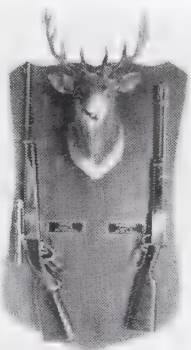


**IT'S PAPA WHO PAYS.** and since he's forever shelling it out, let him know that his family thinks he's "Mr. Wonderful." Give him a sterling silver money clip, engraved in no uncertain terms with "It's Papa Who Pays." \$10 incl. tax and postage. Georg Jensen Inc., 667 Fifth Avenue, New York 22, N. Y.



## PERFECT GIFT FOR THE GUN MAN!

Authentic miniature scale models of famous Winchester and Savage rifles with movable parts, mounted on handsomely grained 9" x 15" wall plaque decorated with antlered deer head. Smart accessory for living room, den, library or any room in the house. \$9.95 each, ppd.



### BEST TROPHIES

945 39th St., Dept. HB, Brooklyn, N. Y.



## Oil Portraits on Silk

Ideal Christmas Gift  
Copied from black and white or colored photographs of any size. Our artists endeavor for perfection of quality, detail and texture in these original Hand Paintings.  
8" x 10" Portrait on Silk (Head and Shoulders) \$10.00 PPD  
Give color of hair, eyes, complexion and dress. Delivery within one month of receipt of photo.  
OTHER SIZES AVAILABLE  
Scala of Hollywood  
5880-A Hollywood Blvd., Hollywood 28, Calif.



### from OLD MEXICO

Looks stunning with any of your outfits. All top quality leather crafted by hand by skilled artisans in Old Mexico. Can be worn as hand bag or shoulder bag. Never seems to wear out. Looks better with wear. Exotic hand tooled design makes this bag a conversation piece wherever you wear it. Only \$25 tax and postage paid. Makes a swell gift for someone extra nice. Order from ad. Money back if not 100% delighted.

VAUGHN SALES CO.  
Box 607, Ravenna, Ohio

## Fashion Smart - and so Unusual Chinese "Good Luck" SILVER EARRINGS



Imported from Exotic, mysterious Hong Kong

Only \$2.00

A PAIR Federal Tax included

A rare gift "Find"  
We discovered these strange, lovely earrings in the teeming bazaars of fabulous Hong Kong! Gleaming sterling silver is fashioned into ancient Chinese symbols. Centuries-old Chinese proverb promise "good luck" and "long life" for their wearers. This set is exclusive and limited in quantity... a real conversation piece. Finely detailed with screw type backs. Priced at only \$2.00 a Pair Postpaid. Order today.  
Satisfaction Guaranteed or Money Back

FREE! Christmas Gift Catalog  
In color—write for it!

Helen Gallagher

413-811 Fulton St., Peoria, Ill.

## MIDWINTER-NIGHT'S DREAM!



## ORIGINAL, MADE-IN-CANADA HABITANTS Hand-Sewn Moccasins

Lined With Genuine Lamb's Wool!  
Feet weary and cold? Just let them sink into HABITANTS—and enjoy blissful relaxation and warmth! HABITANTS are hand-crafted for us in Northern Canada (where warmth and comfort are a must)! They're sturdy, supple, vegetable-tanned saddle leather, hand-sewn with pure linen thread, entirely lined and cuffed with lamb's wool. Handsome, warm, comfortable, last for years!

ORDER BY MAIL—Ideal Christmas gifts for men and women. In saddle tan, sizes 4 to 13. Send check or money order today—satisfaction guaranteed. Add 35¢ for shipping.

FELLMAN LTD. Dept. HB—6 E. 46 St., N.Y. 17.  
Also 49 W. 43 St., N.Y.C. & 24 Branford Pl., Newark, N. J.

## New! Beautiful! Life-Like!



## GIANT LAWN PASTE-ON, CUT-OUT XMAS DECORATIONS

New way to say "Merry Christmas" to the entire neighborhood. Bright colorful Christmas figures for beautiful king-size lawn, roof and window decorations. Printed in sparkling full color on heavy paper. All you do is paste pattern on fir plywood and cut out with saw. It's easy. Anyone can do it. Order today!

Jolly 6-Foot Santa . . . . 50c each (plus 24" Christmas Wreath cut-out)

Two 4-Foot Angels . . . . 50c pair (plus 24" Christmas Candle cut-out)

Three 4-Foot Choir Boys . 50c set (plus Christmas Music Scroll cut-out)

Shipped prepaid in heavy cardboard tubes. Offer good USA only. Sorry, no C.O.D.'s.

### ORDER TODAY BY MAIL

DOUGLAS FIR PLYWOOD ASSOCIATION  
Dept. 5, Tacoma 2, Washington

I enclose \$\_\_\_\_\_; please send the following Christmas figures:

\_\_\_\_\_ Santas \_\_\_\_\_ Prs. Angels  
@ 50c ea. @ 50c per pair  
\_\_\_\_\_ Choir Boy Sets  
@ 50c per set of 3

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### FLY LITTLE BUTTERFLY

Pretty butterflies flit across these gay coasters and tray of glazed papier maché. Charming Oriental floral design adds a bright touch to any party decor. Tray is 7 1/2" diam. 8 matching coasters store away in their butterfly box.

Set of 8 coasters and 2 trays . . . . \$2.50 ppd.  
Sorry, no C.O.D.'s.

Write for free new gift catalogue and educational toy catalogue in color

the salt & pepper shop Dept. B-11  
90 Park Ave., Park Ridge, N. J.



## A wonderful Holiday Gift Suggestion California grown vacuumed packed SHELLED PISTACHIO NUTS

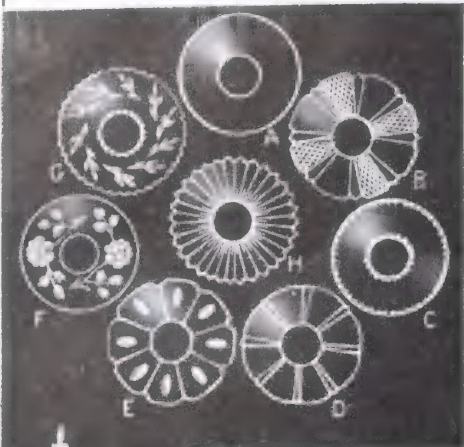
"Exceptional in both flavor and size" . . . "rather special pistachio nuts which are simply delicious" say Virginia Stanton and Julie Polshek, Party Editor and Food Editor of HOUSE BEAUTIFUL Magazine.

Delicious Crisp Fresh  
One pound of shelled pistachios equals three pounds in the shell. 2.50  
7 ounce can of crisp nut meats. prepaid  
Philobosian Orchards Elk Grove, California





## Catch Wax Drippings with



### IMPORTED CRYSTAL BOBECHES

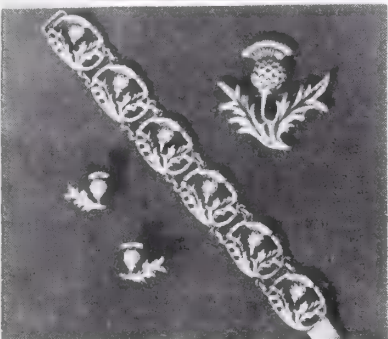
choose from  
8 glamorous  
styles

These lovely, inexpensive wax-catchers will prove the best investment in table glamour you've ever made. Slips down over the candle to catch the candle-drip, and save table linens. And... its radiant crystal, glitters with the flash of the candle flame above. Each bobèche is 3" across... with a 1" opening for candles. Perfect too for candelabra, sconces, chandeliers. Satisfaction guaranteed.

A .....29	E .....59	• Minimum order 6 bobèches.
B .....69	F .....59	• Check or money order.
C .....39	G .....69	• Other styles available.
D .....59	H .....69	• Add 45¢ for postage and handling.

### PAULEN CRYSTAL CO.

296 Broadway, Dept. HB-116, New York 7, N. Y.



### A Wee Bit Of Scotch

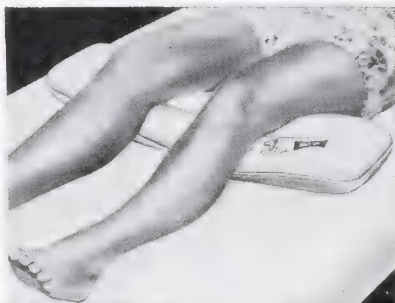
Scotland inspired this charming Thistle Set. The wispy thistle is beautifully reproduced in hand-wrought sterling... an enchanting gift. Pin and earrings are \$2.75 each, and the bonnie bracelet sells for \$6.50. Complete set only \$10.00. Matching necklace with thistles encircling neck (not shown), \$9.00. Buttons \$1.25 each. Men's Tie Clasp or Cuff Links ea. \$5.00. Set \$9.00. Cuff links suitable for women.

Gift-boxed. Tax included; postpaid U.S.A.

### The Jamaica Silversmith

79-32 164th Street B-11 Jamaica 2, N. Y.  
10 Years of Mail Order Service

## KNEE-LIFT gives you CONTOUR CHAIR COMFORT



Now, you can enjoy the relaxed comfort of a hospital bed in your own home. Hospital beds and contour chairs are designed with Knee-Lift action because straight leg discomforts are avoided when knees are slightly flexed and supported. Your back, hips and legs automatically relax—tensions vanish—sleep comes easily and naturally. Many back and leg aches magically disappear after using this amazing Knee-Lift Cushion for a few nights. Wonderful for restless sleepers, those over forty and bed readers—ideal for invalids and during pregnancy.

Recommended and used by many doctors and hospitals. A most appreciated gift. Guaranteed to please.

Immediate delivery. Send \$2.98 to

### BETTER SLEEP CO.

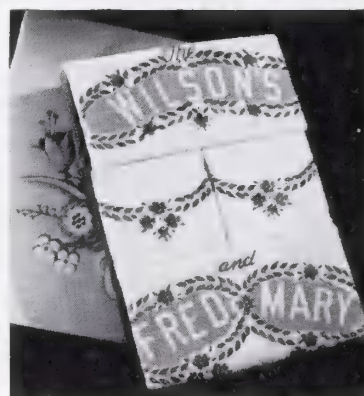
Dept. 361, New Providence, New Jersey



## WINDOW SHOPPING



**HAKATA DOLLS**, handmade according to a secret process developed in 1601, depict the home life, folklore and occupations of the Japanese people. They're as fascinating a reason for starting a collection as we've ever seen. Beautifully executed in a durable composition, hand-painted, the Doll Maker is just one of a wide selection. 7" tall. \$7.95 plus 65¢ post. Mark Farmer, Box 573, El Cerrito, California.



**BIG NAME HUNTERS** will be delighted to know about this personalized four-piece towel set. Two white Cannon bath towels, 20" x 40", are decorated with pink and gray and any family name up to 11 letters or two first names up to 5 letters each. With two matching wash cloths, packed in a gift box, set is just \$4.95 ppd. Allow 10 days delivery. Fineline Co., Dept. HB, 303 Fifth Ave., New York.

(Please turn to page 173)



### ARABIAN FLIGHT BAG

#### Hand Tanned Camel Hide

Our exclusive import from the Near East... for those who are particular about their luggage. This elegant all-leather bag is the last word in modern flight-age utility... SPACIOUS (21" x 10" x 12 1/2" high and it weighs less than 4 pounds! Rugged, desert-tough, hand buffed top leather (no split skins) is amazingly supple; natural tan color retains beauty for years. Chamois-soft goat skin lining. Neatly carries suit, dressing gown, slippers, 6 shirts, 7 days' accessories, shave gear, etc! Strong snap locks on full length zipper closing and utility pockets (for camera, cigarettes). Securely riveted handles. 1 1/2" stitched wrap-around strap for extra security. Travelling executives, sportsmen, tourists, camera fans find this roomy "carry-all" indispensable... smart "Continental Look" commands favorable attention everywhere. \$40.00 ppd. Fed. tax incl. Money back if not delighted.

THE EDWIN HOUSE 145-H W. 4th St., NY 12 NY  
(Catalog On Request)

## YOUR OLD FUR COAT INTO NEW CAPE, STOLE!

ORDER BY MAIL—2-3 WEEK DELIVERY

I. R. Fox, fur remodeling specialist, restyles your old, worn fur coat into glamorous 1957 cape or stole.

One low price, \$22.95 complete! This low, low price includes cleaning, glazing, repairing, Lusterizing to new sheen. REMODEL COMPLETELY, plus a lovely NEW LINING and INTERLINING, your monogram. The thrilling result... a beautiful cape, stole.

SEND NO MONEY! Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman \$22.95 plus postage when new cape arrives. Or send for FREE Style Book! Write:

I. R. FOX, 146 W. 29th Street, Dept. D-2, N. Y. C. 1



SEND FOR  
FREE  
STYLE  
BOOK



Spread Eagle  
Decorator

**BODINE'S**  
501 E. Preston St., Baltimore 2, Md.

A proud heritage expressed in the Spread Eagle. With a 20 inch wing span in durable cast Aluminum, finished in Swedish antique gold, ready to hang. Attractive for the home over the mantle, pictures, door, in the den, office or boat. A true American Symbol. Money-back guarantee.

\$5.95 postpaid Send for catalog of unusual gifts.

### Heirloom Gifts from Cinderella...



#### Her Monogram IN STERLING

The gift she'll always cherish... her PERSONAL jewelry in sparkling sterling silver that lives as a treasured heirloom forever. Please specify initials desired—Pin—\$7.70; Bracelet—\$10.95; Set—\$17.95. Prices include postage and tax. No C.O.D.'s please.

FREE CATALOG OF  
HEIRLOOM GIFTS...

**Cinderella House**

Dept. B11-6, 85 Newbury St.  
Boston, Mass.



### MAILED DIRECT FROM BRITAIN HISTORIC SCOTS GUARD LINKS

Your favorite man will love these authentic crested cuff links in 10-K gold plate and colorful vitreous. Each hand-produced by skilled British craftsmen and magnificently gift boxed. A delightful surprise—mailed direct from England and delivered anywhere in the U.S. within 15 days after we receive your order. Included is a short history of this fighting regiment—to make these links a special conversation piece that will long be remembered. Very secret is the price—only \$3.00 per pair—and you know they couldn't be produced OVER HERE for twice that! Send the names and addresses of your special gift list (include your cards if you wish) along with check, cash or M.O. for \$3.00 per pair—and we'll give your order individual attention.

Exclusive American Agents

**GUILDHALL IMPORTERS**

7 Georgia Avenue, Haddonfield 1, New Jersey





Top O' the Hill for a charming hostess, 7", \$36.50



Dinky Doo for a little girl, 4 3/4", \$13.75



Ballerina for an avid ballet fan, 7 1/2", \$40



Carolyn for mother's curio shelf, 7", \$33.50



Afternoon Tea for Grandma's mantel, 5", \$65

*Christmas list a mile long?*



Long John Silver jug for Dad's bar, 4", \$6.00, 6", \$12.50



Old Balloon Seller for Aunt Susan, 7", \$27.50

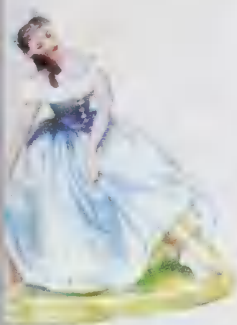


The Town Crier for a man's den, 8 1/2", \$36.50



Collie for all who love dogs, 5", \$17.50

*...let nothing you dismay... Give Royally*



Giselle for a Christmas bride, 7", \$45



Lady Charmian for a devoted wife, 8", \$45.00



Valerie to delight a teen-ager, 5", \$21.00



Choir Boy for your Christmas décor, 5", \$15



The Skater for the newly-weds, 7", \$38.50



Send 25¢ for new figurine booklet in full color. Write for name of your nearest dealer. Copyrights, TM Reg.

*Give* **Royal Doulton**

Be everybody's favorite Santa. Give the superb English artistry of fine Royal Doulton. Each exquisite figurine, each character jug and dog champion is a masterpiece . . . modelled by an artist, deftly painted by hand and glazed to perfection.





*New from*  
**HUNGERFORD**

**A new Era in Finer Furniture  
at Budget Prices is yours with**

## **HUNGERFORD CORRELATION**

New dimensions in modern living . . . the simple elegance of Hungerford's Correlation. Built flush-end for VERTICAL or ROUND - THE - WALL stacking . . . each piece in these handsome groupings will turn limited space into expansive living areas . . . endow the finest home with a versatile and lasting beauty.

Available in contemporary styling with casual louvre-effect facade . . . or in transitional styling, the modern approach to Early American. Handsomely constructed of finest hand-rubbed solid mahogany — Correlation Transitional available in Royal Pastel or Fruitwood finish; Correlation Contemporary in Royal Pastel or Capri Sand.



**AT BETTER STORES EVERYWHERE:**

*or write for free folder and  
dealer nearest you.*

WRITE DEPT H-11 **S. R. Hungerford, Inc.** MEMPHIS, TENN.





# WINDOW SHOPPING

CONTINUED FROM PAGE 170

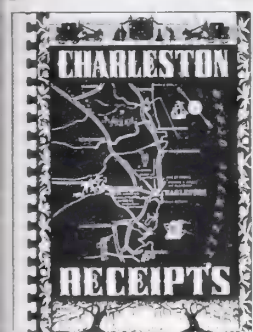
**DECORATE A FRAME** with a stand-out arrangement of foliage or flowers. An 11" x 14" white sculptured frame comes with artificial foliage: begonia, philodendron, fern, etc.; \$5.50. An 8" x 10" frame comes with a floral arrangement: roses, lilacs, ivy; \$4.50. Screening holds them securely. Postpaid from Free Lance Display, Dept. HB, 47 N. 7th St., Philadelphia 6, Pa.



**SWINGING ON A STAR**, a little boy doll, with his little girl playmate swinging on a twin golden star, will bring a celestial climate to your holiday decorations. Both have yellow feather angel hair and wear bright red costumes. \$3.50 each, \$6.95 the pair. Ppd. Set of 6, (including these two, plus Snow Angel Twins, Starsweeper Boy and Girl) \$19.50 ppd. Craft Shop, Dept. HB, Cambridge, New York.



**KING-SIZE ELECTRIC BLANKET** by General Electric comes in the new contour style, made to order for mattresses 66" to 84" wide and up to 80" long. Specify length and width when ordering. Green, rose-pink, blue, gold, turquoise, flamingo (give 2nd choice), \$89.95. Flat tailored style, in rose-pink or blue, 103" x 86", \$79.95. Exp. coll. Hale's Bedding Stores, 605 Fifth Ave., New York.



OLD PLANTATION RECIPES  
POPULAR WITH MODERN COOKS

AUTHENTIC COOKBOOK

**Charleston Receipts**

330 ILLUSTRATED PAGES

A collection of more than 750 treasured easy to follow receipts (recipes) from historic Charleston, South Carolina, and plantations of the famed South Carolina Low Country. Compiled and published by the Junior League of Charleston, Inc.

SEND US YOUR LIST AND CARDS  
Enclose Check or Money Order—No C.O.D.'s.

ONLY \$2.95

SENT POSTPAID

CHARLESTON RECEIPTS

P.O. BOX 177-H

CHARLESTON, SOUTH CAROLINA

## Engraved Sterling Cake Knife

The ONLY Gift that Actually Goes to the Wedding!

Perfect for Anniversaries and "Thank You" Giving!

Sterling by one of England's most respected makers... personalized with 4 hand engraved lines (Max. 10 letters per line). 8" serrated stainless blade with 4 1/2" handle. Comparable knives are \$11 to \$15 in fine American shops. Our value, PPD, \$7.95. No C.O.D.'s, please.

ROBERT J. SNYDER, Jewelers Since 1924, Norristown, Pa.



### OUTSIDE HOLIDAY DECORATIONS

Realistic natural color Santa and reindeer of molded styron, 12" tall, approx. 5' long. For roof, chimney, lawn. \$1.98. ALSO LIGHTED SET: Each team and Santa has floodlight at base. Approx. 22 1/2" tall, 8' to 10' overall when arranged. Cord, bulbs. Complete \$8.95 ppd.

### CHRISTMAS CARD HOLDER

Prancer, Dancer, Comet, and Blitzen display the beauty of your choicest Christmas cards. Decorative black and gold sleigh and reindeer hold 144 cards on 6 hangers. Really attractive decor for your mantel, wall. Overall size is 41" \$2.25 ppd.



Carol Beatty

Free! Write for BIG NEW GIFT catalog.

213 Beatty Building, HOLLYWOOD 46, CALIF.



### IN THE MODERN TRADITION

Imaginative wall silhouettes to complement your good taste. Handcrafted in metal with wooden frames in your choice of black, gold or white, the 4 exotic flower arrangements represent the 4 seasons. Equipped for hanging, each measures 8" x 20" high. Their notable assets add up to impressive wall decor.

Set of 4—only \$10.95 ppd.

Write for our new 50-page catalogue!

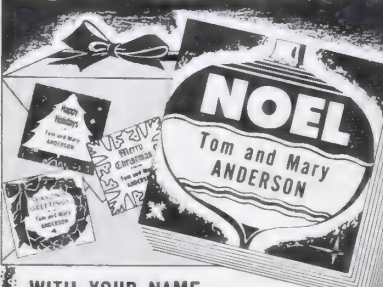
*Jenifer House*

Dept. B-11

New Marlboro Stage

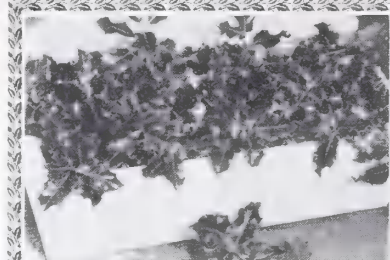
GREAT BARRINGTON, MASS.

### 150 PERSONALIZED XMAS LABELS \$1



### WITH YOUR NAME ASSORTMENT OF 4 COLORFUL DESIGNS

The perfect way to say Merry Christmas! Seal all your packages (cards too) with these beautiful Christmas Seals personalized to order with your name. Four beautiful, original designs printed in sparkling Christmas colors on the finest gummed paper, each with a different greeting! All this for less than you'd pay for ordinary un-personalized labels! Print name—up to 2 lines as shown. 150 for \$1.00 ppd. SPECIAL—300 for \$1.75. Handy Gifts, 1112 Jasperson Bldg., Culver City 14, Calif. Add 15¢ for airmail.



### Real Xmas HOLLY

Fresh from the Northwest Forests into your home to give true holiday spirit. Rich green, red berried, fresh English Holly. Use as centerpiece, room or window decorations, corsages or use on packages. Everyone will thank you for this unusual gift.

**Little Giant Box**  
15 large Sprays in Splendid Gift Box with FREE Mistletoe Ppd. \$2.50

**Decorator Box**  
Plenty of Holly, Western Greens and FREE Mistletoe Ppd. \$3.95

**Special Holiday Asst. Box**  
5 lbs. Asst. Holly, Western Greens, Pine Cones and FREE Mistletoe Ppd. \$5.95

Write for Catalog

Northwest Corner Store

P.O. Box 1138, Longview 7, Washington

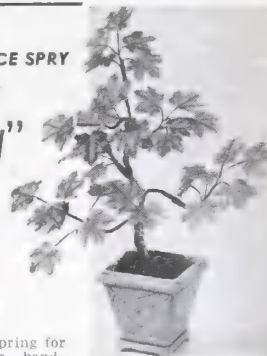
NEW!

CONSTANCE SPRY

EXCLUSIVE

"Honey"  
Maple

Lovely  
Springtime  
Green  
—Forever!



It's always Spring for our charming, hand-crafted "Honey" Maple! This exclusive new Constance Spry Gay Deceiver® looks so dewy-fresh it might lure even a hummingbird in from the garden! You'll bet Mother Nature herself created each dainty, delicately-veined leaf, each graceful arched branch! Yet time and the seasons can't rob our hand-crafted "Honey" Maple of its beauty. It stays a lovely light spring green always—"lives" forever and a day. Approx. 16" high, 12" wide overall, in a handsome Italian Terra Cotta pot that is 4 1/4" high 5" square. You may readjust branches if you choose. \$12. postpaid

Mail Orders Filled Promptly

Send for FREE Flower Arrangement Guide in Full Color

*Constance Spry*

320 Park Avenue, New York 22, N.Y.



## Christmas Door Decorations

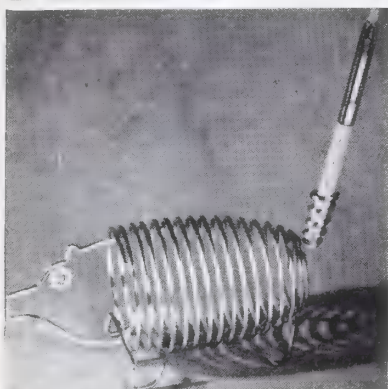


### TREE ORNAMENTS    SANTA CLAUS    NOEL

Now! New for 1956! Give a holiday air to your doorway and be the talk of your neighborhood. These bright, colorful decorations are easily applied to any door. You receive two beautiful 34"x44" heavy fine-finish paper panels which match together. Heavily inked in Christmas colors to withstand any weather. Won't fade. "Tree Ornaments" — red

background with yellow and green ornaments. "Santa Claus" — green and red background, red and blue figure. "Noel" — royal blue background, with gold and silver stars. Created by famed designer Robert Littlehale. Money back guarantee. Only \$2.95 each. We pay postage. Sorry, no C.O.D.'s. Mark choices, order today! Send check or money order to:

**Door Decor, 40 E. Spring St. Columbus 15, Ohio**



### "PIG PEN"

You'll be grateful to "Pig Pen" for reminding you to pay bills on time, to answer letters and helping you to find those important memos.

"Pig Pen" includes pen which takes standard refill \$1.00. De Luxe gold plated "Pig Pen" includes gold plated pen, \$1.50. Jeweled "Pig Pen", gold plated with jewel in pig's eye, with jewel studded pen, \$2.00. You must be pleased or money back.

#### Anthony Enterprises

630 Leavenworth, Dept. H.B.3,  
San Francisco 9, Calif.



Imagine the thrill you'll experience when you see this charming white church light up in exciting colors. Just plug in the cord and the Gothic windows come aglow with all the majestic radiance of real stained glass windows. Then wind the precision-made Swiss music box and listen as the reverent strains of Silent Night fill the room with the peaceful spirit of Christmas. Truly inspiring! The beautifully decorated replica of an Old World church is made of durable plastic and includes a Cross atop the belfry. Measures 4" x 7 3/4" x 8 3/4" and comes with cord, plug and bulb. Place this lovely holiday decoration on the mantel, in the window, under the tree or on the table as a centerpiece. Only \$4.95 postpaid. No C.O.D.'s. Money-back guarantee. Order today!

**HOUSE OF SCHILLER, Dept. HB-56**  
180 N. Wacker Drive  
Chicago 6, Ill.

New Catalog  
of Christmas  
Gifts Yours  
FREE

### bright ideas!

#### CONESTOGA WAGON

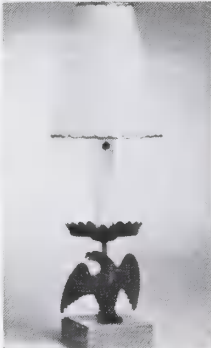
Fine replica of the famous frontier wagon makes this creation truly distinctive. Wagon has blue iron body and red wheels. Fabric top lights from within. Red and green fabric shade. Polished oak base. 15" high. \$14.95 ea., 2 for \$27.50. postpaid.

#### "BLACK EAGLE" MODERN

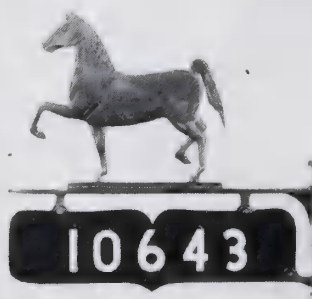
The black iron eagle gives this smart, modern lamp a distinctively "provincial" flavor. White parchment shade trimmed in gold. Polished oak base. 24" high. \$18.50 ea., 2 for \$35.00. postpaid.

Satisfaction Guaranteed! Send check or M. O. No C.O.D.'s.

**story book village**  
DEPT. A GREEN LANE, PENNA.



## WINDOW



**MOUNT THIS HORSE** on post, house or fence and you'll have a house marker that's a sure winner. Cast of durable white brass and finished in wrought-iron black, the gaited horse poses proudly above the 4" x 14" black number plate. Completely weatherproof. Up to 9 Scotchlite numbers or letters on both sides of marker assure excellent reflection. \$9.95 ppd. Kraig Metal Products Co., 1506 W. Fulton St., Chicago 7.



**N-ICE IDEA** for a party-minded couple or a host who appreciates the unusual in bar appointments is a sterling silver ice block which clips to the sides of a glass. It holds back the chilly cubes and allows the liquid refreshment to flow through smoothly. \$3.95 each. Set of 4 is \$15. Ppd. Legacy Sterling, 999 South Water Street, New Bedford, Mass.



### PRETTY SETTING

**Vanity:** 30" high; 24" long; 12" deep **19.95**

**Chair:** 23" high; 16" diameter **16.95**

**Basket:** 17" high; 8" diameter **7.95**

Custom-designed pieces have mesh top, scroll back, graceful curved legs. Colors: Pink, White, Black, Gold, Turquoise. Exp. chgs collect. FREE catalogue.

*unique gifts*

box hbn, glen ridge, new jersey

PROTECTION... WHEN YOU  
NEED IT !!



### SAFETYKE... The Complete Safety Belt

Holds baby safely as he sits, stands or lies on car seat. Detaches quickly in emergency or for home or carriage use. Top-grain leather, finest hardware. Simply installed. Laboratory tested and approved. MONEY BACK GUARANTEE.

Regular \$3.79 Deluxe \$4.98

Send check or M.O. with order, save C.O.D.

Check car type ☐ 2-door ☐ 4-door

**GUSTO MFG. COMPANY**

737 Forrest Road, N.E., Atlanta, Ga.

## Gift APRONS

WHICH ARE

Conversation Pieces

New! DIFFERENT!  
NOVELTY APRONS!

#### "Cocktails" by Miro

Hostess apron. A Dip 'n Dry Fuller Fabric. Cock-of-the-walk pattern, sequin clock-pocket. Grey/red or sand/blue. \$2.50 ppd.



\$3.50 ppd.  
**HIS n HER**

Reversible apron. For both sides of dishwashing problem. Blue/black on HIS side. Pink/black on HER. Sanforized broadcloth. Pull-through tie for perfect fit for HIM or HER.

Send Ck. or M.O.  
No C.O.D.'s

Send for FREE Catalog  
of Prize-winning Aprons, 1956

**TORY ROW GIFTS, Dept. 32**  
34 Brattle St., Cambridge, Mass.

CUSTOM LOOK

ELEGANCE IN SOLID SILVER

MASSIVE CUFF BRACELET

\$8 incl. tax, postage

sterling by

Janiyé

CATALOGUE ON REQUEST + JANIYE, 11 HARRISON, SAN FRANCISCO 3



# SHOPPING



**CUFF YOUR GIRL** and mark her with a bracelet that she'll wear a lifetime. Reflecting your good taste, a sterling silver bracelet, to wear with suits, sweaters and blouses, is simple in design and monogrammed importantly with 3 raised initials. Circle this for the Junior Miss names on your list, \$5.50 incl. tax and post, from The Pascos, 17 W. Main St., West Hartford 7, Conn.



**PICK THE BUCKET** designed to make the bathroom the most popular room in the house, and if you can't get in, you'll know why! Hand-tooled and hand-finished bucket in Salem Antique Maple finish, hangs on the wall, has space for magazines and a roll for toilet tissue, 16" high, 10" wide, it's \$8.45 ppd. Puddin' Holler, Dept. HB6, East Swanzey, New Hampshire.



## DOG MATTRESS

KEEP YOUR DOG OFF THE COLD FLOOR AND YOUR GOOD UPHOLSTERY



## CEDAR TREATED

FRAGRANT NATURAL ODOR  
A real mattress, 4 inches thick, far superior to mats or pads. It is soft, warm and comfortable. Gives protection against dampness. Eyelet tufted filled with fine quality cedar treated cotton.

Sizes	Prices
15" x 21"	\$ 3.00
16" x 23"	3.25
17" x 25"	3.50
18" x 27"	4.00
21" x 32"	4.50
22" x 34"	5.00
24" x 36"	6.00
27" x 36"	7.00
27" x 44"	10.00
36" x 36"	10.00
36" x 50"	12.00

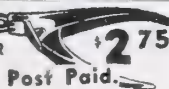
C.O.D.'s 50c extra plus shipping charges  
SEND CASH, CHECK OR MONEY ORDER:

### WASHABLE SLIPCOVERS

Made to fit, with snap fasteners, slips on and off easily. Price each slipcover is 1/2 price of mattress it fits—see size table. Buy two, have one clean at all times.

Immediate  
Shipment  
Money Back  
Guarantee

DO IT YOURSELF: SAVE MONEY.  
RESCO DOG NAIL CLIPPER  
RECOMMENDED BY  
DOG OWNERS, VETERINARIANS



**Kumfort** MFG. CO.  
Dept. HB11, 79 Sudbury St., Boston, Mass.

## PACK-O-FUN

For Everyone at Your House this Christmas



Doily Christmas Ball

Pack-O-Fun, unique Scrapcraft magazine brings ideas every month for attractive items to make from materials around the house. Every issue has simple illustrated instructions for original toys... gifts... games... favors... seasonal decorations. Your family can enjoy working together on all sorts of gifts, greeting cards, decorations... from simple throwaways like: spoons, wallpaper, cartons, soda straws, hangers.

Subscribe Now. Be ready for Christmas gift-making and other merry activities.

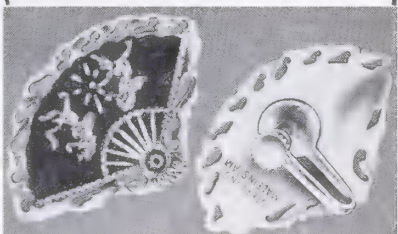
10 BIG ISSUES \$1.50 ONLY

Two Years \$2.50

PACK-O-FUN

741 Devon, Dept. 1016  
Park Ridge, Illinois

## Fabulous, Exotic Niello Earrings from BANGKOK



Only in mysterious and romantic Siam could such fascinating and lovely jewelry be designed! For these Niello earrings are breath-taking examples of the world's most exotic jewelry, representing mythological characters of ancient Thailand. Fabricated by patient and ingenious Bangkok silversmiths from genuine Sterling Silver and skillfully finished into earrings you'll love to wear and thrill to give!

Only \$3.50 (including Fed. tax).

LAWRENCE SMITH GIFTS  
94 Moonachie Ave., Dept. H  
MOONACHIE, N. J.

# This Christmas — give A GIFT-THAT-GROWS



ONLY \$1 DELIVERED WITH GIFT CARD

10 for \$9.50 (95¢ ea.) • 25 for \$22.50 (90¢ ea.) • 50 for \$44.00 (88¢ ea.)

Here's a delightful, unusual new way to say "Merry Christmas"—give a living gift that brings the lush, vivid beauty of the tropics right into your friends' winter-bound homes! A gift that lives and grows more beautiful through the years... a perpetual reminder of your kindness and affection.

### FROM THE FORESTS OF OAHU—THIS LIVING "GOOD LUCK" PLANT

These Hawaiian Aloha Plants begin their long and beautiful lives deep in the volcanic forests on the romantic isle of Oahu. There, amidst the thick clustering orchids and palms, the natives search out their satiny green beauty. Their leaves are much valued as a charm against evil spirits.

Yet, though the Aloha Plant is as much a part of this tropic paradise as the sound of the surf on the gleaming shore, it is so amazingly hardy that it will live and thrive indoors, anywhere in the United States!

### EASY TO GROW—NEEDS LITTLE CARE

When your friends receive your exciting ready-to-grow gift, the hardy young Aloha Plant log is covered with a vivid green Pacific Ocean sea moss to keep it moist. It is nestled in its own sparkling silver metallic planter—and attractively wrapped in cellophane. It grows 12" to 15" tall. What a surprise when it comes, with a handsome gift card bearing your name! What a thrill to grow it from infancy... and to watch each lustrous green leaf shoot out and unfurl! Needs little care. Thrives for years.

### MONEY BACK GUARANTEE

Every Plant is guaranteed to arrive alive and hardy. It must grow and flourish—your friends must be thrilled... otherwise you will receive a prompt refund.

### SUPPLY LIMITED—ORDER NOW!

Because these gorgeous plants are sold directly by mail, you can have them sent to your friends for as little as 88¢ each... for little more than the cost of a fine Christmas card. We expect only one shipment from Hawaii in time for Christmas. Once our limited supply is spoken for, there'll be no more.

Don't miss out on this easy, inexpensive way to delight everyone you know! Just send us your gift list and we'll deliver your lovely living gifts anywhere in the U. S. in time for Christmas... each with a beautiful gift card bearing your name. You will be notified that your Plants have been shipped on time.

SUNSET HOUSE • 952 Sunset Bldg., Hollywood 46, California

This Year, Thrill Them with A GIFT-THAT-GROWS!  
Send This Coupon Today!  
\$1 POSTAGE PAID  
10 for \$9.50  
25 for \$22.50 • 50 for \$44.00

SUNSET HOUSE • 952 Sunset Bldg., Hollywood 46, Calif.

Please reserve and send \_\_\_\_\_ exotic Aloha Plants direct to my list shown on a separate piece of paper. Deliver in time for Christmas with individual gift cards.

Enclosed is \$ \_\_\_\_\_

MY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

You Must Be Pleased Or Your Money Back • Airmail Reaches Us Overnight





## travelers' coffee break

Hot coffee, tea or soup... wherever they go! The instant-boil immersion heater comes with two cups and spoons... all snug in a polished hide leather case in red, tan or black. Utterly practical — and outrageously nice! \$20 (Specify if for domestic or foreign use.)

Mail and Phone Orders  
SU 7-4000



Write Dept. B-3 for our new Christmas Catalog.  
**MARK CROSS**  
Fifth Avenue at 55th • New York 22

## PALM TREES 59¢

from the  
Sunny South



Enjoy a touch of summer all year-round. For the first time, you can actually grow live PALM TREES right in your own home—NO MATTER WHERE YOU LIVE. Raised and Grown in tropical areas, we guarantee live delivery of these fully rooted foliage

PALM TREES that are already 12 inches tall—when potted. Each tree root baled in moss. When the trees outgrow their indoor potting, they can be transplanted outdoors. Order several now. Only 59¢ each, 2 for \$1.00, 5 for \$2.00. Sorry, no COD's.

## TREES UNLIMITED

220 5TH AVE., DEPT. T-281  
NEW YORK, N.Y.

## GIVE Personalized MUGS



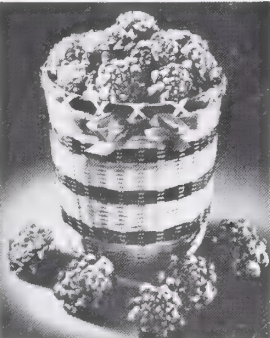
*Ideal* for family, friends, and office. Smart, new design has no protruding handles to break or chip!

Treasures of those who own them. Ideal for the coffee break. Personalized in gold with any single name you desire. Choose from Butter Yellow, Forest Green, Heather Brown, Turquoise, Chartreuse or White. 8 oz. mug, \$1.95; 14 oz. size, \$2.25 postpaid. Satisfaction guaranteed. Order several today for gifts that are sure to please!

THE California  
SHOPPER

CERAMICS STORE

PALOS VERDES ESTATES 4, CALIF.



## FIRE MAGIC

... TO FILL YOUR ROOM WITH ENCHANTMENT

California Pine Cones that add dancing color and charm to the open hearth. Each cone, generously encrusted with chemicals, burns with brilliant, long-lasting, multi-colored flames. The imported decorative fireside basket of split bamboo is overflowing with approximately 30 Pinon cones. All baskets are attractively gift-packaged with plastic cover tied with a gay red satin bow.

Available the year 'round.

Send Check or Money Order.

No COD's Please. Postpaid in U.S.

California's Add'l 1% Sales Tax.

**PINE CONE STUDIO**

1838 Y Brvedale

Quarte, California

## CHRISTMAS RECORDS

## CHIMES AT CHRISTMAS TIME

NEW!  
SOUND!  
Organ And  
Church Chimes.  
Beautiful

Including  
Silent Night, Oh  
Come All Ye Faithful,  
The First Noel

ONLY  
17¢  
each

Silent Night • Joy To The World • Oh Come All Ye Faithful • Oh Holy Night • Beautiful Saviour of Bethlehem • Hark! The Herald Angels Sing • It Came Upon The Midnight Clear • God Rest You Merry Gentlemen • Good King Wenceslas • Deck The Hall • We Three Kings of Orient Are • The First Noel And Others.

Here is Christmas music at its finest! 18 of the most loved Christmas songs of all time, recorded by the incomparable Godfrey Malcolm at the organ and Fredrico at the Church Chimes. Will keep your home in a continuous festive mood throughout the Christmas season. A marvelous gift! Complete on 3 extra-grooved 78 or 45 rpm records or one 12" 33 1/3 rpm record for only \$2.98. Shipped by return mail C.O.D. plus postage and handling. Or save postage! Send cash, check or Money Order. Records shipped postpaid. Money back guarantee. Rush letter or postal today. White House Co., Dept. 2511, 8 Kingsland Ave., Harrison, New Jersey.

Whitehouse Company, Dept. 2511

8 Kingsland Ave., Harrison, New Jersey

Send the 18 Chimes At Christmas Time records at once with your money back guarantee.

☐ Enclosed find \$2.98, you pay postage.

☐ Send C.O.D. \$2.98 plus postage and handling.

NAME .....

ADDRESS .....



## WINDOW



**THE SERENITY AND THE JOY** of the Madonna and Christ Child are reaffirmed in this fine white porcelain figure from Bavaria. Sculptured by Lorenz Hutschenreuther, the modeling is tenderly expressive of the Blessed Mother's joy in her newborn Son. 6 1/4" high, \$14.50 ppd. Order from World Treasures, 657 Main Ave., Passaic, New Jersey.



## PORTRAIT OF A LADY.

Fernand Mourlot, official lithographer to the Louvre, produced this famous poster by hand. Toulouse-Lautrec's "Portrait of a Lady" is an intriguing sketch done in rich sepia—one of the unhappy artist's finest and most provocative works. 27 1/4" x 19 1/4", \$7.95 ppd. Available in limited edition. Frame not incl. Wilson-Irving Co., Dept. 837, 17 E. 49th St., New York 17.



**BOTTLE BASKET**—Imported from Madeira. Used on Continent for transporting wine. Hand woven of sturdy willow. 14" x 10" x 9" with 6 compartments, each exactly right for quart Thermos, wine or liquor bottle, cocktail shaker, cigarette carton, etc. **Perfect for picnics,** boat and auto trips, as portable bar. Also makes ideal cleaning kit—cleansers, waxes, polishes, brushes, cloths, easily carried; easily reached. Many other uses. **A good looking, practical gift.** \$4.95 postpaid — **PERRY PRODUCTS** Box 366 • **PETERBOROUGH, N. H.**

## Tweeled martini stirrer

in hand-wrought beaten sterling silver set with a 30 carat semi-precious gem.

no 2 designs alike. tasting spoon at one end, semi-precious gem in silver clamps at other.

**10" martini \$35\*  
stirrer**

companion pieces...

"old-fashioned," 4" long, \$6.5 the set of 6. "tom collins," 6" long, \$7.5 the set of 6, wrapped in anti-tarnish pouch.

all stirrers set with genuine baroque gems from the 4 corners of the earth; purple amethyst—Peru; golden topaz—Tasmania; blue aqua marine—Africa; green aventurine—India; pink tourmaline—Brazil; colored agate—Madagascar.

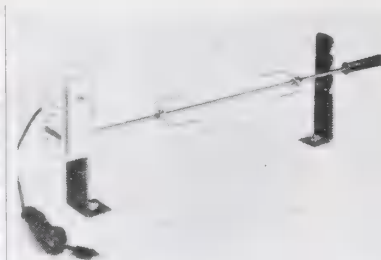
christmas

delivery guaranteed

\*prices incl. fed. tax, insured shipping, send check or money order. hand-wrought in the studio of...

**arthur king**

947 lincoln rd., miami beach, Fla.



## FOR THE ROAST OF YOUR LIFE!

The ideal gift for the barbecue cook. Easily and inexpensively converts any barbecue grill into an electrically powered rotisserie. Handles up to a big 20 lb. roast. Adjusts to three best cooking positions. Complete with 28" nickle-plated steel spit with hard wood handle, 2 slide on skewers. Steel mounting brackets attach to rack of any grill. Guaranteed motor.

PPD. \$14.95

**Barbecue & Patio Engineering Co.**

4895 S. W. 8th St., Miami, Fla.



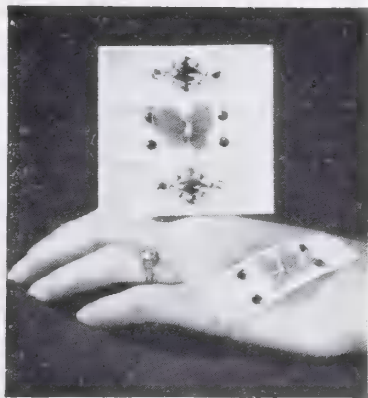
# SHOPPING



**FIT TO BE TIED** on the best-dressed man you know are these beautiful pure silk ties with his two or three initials embroidered in a contrasting shade. They're lined in silk—even the initials are silk—and they come in navy, maroon, charcoal gray, silver gray, black, charcoal brown or medium brown. \$4.95 each ppd. Tie-of-the-Month Club, Dept. B-11, 520 Fifth Ave., New York 17.



**BEJEWELED BAND-AIDS** are glitter balm for your cuts and wounds and so pretty, you'll smile bravely through your tears. A cellophane package of 3 flesh-colored band-aids are hand-decorated with a gossamer butterfly, rhinestones and fake jewels, and will attract lots of sympathy. Set of 3 is \$1 ppd. Paint Bucket, Scottsdale, Ariz.



## ORANGES and GRAPEFRUIT

Golden Ripe from Florida

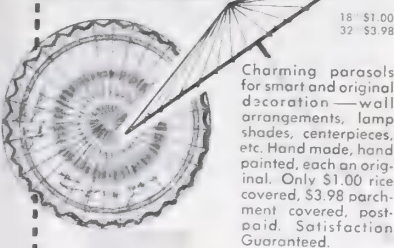
Deluxe Bushel (60 lbs.) \$12.25—1/2 Bushel \$7.45  
Give the gift of Florida goodness! Beautifully packed with choicest quality golden ripe oranges, grapefruit and tangerines, PLUS spicy tropical candies, marmalades, honey and pralines. A Christmas gift for an entire family!

Quality Box (Approx. 90 lbs.) \$9.45—1/2 Box \$5.50  
A real buy in top quality fruit, tree ripened to insure flavor-sweet goodness. Please specify all oranges, all grapefruit or mixed.

\*EXPRESS PREPAID WRITE FOR FREE FOLDER  
**HADLOCK FRUIT COMPANY**  
Box 9-B Mount Dora, Florida  
\*EXPRESS PREPAID East of Miss. R. and South of Wis., slightly higher West.

## Oriental

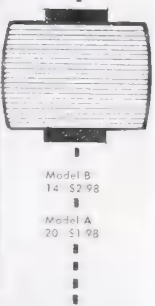
for modern or traditional



Charming parasols for smart and original decoration—wall arrangements, lamp shades, centerpieces, etc. Hand made, hand painted, each an original. Only \$1.00 rice covered, \$3.98 parchment covered, postpaid. Satisfaction Guaranteed.

## SHADING LAMPS

Shades of modern from the Far East. Distinctively different, delicate lamps for those places where you want a special accent of beauty. Handmade with lacquered ebony black wood, genuine rice covering. For electric lights or candle-light in the house or patio. Send just \$1.98 for model A or \$2.98 for model B, postpaid.



WHOLESALE IMPORT CO., Box 82-A, San Gabriel, Calif

## ALL WINTER!

The precious Swiss "Fairy" Rose blooms indoors all winter long—just like any house plant! Needs no special care. Never grows taller than 8" to 12". Bursts into glorious bloom in the heart of winter with a wealth of beautiful, colorful, perfect miniature roses! What a glorious sight! What a thrilling, ever-lasting gift! May be transplanted outdoors in Spring to bloom again.

Red (Pat. #1032)—Yellow (Pat. #407)  
Pink (Pat. #1293)—White (Pat. #408)  
Specify color choice.

Each \$2 • 2 for \$3.50 • 4 for \$6  
ALL PRICES POSTPAID

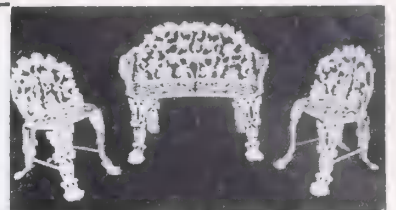
Results Guaranteed or Your Money Back  
Supply Limited • Order By Mail Now

**Stern's Nurseries**  
Arbor E, Geneva, N. Y.

## AUTHENTIC REPRODUCTIONS IN CAST IRON — ALUMINUM

Right: 3 piece group—Settee #500 32" (\$25) 2 #502  
Chairs 16" wide (ea. \$13.50). Painted long lasting white. **\$49.50 Cast Iron**

**\$54.50 Cast Aluminum**

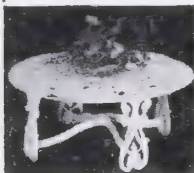
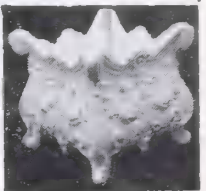


Left: **ORNAMENTAL WOODS FERN DESIGN.** Expertly cast rich woods fern pattern painted long lasting white.

Settee #700 51" long **\$65 C. I. \$78 C. A.**  
Chair 16 1/2" deep ea. **\$40 C. I. \$48 C. A.**

**ANTIQUE SQUARE VENETIAN URN**

From 100 years old original, richly embossed with rich "Old Rsoe" pattern. 15" square, 15" high. Cast Iron, painted Black or White. **\$20.00**



ABOVE: **ROUND COFFEE TABLE**

Sturdy, Cast Iron with richly flange-topped. Decoratively designed and scrolled legs. 37" diameter, 14 1/2" high. Painted White. **\$45.**

Below: An Old Fashioned Beauty. **'ROUND THE TREE BENCH.** #50 For trees up to 18" diameter **\$50 C. I. \$65 C. A.**

#60 For trees up to 32" diameter **\$60 C. I. \$72.50 C. A.**



Catalogue on request.

Crated free. Send Check or Money Order. Shipping Charges Collect. Specify Freight or Express.

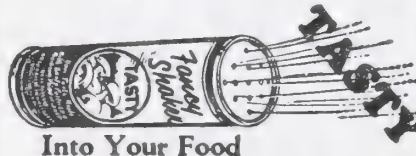
**J. F. DAY & CO.**

Dept. B11-6, 1901 4th Ave., South  
Birmingham, Ala.

## NEW - - EXCLUSIVE!

### SOMETHING NEW AND DIFFERENT FOR THE 160,000,000 AMERICAN PEOPLE

**DIRECT FROM THE FACTORY TO YOU  
COMBINATION ORDER - - - EACH \$9.99**



**CULTURED MUSHROOM SALT  
HI-QUALITY MUSHROOM SALT  
NU-STLE MUSHROOM SIZONING**  
VERY ECONOMICAL, TOO

Into Your Food

**READY FOR EVERYDAY USE AND GIFTS  
IT MAKES A YEAR ROUND SURPRISING GIFT... A GIFT FOR  
WEDDINGS, CHRISTMAS, MOTHER'S DAY, FATHER'S DAY, BIRTH-  
DAYS, ETC. A GIFT FOR ALL PURPOSES—IT IS DIGNIFIED, TASTY,  
DELICIOUS FOR ALL FOODS.**

RECIPE INSTRUCTIONS ON ALL SHAKERS

A new, convenient way for roasts, steaks, chops, chicken, stews, chop suey, ham and eggs, bacon and eggs, omelets, fricasses, wild game, fish, spaghetti, macaroni, meat sauces, noodles, vegetables, macaroni spaghetti, noodle sauces, gravies, soups, meat balls, fowl, etc.—TASTY APPETIZING FOR SANDWICHES TOO.

**3 NEW FLAVORS MAKE TASTY DELICIOUS MEALS, TRY IT  
AND SEE FOR YOURSELF. ON WHAT PEP AND ZEST!**

Cultured Mushroom Salt, 1-1 oz. Fancy Shaker; Hi-Quality Mushroom Salt, 1-1 oz. Fancy Shaker; Nu-Stle Mushroom Sizing, 10-1 1/2 oz. Fancy Shakers. 12 Shakers will FLAVOR 480 to 720 MEALS.  
Handy—Economical, too

**DIRECT FROM THE FACTORY TO YOU  
COMBINATION ORDER - - - EACH \$9.99**

MAIL ORDERS ONLY

**We Ship in Beautiful Shakers and Beautiful Shipping Boxes  
FOR YOUR OWN USE AND TO GIVE FOR GIFTS**

SELECT YOUR ORDER FROM THESE CONVENIENT SIZES

PLEASE CHECK ONE  
Send me 12 fancy shakers in 1 combination order **\$ 9.99**  
Send me 24 fancy shakers in 2 combination orders **\$19.98**  
Send me 36 fancy shakers in 3 combination orders **\$29.97**  
Send me 48 fancy shakers in 4 combination orders **\$39.96**  
Send me 60 fancy shakers in 5 combination orders **\$49.95**  
Send me 72 fancy shakers in 6 combination orders **\$59.94**

WE PAY SHIPPING CHARGES—51c Shipping and Handling Charges Included in Above Prices

Cut off Here **WASHINGTON MUSHROOM IND. INC., FACTORY** Cut off Here

Dept. 3-B 2954 Admiral Way, Seattle 6, Wash. Date.....

Enclosed \$..... ☐ P.M.O. ☐ Bank M.O. ☐ Express M.O. ☐ Certified Personal Check

Send me..... combination order or orders.

Name.....

R.F.D. or Street..... City or Town..... State.....

**AVOID THE RUSH—SEND YOUR ORDER TO-DAY—NO C.O.D.'s, PLEASE**  
All U.S.A. and Foreign Copyrights Herein are Reserved—U.S.A. Copyright 1956



## THE "BAR VALET"

—our Sheffield Stainless Steel blade  
boasts a Sterling Silver handle!



only **\$5.25**  
PPD.

**BEAUTIFUL GIFT, AMAZING VALUE!** A bottle opener, serrated lemon-lime knife, and olive-onion-cherry spear in one, designed to give deluxe service. The blade is the famous stainless steel of Sheffield, England. The impressive handle, no less than Sterling Silver. Send check or money order (no C.O.D.).



LEXINGTON AT 60TH, NEW YORK CITY 21, N. Y.

from our great.

**WIDE**

wonderful world of

extra-extra  
size bedding

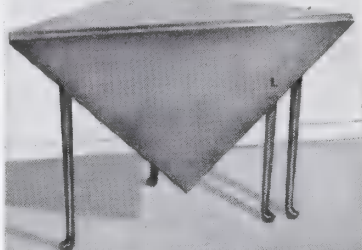


We cater to lovers of comfortable slumber. To those who indulge in the luxurious ecstasy of extra-extra-wide beds, we offer an unusually large assortment of sheets, blankets, comforters, blanket covers, spreads. Write for catalog HB-10

**Grande Maison de Blanc**

Suite 300-745 Fifth Ave., New York 22, N.Y.

### HONEY FINISHED . . . HAND RUBBED SOLID HARD ROCK MAPLE



**HANDKERCHIEF TABLE**, a versatile piece that fits snugly in a corner, opens to a full 30" square, 28" high.

**\$34.60**

**USEFUL**

Cigarette Table, warm and mellow as only hand rubbed solid maple can be. 13 x 13 1/2" — 21" high. Turned legs. Solid Brass drawer pull.

**\$15.75**

Enclose 25 cents for catalogue. Send check or money order. Prices F.O.B. Tenn. 11 in Alabama add 3% sales tax.

**Jones Valley Furniture Distributors**  
P.O. Box 2347 Birmingham, Ala.



specially priced

### NON-TARNISH STERLING SILVER ON CUT CRYSTAL 11" SANDWICH TRAY

A beautiful, practical sandwich tray to grace the home of any hostess. Perfect for tea sandwiches, cookies, candies, mints, cocktail snacks, etc. Cut crystal with non-tarnish STERLING SILVER rim and floral design. Also available, 13" sandwich tray for \$9.95. Please specify.

only **\$6.95** postpaid tax incl.  
no C.O.D.'s Ask for free brochure

**Murray Rackoff, Inc.**  
Jewelers & Silversmiths

1225 Sixth Ave. New York 19, N.Y.

### WEDDING CAKE KNIFE



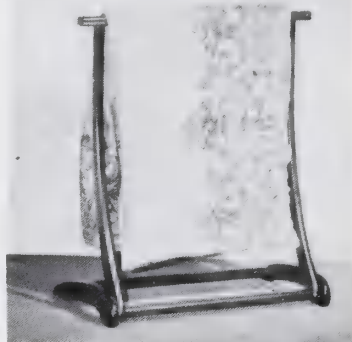
For their wedding cake and all the cakes to follow—anniversaries, birthdays, holidays. Their first names or any three initials engraved free of charge on the sterling silver handle. 8" Sheffield serrated steel blade. Please enclose engraving instructions.

**\$8.50 postpaid**

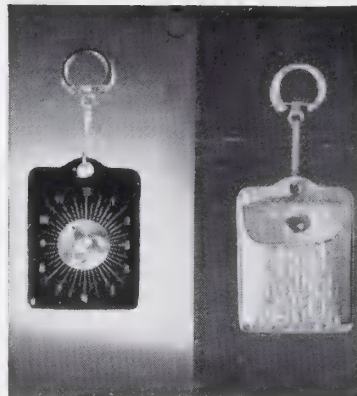
**MILLARD F. DAVIS** 831 Market St., Wilmington, Delaware



## WINDOW



**BEDSPREAD STAND** solves the problem of what to do with the spread when you turn down the bed. A handsome hardwood piece of furniture in your choice of mahogany, maple, blond or ebony finish, it's 31" high, and the 26" bar will hold a regular spread, 2 twins or a king-size. It folds flat to store under bed when not in use. \$10.95 exp. chgs. coll. Winfield's Co., 739 S. 5th St., Springfield, Ill.



**TIME-MINDER** keeps track of your appointments, indicates the time limit on parking your car, holds your keys and carries coins. A neat black or white change purse has key ring and a clock face and provides all this helpful service. It's a terrific Christmas stocking stuffer for which a woman will bless you. \$1.25 ppd. Pink Pony, 5317 Excelsior Boulevard, St. Louis Park, Minn.



White china dove boxes, shaded grey, with tiny pastel multi-colored flowers. Can be used for candy, cigarettes, or decoration.

Small dove box, 4" x 6" **\$2.95**

Parcel post included

Large dove box, 4" x 12" **\$7.25**

Parcel post included

**THE RED BOX INC.**

289 POST AVENUE WESTBURY, NEW YORK

### New ROAST HOLDER

Perfect Family Gift

Holds any size roasts or fowl—hot or sticky foods—securely! A handsome gift for a lifetime of usefulness! Gift Packaged. **\$5.95** ppd.

Roast Ressler of solid aluminum, highly polished to match your silver.

Colonel CARVER KNIFE Forged heat-treated blade of finest high carbon stainless steel. Efficient serving fork on back, saw to cut small bones and serrated edge to cut into crispy roast. **\$5.95** ppd.

This new, faster method of carving eliminates the serving fork.

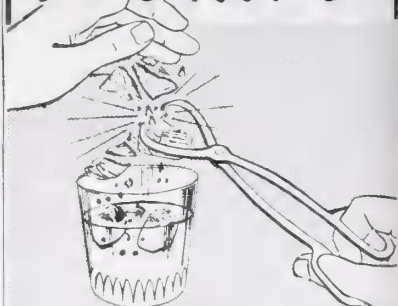
Colonel Carver Knife and Roast Ressler, in Gift Box. **\$11.75**

Colonel Carver Knife and Roast Ressler on grooved maple carving board, which serves as wall plaque. In Gift Box **\$16.95**

**K. G. NIBLACK CO.**  
109 Huntington Avenue  
Buffalo 14, N. Y.

Imported, Ingenious

## I-SNIPS



the perfect ice breaker at any party At last, something new for Christmas giving! I-SNIPS breaks ice cubes right into the glass. Amazing—it's so simple! Best way to make cracked ice and serve colder, more delicious drinks. I-SNIPS also separates stuck-together cubes, serves as regular ice tongs. Use it once and you'll never be without it! 6" long, imported from Germany, precision made of the finest stainless steel, it's a wonderful conversation piece at holiday parties. Packaged in a smart green and black box, it makes an exceptional, different gift for the men on your list, too! Sorry, no C.O.D.'s **\$2.95** ppd.

**KING PIN CRAFTS**  
Dept. B-11, P.O. Box 267, Harrison, N. Y.



# SHOPPING




**THE GLAD PAIL** and the Jovial Tankard are a pair of gay ones that will do a decorative job for you during the holidays. Made of tôle in white, pink or black, hand-painted with a Yule candle and Christmas greens, they'd be wonderful filled with flowers or fruit, cookies or popcorn. Miniature pail is 5" high; tankard is 4½" high. \$2.25 each ppd. Holiday Products, Pontiac, Illinois.



**PAY AS YOU GO** television has arrived! A clever television bank puts a small penny-pincher's money to work and flashes a colored picture on the TV screen each time he deposits a coin. The most entertaining way to save money we've ever seen, a mahogany-color metal bank with key measures 4¾" x 3½", and is \$2.25 ppd. House of Dolls, 31 W. 47th Street, New York City.





**Sandwich Markers**

Send for our new Holiday Gift and Gadget Brochure. Canape picks and holders in marine design—75¢ ea. No C.O.D.'s, please

**The Mariner's Mart**


The Holiday Hostess will love these brilliantly hand-painted party markers for the sandwich stacks. 8 differently colored and designed pegs. Cute for the cocktail party; ideal for the small fry lunches; popular as bridge prizes. Practical gift for a wee price.

**Sandwich Marker Set of 8 . . . . . \$1.25 ppd.**

Box A, Maidstone Boat Yard  
East Hampton, L.I., N.Y.

**TREAT YOUR FAMILY TO A Full-Size Fireplace**

**WITH Logs THAT Glow and Flicker**



398 POST PAID

Wonderful holiday atmosphere for your home. Just plug in and the Yule logs glow & flicker realistically. Loads of room for Xmas gifts & stockings. Kiddies love to play around it. Can be moved easily yet very durable—folds flat. Dramatic touch for Church, Club, Office parties. UL approved—safe on AC-DC. Limited supply. Order one NOW for every room. Send check or Money Order. Satisfaction guaranteed—Money back Guarantee.

**BRIGHTER HOMES, Inc., Dept. 77**  
170 Water St., Brooklyn 1, N. Y.

**IDEAL XMAS GIFT!**

**SMOKE**

**Fish, Fowl, All Meats**

**AT HOME WITH little SCOUT**

**electric smoke house**



Enjoy all meats, "hot-smoked" to savory lusciousness. Or cure for storage. Fine results every time. Even temperature from hot electric element brings out the full "farm-smoked" flavor from easily obtained hickory, hardwood or fruitwood chips. Flavors in 2-3 hours, cures in 8-16. SMOKES 20 LBS. MEAT FOR 25¢. Safe to leave unattended, outdoors or indoors. Can't flare up or scorch. Large supply hickory chips, recipes included. Only \$24.95 full price. Order direct. \$5 deposit required on COD's. Or send \$24.95 and we prepay transportation. (California residents include 3% sales tax.) Order today. Fast, same day shipment. Satisfaction or money-back guarantee.

**PRECISION-BUILT**

- Heavy-duty Galvanized Steel
- Measures 12"x 23"
- Wt. 20 lbs. (approx.)
- Runs on std. 110 Volt, AC-DC Current
- Incl. 3 Racks, Meat Hook, Drip Pan

**REULAND ELECTRIC CO., Dept. HB-11**  
Order 3001 Mission Rd., Alhambra, Calif.—or from: 4500 E. Grand River Ave., Howell, Mich.



**GET ENTIRE SET WITH DOWN PAYMENT**

**Buy your Towle and Heirloom Sterling the easy way pay just \$5 down,\* \$5 monthly on Macy's Silver Club Plan**

- You can enjoy your entire set while you pay for it
- **FREE** with order, silver spoon pin, anti-tarnish chest.
- Choose from over 200 patterns by Gorham, Towle, Wallace, International, Reed & Barton, Heirloom, Lunt, Steiff, etc.
- Take up to 2 years to pay. Monthly payments on some of the silver patterns are slightly higher.
- You never pay more than the nationally advertised price, including carrying charges where they apply.
- 6-pc. place setting (1 ea.): luncheon knife, fork, tea-spoon, salad fork, cream soup spoon, butter spreader.

\* \$5 down, \$5 monthly      4 place settings (24 pieces)  
7.50 down, 7.50 monthly      6 place settings (36 pieces)  
10 down, \$10 monthly      8 place settings (48 pieces)  
15 down, \$15 monthly      12 place settings (72 pieces)

Silver Shop, Street Floor

**MACY'S, Box 70, N.Y.C. (1)**      HB 11-56

Enclosed, \$\_\_\_\_\_ down payment

Pattern \_\_\_\_\_

No. of settings \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**Elegant, Hand-Cut Crystal CHANDELIER**



Add distinction and beauty to your home with this 5 light imported Crystal Chandelier. Richly cut and trimmed with prisms and jewel chains. Simple, graceful in design. Complements any decor. Brings the touch of elegance to any room where it's placed. Length 27". Width 23". Now only \$59.95. Add \$9.00 each for fine imported bulbs shown.

Send check or M.O. Now! Small express charge extra on delivery. Money Back Guarantee if not Delighted!

Send for **FREE** Catalog on other Style Lighting Chandeliers.

**ARTISTIC IMPORT CO. Dept. HB-2**  
P.O. Box 86, Homcrest Sta., B'klyn., N.Y.

**NEW EXCITING Scroll Tapestries**



**ADD NEW CHARM AND COLOR TO YOUR CHRISTMAS DECORATING**

Now you can decorate your walls easily for the Christmas Season with Beautiful hand screened and decorated Christmas Scroll Tapestry Wall hangings. Each measures 12" x 48" with gold and metallic applique on cloth. "Noel" scroll has fuchsia border, green and gold tree. "Santa" scroll has chartreuse border, cheerful red Santa. Simple to hang, an attractive decoration for hall, dining room, living room, den, recreation room, etc. Wonderful for permanent additions to Christmas decorating. You'll receive compliments galore from friends and family alike, when they see them beautifying your walls. Ideal for an appreciated gift. Price \$5.95 each ppd. \$11.50 the pair ppd. (No C.O.D.'s please) Order NOW!

**CRAFT SHOP, INC.**  
Dept. HB-11      Cambridge, N.Y.

**TITANIA!**

the most BRILLIANT GEM STONE ON EARTH! say the Saturday Evening POST & READER'S DIGEST about this amazing **MAN MADE MIRACLE!**



1 carat "Titania". Solitaire set in 14 kt. gold mounting. Complete. ONLY \$22.50\*

1 carat "Titania". set in a Masculine box style 14 kt. gold mounting. Complete. ONLY \$28.50\*

\*All prices plus 10% Federal Tax

Unset "Titania" gems, 1 to 5 carats, for your own rings, brooches, pins, etc. \$10\* Per carat . . . . . ONLY

Regent Star Rubies and Sapphires (Syn.) at proportionately low prices.

**FREE booklet and handy Ring-size Chart**

**REGENT** 10-DAY MONEY BACK GUARANTEE

**LAPIDARY CO. Dept. HB-13**  
511 EAST 12 ST., NEW YORK 9, N. Y.

**NEW! CIGARETTE PACK DISPENSER**

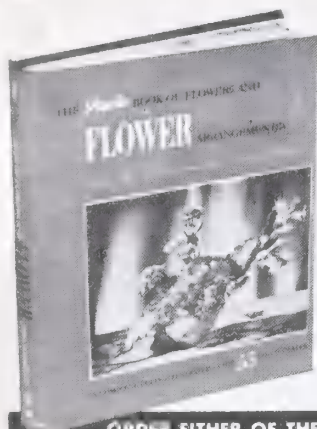


**Perfect gift!** Attractive HANDI-PAK dispenser stores your full carton of cigarettes. Eliminates the clutter of loose packs in drawers and keeps your supply neatly in view. Handy for your office, home or shop. Easily attached to wood, metal or tile . . . screws and cement included. This useful, handsome cigarette pack dispenser is made of sturdy lustrous ivory plastic. Specify regular or king size. Money back if you're not delighted. Send for new, exciting, free gift catalog.

**\$1. PPd.**      Special 6 for \$5. PPd.

**Grandma Pennypincher**  
1216 Yale St.      Dept. HB-4      Houston, Texas





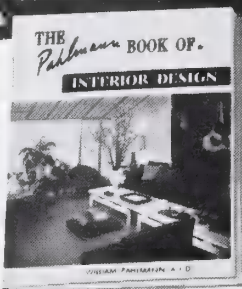
**THE FIRST COMPLETE BOOK OF FLOWER ARRANGEMENTS!** Never before a magnificent book like this, covering EVERY aspect of this rewarding art. Make your home a bower of loveliness with the stimulating ideas and practical instructions that fill every page of this big new book! With over 150 illustrations and 55 color plates, it covers the art of arrangement completely—best flowers to grow, cutting and care, basic principles, foreign influences, wild flowers, *bonsai*, table settings, show displays, and much, much more. A real treasury of inspiration by such experts as Julia Berrall, Constance Spry, Iwata, Ruth Gannon, etc. A generous 9" x 12", \$10.00.

**THE STUDIO BOOK OF FLOWERS AND FLOWER ARRANGEMENTS**

ORDER EITHER OF THESE HANDSOME BOOKS POSTPAID FROM:  
STUDIO-CROWELL, Dept. 11, 432 Fourth Ave., N. Y. 16

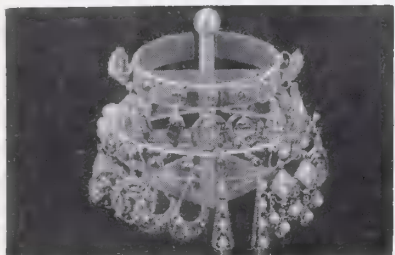
**MOST BEAUTIFUL AND USEFUL** decorating book ever published, written by America's most famous—and outspoken—decorator. Lavishly illustrated with 16 pages in full color and more than 225 pictures in black and white. A book to fascinate and instruct, a joy to own and refer to again and again. A big 7 3/4" x 10" bargain for only \$7.50!

**THE PAHLMANN BOOK OF INTERIOR DESIGN**



# FREE

when you join the  
**EARRING-OF-THE-MONTH CLUB**



**Lucite, Aluminum Earring Tree**

This handsome Earring Tree made of gleaming lucite and aluminum (4 1/4" x 4 1/4") will be sent you free when you join the Club! Then each month you will receive a different, unique pair of Earrings. Some are imported from ancient craftsmen in hidden shops of foreign lands. Others come from the world's style centers of New York, Paris, and Rome. Still others are never-seen-before patterns of hand-crafting designers. Send \$6.00 for 3 months, \$11.00 for 6 months, \$21.00 for 12 months. Prices plus 10% F.E.T. delivered postpaid. Attractive gift certificates available. If you desire pierced, please specify. Satisfaction guaranteed.

**EARRING-OF-THE-MONTH CLUB**  
Dept. B-11, 970 Perry St., Flint 4, Mich.



"Personally Yours"

**STERLING SILVER  
CHARM BRACELET**  
**\$3.00** POSTPAID  
(Tax included)

This Charm Bracelet spells out her name! ALL STERLING, with Rhodium finish for longer wear! Choose any first name!

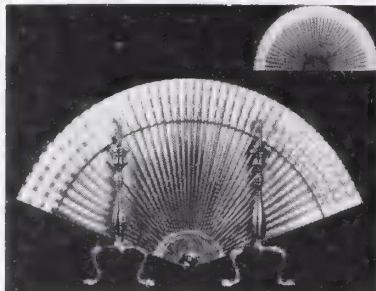
Also available in:  
Yellow 12K Gold Filled, \$4.00  
Yellow 12K Gold Filled with an exquisite cultured pearl between each initial, \$6.50  
**MONEY BACK GUARANTEE**

**The REDLI Company**  
516 Fifth Ave., Dept. 12, New York 18  
Sorry—No C.O.D.'s

**NEW REVERSIBLE DECORATOR FAN**

One side is pyroxylin finish gold with multi-width beige stripes accented by a black pin stripe. Reverse side is decorator beige with a beautiful gold scroll border. Fan is large size, opens to 33" x 17", of one-piece construction, and comes complete with steel brace to hold upright. Perfect for screening an empty fireplace, or as an artistic background for unusual flower arrangements. (Fan is also available with reverse side in Vale Green.)

Packaged in re-usable plastic bag.  
**\$4.75 each Postpaid**



**Dorothy Biddle Service**  
Hawthorne 12 New York

**Make Your LAMPS into CHRISTMAS TREES!**  
cleverest decorating idea in years!

Now you can bring Hollywood's famous "Christmas Tree Lane" right into your home. These perfect replicas fit over any lamp in place of your regular shade. Make all your lamps into Christmas trees. Beautifully lithographed in forest green with white "snow" on branches that stand out for easy decorating. Can be used for many years. Complete with simple illustrated instructions.

At this low price you'll want several. Order now...  
Sorry, No C.O.D.'s. 17 inches high, 17 inches diameter

**FREE!**

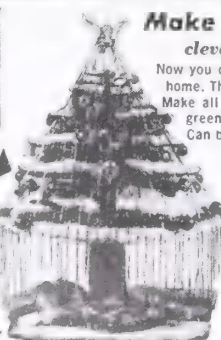
Send your order to address nearest you:  
1124 N. La Brea,  
Hollywood 38, Calif.  
520 5th Ave.,  
New York, N.Y.  
38 W. Washington  
Chicago, Ill.

**CHRISTMAS TREE LAMP SHADES Dept. 210**  
Please send me Christmas Tree Lamp shades for which I enclose ☐ Check ☐ Cash ☐ Money Order ☐

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



Formerly \$1.00 each  
**NOW 2 for \$1.00**  
Limit... 6 to a customer



# WINDOW



**CHRISTMAS SWISH.** Whirl through Holiday parties and catch every eye in a beautiful felt skirt you'll make yourself. A kit contains felt with crown design edging, appliques of Christmas designs, cut-out holly leaves and simple instructions. In red, green, white or pink, it's a Yule fashion at \$22.50 ppd. Felcraft by Jonnie Lee, Box 5473, Ardmore, Winston-Salem, N. C.



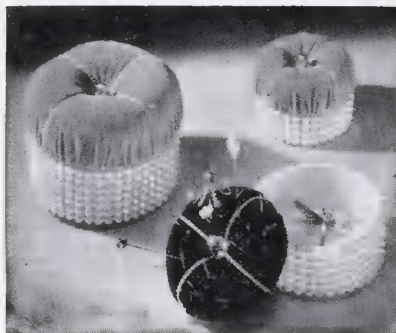
**A SHINING PAIR** sets a romantic mood for dining à deux; is important enough for the Christmas table or an elegant wedding present. Pewter Hurricane Lamps are polished to a beautiful burnished glow and reflect the candlelight through etched crystal chimneys. 12 1/2" high, they're \$15.25 the pair, ppd. Old Guilford Forge, Guilford, Conn.



**THE TIME OF YOUR LIFE!  
Imported Watch-Dial Pin**

Set the hands of this exquisite jewel-touched pin at the Magic Hour, and wear it to recall that very special occasion. A charming costume accessory, a conversation piece. Exact reproduction of an old English watch dial, made in antique gold finish with make-believe diamond in the center. The movable hands are set with simulated emeralds, rubies, sapphires or diamonds. Specify your choice of stones when ordering. Just \$3.95, tax and postage included.

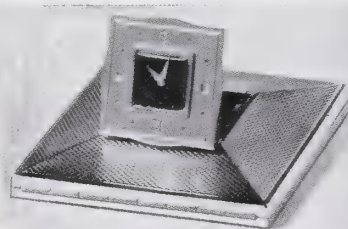
No COD's please—write for FREE Catalog  
**HOUSE OF EUROPEAN SPECIALTIES**  
Dept. 42, 29 West 57th Street, New York 19, N. Y.



**CROWN JEWEL BOX**  
...WITH "PIN CUSHION LID"

Treasure your treasures. In this hand-made jewel box with practical pin cushion lid in crown shaped velvet trimmed with delicate seed pearls. Fine plastic box is girdled with large pearls that look almost real. Lid in black, pink or blue on white box. State color and size. \$5.95 (3" diam.)—\$8.50 (4" diam.)—\$10.95 (5" diam.). Add 20¢ postage. Prepaid on 3 or more.

*Artique, 534 W. 58th Street, New York City*



**EXQUISITELY JEWELLED  
WATCH COMPACT**

The smartest combination for  
Milady's Purse

- AN EXCLUSIVE IMPORT  
A HANDSOME BEAUTY AID  
Mirror, Puff & room for Your favorite powder
- A DEPENDABLE TIME PIECE  
Jewelled Swiss Movement, Embossed Bronze Case
- A SMART BOUDOIR CLOCK  
Hinged watch & easy-to-read numerals

REGULAR \$59.50 NOW \$19.95 ppd.

Send for Catalog  
ORDER NOW FOR  
CHRISTMAS DELIVERY

**ALL CLEAR DISTRIBUTORS**  
Merrick Rd. Rockville Centre, N.Y.

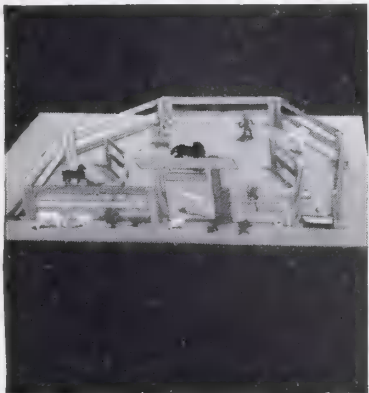


# SHOPPING



## CORRAL A TEXAS RANCH

for your cowhand and give him a stake in the West. Texas Corral Gate Set is made of sturdy oak, can be personalized by you, and has a loading chute, 6 assembled pieces of fence 12" long and 5 6"-long pieces. With 18 cowboys, horses, steer and other farm animals, it's 30" x 24" when set up. \$2.95 plus 25¢ post. Nancy Norman, 422-C Washington Street, Brighton 35, Mass.



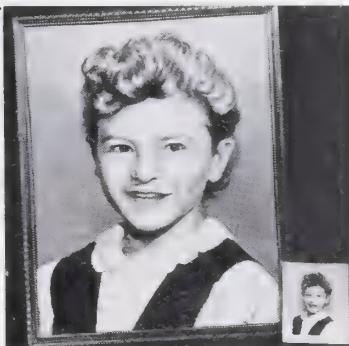
## A SMALL WONDER

is a dried arrangement to spot on a show-off shelf, a curio table or to send to members of your bridge club. A striking arrangement of miniature straw flowers, dried grasses and various small seed pods is perfectly proportioned and creates an over-all effect you'll have to see to believe. \$1.65 ppd. Pappas Flowers, Suburban Station, Philadelphia 3, Pa.



## PORTRAITS IN OIL ON CANVAS

Genuine painting of yourself, loved ones, even pets, reproduced from photo (will be returned), in rich, life-like tones by talented artist in Japan. Mail color instructions for hair, eyes, clothing. Delivery 3-4 weeks. We pay postage and duty. 9x13, 17.95; 12x16, 24.95; 20x25, 39.95. Satisfaction guaranteed. Add 50% for each additional person or 50% for full length portrait. Check or MO (No COD's). The Root Co., PO Box 3126-F, Santa Ana, Calif.



## Collector's Item

### Authentic Imported French Doll

If you are looking for the ordinary, this is not for you! Exquisite dolls dressed in authentic French costume. Hand made clothes with colorful hand-stitched embroidery. Real lace. Moveable head, arms, and legs. Adds distinction to bed-room. Brightens living-room couch. Many other uses. Educational. Wonderful for yourself or those "special" people on your gift list.

Deluxe model as shown—12" size—Only \$14.75 Postpaid. Two for \$27.50. Smaller sizes from \$8.75 P.P. FREE! literature on other unique items. Send check or money order:

**INTER-AMERICAN IMPORTERS, INC.**  
Dept. 54, 96 N.E. 54th Street, Miami, Fla.

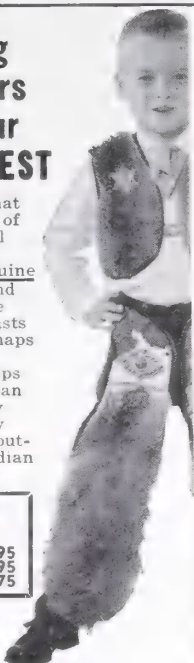
## Thrill young bronco busters with fox fur CHAPS and VEST

Now you can give that youngster the thrill of his lifetime with real fur chaps and vest. Made of all new genuine wild gray fox fur, and sturdily sewn to take hard ridin'. Vest boasts Sheriff's star . . . chaps have studded metal decorations. Fur chaps and vest are more than just a costume—they keep youngsters cozy and warm for their outdoor cowboy and Indian play.

Available in sizes 2 to 10—he sure to send size	
Chaps . . . . .	\$5.95
Vest . . . . .	3.95
Set . . . . .	9.75

Send for free gift catalog  
No C.O.D.'s

**artisan galleries**  
2100-A11 N. Haskell Dallas 4, Texas



## There's nothing so futile or so much fun

As a gift or a gag, this Non-Smokers Kit is sure to get a chuckle from everyone who has given up smoking . . . or is just thinking about it. Handsome gift package complete with genuine imitation cigarettes that puff, foil "cash" tray and headless matches. Be the first with the Non-Smokers Kit. Only \$1.00 ppd. Send check or money order now. Jar the complacency of all your friends. Ask for new free catalog of unusual gifts.

Ett-Barr Co., Altadena 8, Calif.



## BEDSPREAD HOLDER \$10.95

At last, a resting place for your folded bedspread or extra blanket. 31" high. 26" wide top bar holds even "Kingsize" spreads. . . . folds flat to slip under bed when not in use. In sturdy hardwoods; choice of mahogany, brown maple, blonde, or ebony. ■ wonderful convenience for each bedroom. Makes an ideal Christmas present or hostess "thank-you" gift. Send check or M.O. Shipped express collect, weight 8 lbs. Specialty finish. Ill. residents add 28¢ sales tax. Satisfaction guaranteed—Immediate shipment  
Send 3¢ stamp for illustrated brochure

## WINFIELD FURNITURE

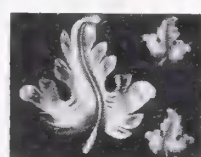
739 S. Fifth St.

Springfield, Ill.

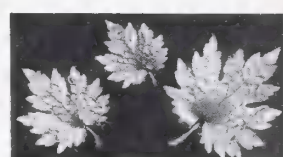
## UNIQUE HANDWROUGHT COPPER JEWELRY



**OAK LEAF & ACORN CLUSTER**  
—Scatter pin set that captures the glory of Autumn. A smart touch for any outfit.  
Only \$2.00 the set



**LARGE GRAPE LEAF PIN**  
—Will add a gay glint to sweater or jacket.  
2 1/2" pin only \$1.50;  
Matching earrings \$1.50.



**MAPLE LEAVES**—Butterfly lazily on dress, suit, or scarf. Graduated sizes from 1 1/4" to 2 1/4". Crisp, clever accessories. Complete set of 3—\$2.00; Earrings \$1.50.

(Postage & tax incl.) Send for free catalog of our other unusual copper jewelry.

**Roslyn Hoffman**

656 Broadway HB, New York 12, N.Y.

## Bargain! Close-Out of Imported Tree Lights!



Hand-made in Italy; thrilling additions to any tree! 10 delightful, 3rd-dimensional scenes—each with tiny, 2,000-hour bulb within. High grade plastic in vivid colors. Average size: 2 x 2 x 1 1/2". Quality tested and safe. Close out price: \$5.95 the set of 10 lights, ppd. No COD'S. Quantity limited. Order right now!

**Flower Fashions Christmas Shop**

2918 N. Henderson Dallas 6, Texas



## PARISIAN WALL PANELS BY MAURICE V. UTRILLO



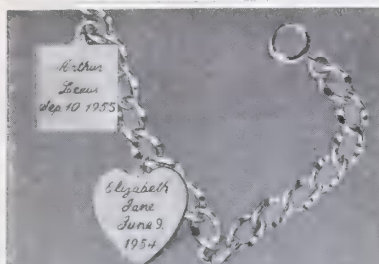
Guaranteed to please or your money refunded. Order early for Christmas

4.95 Set of two  
9.75 Set of four

## JUST RELEASED . . . A REAL COLLECTORS ITEM

Beautiful full color Paris street scenes by world famous Maurice Utrillo. Each print measures 10 inches wide and 2 feet long. Completely framed top and bottom with natural cylindrical wood bars capped with polished brass ferrules. Delicately colored to blend with any decor, these exciting new vertical panels allow endless decorating possibilities. Set of 2 \$4.95, complete set of 4 prints each different. \$9.75 ppd.

MURIEL WINTERMUTE, 10514 Orion Avenue, HB2, San Fernando, California



### A Bracelet For Grandmother

Custom-made to your order in sterling of the finest weight and quality obtainable to afford unsurpassed beauty and durability. Engraving of one or two names and birthdate included.

Bracelet . . . . . \$6.00

Per 7/8" disc (choice of shape) \$3.30

Tax included. Prompt delivery, satisfaction guaranteed.

Catalog On Request

*Holiday House*

111 Bellevue Theatre Bldg., Upper Montclair, N.J.



### KROHOME POOL COVER

Makes your Pool SAFE . . . Easier to Maintain

Krohome Pool Cover safeguards children, adults. Keeps pool cleaner, lowers operating costs. Supports up to 12 people by actual test. Keeps leaves, rubbish out of pool; reduces chlorine loss, keeps pool warmer. Pays for itself in one year. Durable, lightweight Vinyl plastic. Custom made 18¢ a sq. ft., complete with aluminum pole and tie-downs. Send sketch, blueprint or dimensions for free estimate.

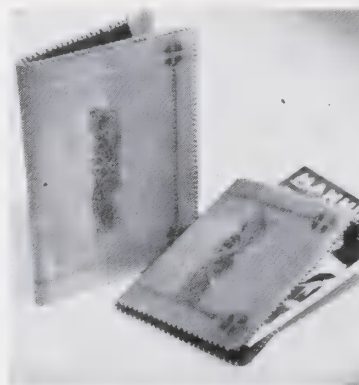
Write for free literature.

### KROHOME INDUSTRIES

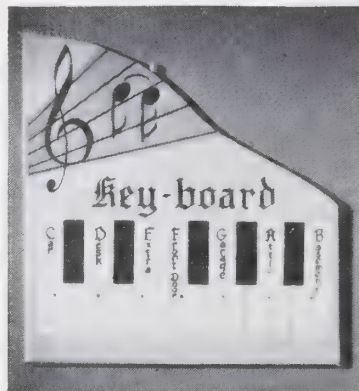
Mt. Diablo Blvd., Dept. H11  
Walnut Creek, Calif.



## WINDOW



**BOUND TO PLEASE** the commuting bookworm are these handsome leather book covers with a carved design. No matter whether you're racing through a Who-dunit, or cramming for an exam, or reading a best seller, nosy neighbors won't be able to tell your book by its cover! And, of course, they give superb protection. In pocket-edition size, \$3.95; best-seller size, \$4.95. Ppd. Robert Hugo, Box 42, Bogota, N.J.



**KEYBOARD** for a harmonious household is a wood pin-up that holds a key collection. Decorated with a musical motif and piano keys, it's tuned to a nice taste and will show off to fine advantage inside a front or back door. If you like to stock up on unique dollar gifts for birthdays or Christmas, remember this! \$1 ppd. Monogram Shop, 84 Westminster Street, Providence, R. I.



### SPANISH PORCELAINS

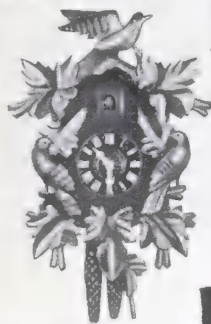
Handmade, a few at a time, by Old-World artisans. Decorative imported decanters 9 1/2" high with cork stopper. Perfect for that special person! Eight exciting and colorful label combinations with gold—Jerez, Manzanilla, Anis, Ginebra, Vermut, Coñac, Jandilla, Whiskey.

each \$14.95 ppd.—\$25.00 for any two

(Selection is limited—When ordering, please list alternate choice.)

### CHEQUERS, INC.

Box 714 Grand Central Station  
New York 17, N.Y.



### Imported Cuckoo Clock

Perfect gift that will be highly appreciated! Hand carved by German craftsmen of the famous Black Forest, this handsome CUCKOO CLOCK is decorated with three birds and seven rich brown leaves. Thirteen inches long, it calls and gongs every hour and half hour. A cuckoo pops out the trap door above face. Clock accuracy guaranteed. Order today. Send check or money order. Money back if not delighted. Pay postman only 15¢ foreign package fee; this cannot be prepaid by us.

Only \$14.95

### C&S IMPORT SALES

P. O. Box 5327

Houston 12, Texas

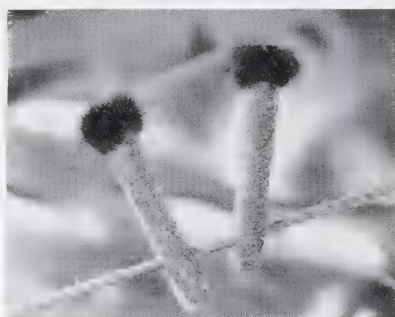
### SPECIAL CHRISTMAS PRICE DRIFTWOOD LAMPS

PREPARED BY NATURE—DESIGNED BY TIME

Oh . . . oh . . . and oh my, will be heard when this beautiful driftwood lamp is given as a gift or used in your own dear. Made in glamorous Florida from driftwood discovered in the Florida Keys and the Caribbean. Height about 22", natural finish. Washable Cocanada shade in white, beige, pink, red, green, charcoal or turquoise. Send cash, check or \$5 deposit for C.O.D.'s. State shade color. Write for catalog. \$14.95

### CARIBBEAN, INC.

1829 BISCAYNE BOULEVARD • MIAMI, FLA.



For the woman who has everything except . . .

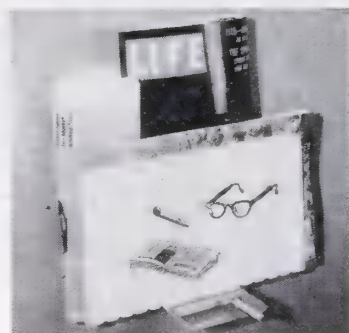
### MINK-TRIMMED CLOTHESPINS

Today no lady of taste would dare be without a pair of Mink-Trimmed Clothespins. Ridiculous, but beautiful, they are bound to be the most talked of gift on the Christmas tree, at bridge club, office party, bridal shower, and any fun frolic. Old-fashioned clothespins wear shimmering, glitter gowns with elegant caps of genuine mink. Gift-boxed in pairs, \$1.25 ppd. Buy 'em by the dozen for gifts, party favors, or Christmas tree decorations. \$13.50 ppd. for 12 pairs. Fed. tax inc. No C.O.D.'s.

Castle Creations

Dept. H-11  
Box 82  
Lyons, Ill.

### A MUST FOR EVERY BATHROOM



Bathroom Caddy . . .  
Or For Any Room

Makes that universal habit, smoking and reading in the bathroom, a veritable pleasure. Place for newspapers, magazines, etc.; removable ash tray, easily attached to any surface, choice of poodle, floral, butterfly or illustrated pattern. PPD. \$4.50

### Closets de Cor

460—41 Street, Miami Beach 40, Florida



# SHOPPING



**THE FLIGHT CAPTAIN** and the Air Line Stewardess are a pair of new Flagg dolls that will provide hours of play for an imaginative child. When Daddy's away on a flying business trip, she'll be with him in spirit, piloting the big plane, asking him to fasten his seat belt. 8" dolls of flexible plastic, dressed in air-line attire, \$2.95 each; \$5.75 the pr. Ppd. Flagg & Co., 91 Boylston St., Jamaica Plain 30, Mass.



**HOLLY JIGGER** takes on Christmas entertaining airs. A fine translucent china jigger, decorated with holly and sweetly banded in gold, holds two ounces. Making a pretty contribution to the cup that cheers on Christmas Eve, it neatly serves liqueur on an after-dinner coffee tray. Buy several for tiny nosegays or cigarettes and spot them on a dinner table. \$1.75 ppd. Jean's Gifts, Box 2, Winnetka, Illinois.



## The biggest following in town . . .

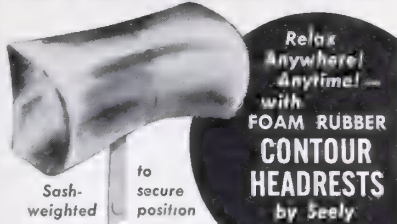
They're headed for the VALLEY MART, exclusive designers of CANINE CLASSICS . . . a unique line of handpainted glasses featuring dog and cattle heads. Set of eight highballs, \$12.50. Set of eight doubles, \$13.75—prepaid. Perfect gift for your "dog lover" friends . . . or for yourself. Choice of eleven dog breeds, and the eight beef cattle breeds. Ten day delivery. Write for free brochure.

Valley Mart, Box 6145, Baltimore 9, Maryland

Valley Mart



IN THE TUB ON ANY CHAIR IN THE CAR



Relax Anywhere! Anytime! — with **FOAM RUBBER CONTOUR HEADRESTS** by Seely — THE IDEAL GIFTS!

### RELAXA-PILLOW

Fits the nape of your neck like a caress. Zippered detachable, washable taffeta fabric cover. In red, gold, green, navy and brown.

**\$500 COMPLETE SET** postpaid

### RUB-A-TUB

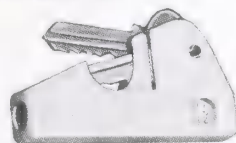
For luxury tubbing. Terry cloth covered in pastel white, blue, pink and maize. Completely washable. Anchored firmly with suction cups to back of tub.

Send Check or M.O. Today and Color Choices to **CROMWELL CO** Empire State Bldg., N. Y., C-1 Satisfaction guaranteed or money refunded.

## Clever, Different Gifts!



**PENCIL WITH A BRAIN** automatically measures everything . . . road map mileage, air-line distances, even your golf putts and your trout! Just roll the top of this handsome and ingenious pencil along any surface—it measures as it rolls, mechanically computes distance in inches on the barrel scale! Takes curves and zig-zag detours in its stride; turns corners with precise aplomb. Can tackle dozens of jobs beyond the reach of ordinary rulers. A natural for carpentry, hobby-craft, blue prints—and useful on the distaff side for sewing, knitting, upholstery etc. \$1.95 each, 3 for \$5.50 ppd.



Read Tire Pressure in Little Window

**CHECK YOUR PRESSURE** with this combination Tire Gauge and Key Case. One of the neatest gadgets we've come across . . . you'll want to earmark this as a stocking present for every man on your Christmas list. The case holds three keys, protects pockets against snags; the gauge registers air pressure in your tires in a flash. Just \$1. each, 3 for \$2.75 ppd.

**GIFT HORIZONS, Dept. B-1**  
475 Fifth Ave., New York 17, N. Y.

designs

by

*lia*



the gift that clicks every time  
**LILITE LIGHTERS**  
in crystal flashing beauty

This smoothly rounded shape in brilliantly clear plastic reflects light as gloriously as crystal—and still it's unbreakable! Sure to be enthusiastically received by women who admire its beauty for room decoration as well as by men who appreciate the easy, fingertip efficiency of the Evans lighting unit. 2 3/4" x 3" overall. **\$15.50** ppd.

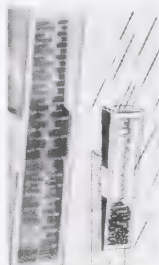
please state on your order:

☐ quantity ☐ brass or ☐ chrome unit  
sorry no C.O.D.'s send check or M.O.

DESIGNS BY LIA dept. H. B. 5

167 E. ONTARIO ST. • CHICAGO 11

## BE A "WEATHERMAN"!



**RAIN GAUGE**

**\$3.95** ppd.

Ideal for Gifts!

A professional instrument that will measure accurately from 1/100 of an inch to 6" of rainfall! Easy-to-read scale on transparent gauge tells at a glance how much rain has fallen, when to do extra watering. Mount it on wood stake, fence post, clothes post; complete with aluminum mounting bracket, instructions. Weather-resistant lifetime plastic, 13". Ideal for nurseries, gardeners, amateur weathermen! Sorry, no C. O. D.'s.

Ask for FREE Gifts 'N Gadgets Catalog  
**MEREDITH'S**  
of EVANSTON 24, ILLINOIS



## A GIFT OF LASTING BEAUTY

The finest quality house marker you can buy and the complete price including lettering is only \$9.95 postpaid. Light reflecting letters (up to 9 letters or numbers—1 line on both sides) made of Scotchlite assures excellent reflection day or night! The Gilded Horse in full relief on both sides captures full detail of original wood carving. Attach to tree, post, house. Name plate is 14" wide, 4" high. Markers made of cast metal, comes with wrought iron black finish. A gift to be remembered. Guaranteed.

House Marker—including all lettering only . . . . . **\$9.95** ppd.

Send For FREE Catalog

**KRAIG METAL PRODUCTS CO.**  
1506 W. Fulton St., Dept. B-11, Chicago 7, Ill.

## Exotic Oriental Bedspread

From the Far East comes this rich embroidered satin bedspread with 2 matching pillow cases. Made of 3600 thread quality rayon satin. Measures 90 x 100 inches. Suitable for double or twin beds.

**Glamour In Excellent Taste . . . A Delightful Gift . . . A Delight To Own . . . LOOKS SO EXPENSIVE.**

COSTS ONLY **\$12.95** COMPLETE POST-PAID

Satisfaction Guaranteed.

5 COLORS (Please give 2nd choice)  
Shimmery White . . . Blush Pink . . . Canary Yellow . . . Biscayne Aqua . . . Royal Blue.

Coral Seas Company • Box 625 • Crystal River, Florida



LUXURIOUS EMBROIDERED SATIN BEDSPREAD and 2 matching Pillowcases (3 pc. set)

## COPY CATS

These andirons are reproduced in cast iron from an old pattern. And we think they're an imposing twosome to stand guard at your hearth. Finished in black, they have green glass eyes that the fire shines through! 17" tall with 14" irons, they weigh 22 pounds. **\$15.95** the pair ppd.

**TENNESSEE CHROMIUM PLATING CO.**  
206 Louise Ave. N. Nashville 5, Tennessee





## New Accent in Room Accessories

by *Syroco*

(Inspired Gift Idea, too!)

You'll adore the way these brilliant Syroco conversation pieces glamorize any room you place them in. Ideal for gift-giving, too,—their costly hand-carved look and gleaming golden finish lending a smart 'decorator touch' to any style of interior decor.

The Louis XV Clock has an 8-day precision movement; comes in beautiful Metalgold, or Metalgold with White. The Golden Pheasants measure, (left) 13 1/2" tall; (right) 11 1/4" long.

## Order Clock and Birds for striking room arrangement!

Louis XV Clock (19" diam.; 5 1/4" dial)

\$32.95 ppd., tax inc.

Clock, same design (25" diam.; 6 1/4" dial)

\$65.95 ppd., tax inc.

(Specify Metalgold or Met. with White)

Golden Pheasants, the pair, \$14.95 ppd.

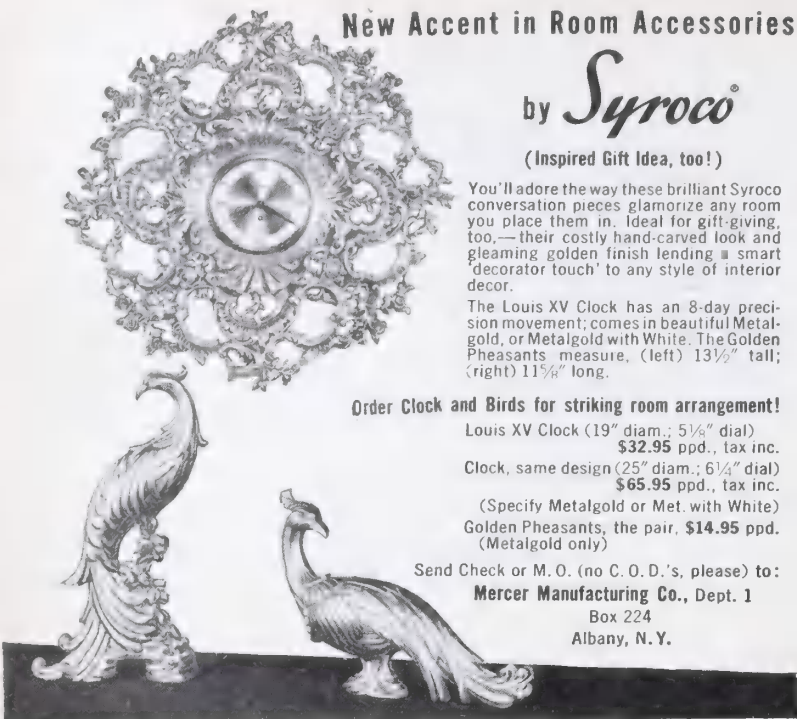
(Metalgold only)

Send Check or M. O. (no C. O. D.'s, please) to:

Mercer Manufacturing Co., Dept. 1

Box 224

Albany, N. Y.



## COPPER RANGE SET

Big and brilliant copper-finish matched salt and pepper set—kitchen or BBQ beauties! No polishing—lacquer protected. 3 1/4" tall. Real gourmet gift.

\$1.50 ppd.



## COPPER MEASURE SET

Kitchen glamour! Glowing copper-finish measuring spoons and wall bracket. Yellow, pink, turquoise or black plastisol handles—won't chip or stain.

\$1.00



Calif. residents add 4% sales tax  
NEW CHRISTMAS CATALOG—write today!

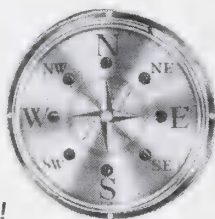
## NOB HILL HOUSE

Box 1592, Dept. HBE  
San Francisco 1, Calif.

## A SHIFT IN THE WIND FORETELLS A

Watch the  
WIND  
DIRECTION  
On a Dial

Indoors!



Here's the newest home weather instrument for anyone who likes to keep a sharp eye on the weather. Small brass vane, on your roof, flashes the wind direction to you indoors by lighting compass points on the richly decorative brass dial. Complete with vane, 7 1/2" dial and 50 feet of connecting wire. Fully Guaranteed. Write for FREE Weather Forecaster's Guide.

Only \$49.95 Postpaid

(Air Mail Shipments in U.S. \$2 Extra)

Send Check or Money Order Today to:

## Cape Cod WIND INDICATORS

Harwichport 13

Cape Cod, Mass.

CHANGE IN THE WEATHER • A SHIFT IN THE WIND FORETELLS A CHANGE

WIND FORETELLS A CHANGE IN THE WEATHER • A SHIFT IN THE WIND FORETELLS A CHANGE

YOUR OLD FUR COAT INTO \$22.95  
NEW CAPE, STOLE, JACKET

Save  
Over  
50%



Includes: RESTYLING • NEW LINING • INTERLINING  
MONOGRAM • CLEANING • GLAZING

- Largest and oldest 1 price fur service in the world.
- Most praised by style magazines.
- Widest selection of styles for only \$22.95.
- Whether your coat is outworn or just out-of-style, you'll be delighted with Morton's glamorous restyling.

MORTON'S, DEPT. 22-K, WASHINGTON 4, D. C.

SEND FOR  
FREE  
12 PAGE  
STYLE BOOK

MORTON'S, Dept. 22-K,  
Washington 4, D. C.

Name .....

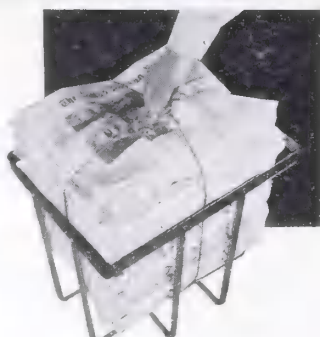
Address ..... City ..... State .....



FREE  
12  
Page  
Style  
Book

## KEEP OLD PAPERS NEATLY

Bale and sell your old newspapers or give them to the Salvation Army for program of rehabilitation for handicapped men. Bale-Away keeps old papers neatly. You just drop papers in until it is full, tie strings and you've a compact, easy-to-handle bundle ready to be carried away. Bale-Away is 15 inches high, of strap steel, dull black enameled, sturdy and strong for a lifetime of service. With 12 sets of baling cord only \$3.95 ppd.



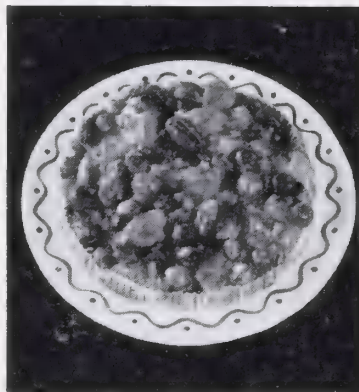
HERBERT ROGERS COMPANY  
912 Commerce Street, Dallas, Texas



## WINDOW



**BEAUTY SKY HIGH.** Reach for a bit of old-world elegance that seems above your budget, but really isn't, and hang it in your dining room or foyer. The hand-cut and polished crystal prisms and the five arms of this imported chandelier will make it your most sparkling possession. Called the "Empress," it's 19" high, 18" wide. \$49 exp. chgs. coll. Paulen Crystal, 296 Broadway, New York.



## FRUITCAKE EXTRA-

**GANZA** is busting out all over with glacéed cherries, pineapple, pearfections and nuts galore. A delectable cake for the Christmas feast, it's super when chilled. You'd better order two, to take care of the guests who'll reach for seconds. 2-lb. Cake Confection is gift-boxed at \$4.65 ppd. No c.o.d.'s. Pinnacle Orchards, 475 Fir Street, Medford, Oregon.



**"STAR LIGHT,** star bright, most beautiful star we've seen tonight" is what they'll say when they see this Christmas Star hanging in your home on the big night. 20" in diameter, it's an 18-point star in gold fireproof foil that holds a light bulb. Perforated design lets the light shimmer through. \$3 ppd. The Old Mexico Shop, Santa Fe, New Mexico.

AMAZING GEM DISCOVERY!  
It's More Brilliant  
Than A Diamond

More sparkle! More fire! And it looks exactly like a fine diamond. In fact your friends will think you are wearing the most glorious diamond they have ever seen. Yes, the Kenya Gem has more fire, more sparkling brilliance than a diamond and yet costs so little. A large 1-carat lady's ring in 14-K gold is only \$54. Also superb men's and ladies' rings in larger carat sizes. Easy payments. Write today for FREE illustrated booklet. Write to Kenya Gem Corporation, Department 129, Philadelphia 44, Pa.

## CAT OWNERS

will welcome this new, unique

SCRATCHIN' POST  
FOR KITTY

This practical, attractively decorated scratching post has been thoroughly tested in actual use. May be used on floor or hung on wall. Treated with fragrant catnip to attract kitty. You'll wonder how you and your pet did without it.



AN IDEAL  
GIFT FOR  
A FRIEND  
WHO OWNS A CAT

How much better for your cat, the furniture and drapes to have this useful accessory handy at all times for your pet to flex its claws.

Only \$1.50 Prepaid

Free literature describing other useful items for cats sent on request.

HAPPY PET PRODUCTS Dept. 1112  
Cassopolis, Mich.



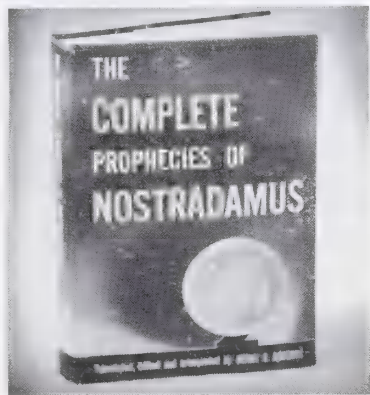
# SHOPPING



**TJI WARA**, represented as an antelope, is the spirit believed to control agricultural success in the French Sudan. This is the superb reproduction in hand-cast Durastone of the hand-carved wood original in the University of Penn. Museum. With its sweep of antlers and curve of neck, it's a striking piece for a striking room. 25 $\frac{3}{4}$ " high, \$17.95 exp. chgs. coll. Nobel-Rydell, 3292 Sunrise Highway, Wantagh, N.Y.



**NOSTRADAMUS SAW THE FUTURE.** In the 16th Century, this rare genius predicted atomic warfare, War with Russia, eventual Peace on Earth, and other amazing developments until the year 3797 A.D.! Each prophecy in this book is interpreted by Henry C. Roberts, famed Nostradamus expert. A fascinating book that will hold you spellbound! \$5 ppd. Nostradamus Inc., Dept. HB 4, 380 Canal Street, N.Y.C.



**PUPPY-LOVE PILLOW** is a sure bet for becoming the pet of the college crowd, as well as the sleepy-time pal of the nursery set. Made of cuddly white rayon plush, stuffed with cotton, he has floppy ears and sports a jaunty bow. There's a matching clown pillow with red cap and jingle bell. 13" diameter, \$5.50 each ppd. Guaranty Sales Co., Box 176, Dept. A5, Teaneck, N.J.



**RUSHED FROM HOLLAND! GIANT AMARYLLIS BULBS**



specialty treated for HOLIDAY BUDDING and WINTER BLOOM

Rare Christmas treat! Giant Multi-Flowering

Dutch Amaryllis bulbs so big, you can barely grip one with one hand! Easy to grow. Guaranteed to produce the most spectacular house plants you ever saw or your money back.

Just a few days after planting, flower buds appear... then enormous flower stalks. Each stalk puts out 3 and 4 huge blazing red trumpet-lily blooms—each bloom up to 10" across. One bulb yields as many as 12 gorgeous flowers this winter—and every winter for 10 years or more!

Each \$3.95 ppd. 3 for \$11 ppd. SUPPLY LIMITED—ORDER NOW FOR CHRISTMAS Send Check or M.O. Satisfaction Guaranteed

**Stern's Nurseries**  
Dept. E, Geneva, N. Y.



**BIG SIZE!**

**30" x 40"**

Youngsters just love to sprawl on BIG, shaggy "Fuzzy Bear"! He's soft, thick cut-pile chenille that feels just like fur. He'll flop down anywhere you put him... for games, TV, nap time or bedroom decoration. His plump, jolly head is a pillow, a chin rest, a stuffed toy. "Fuzzy Bear" is mom's pet too, because he can be tossed right into the washer (pillow is removable)... and he has a safe, non-skid backing. Have him in Cinnamon Brown or Polar Bear White. Send Remittance or order C.O.D.

MARY LESTER, Dept. BR-216,  
224 W. Washington ■ Milwaukee 4, Wis.

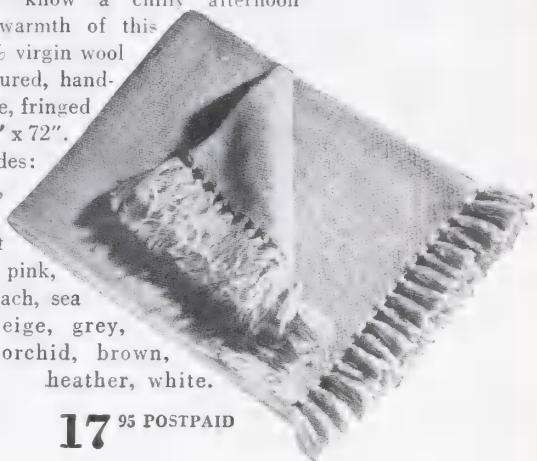
## hand-woven throw

You'll never know a chilly afternoon beneath the cozy warmth of this luxuriously soft 100% virgin wool throw. Beautifully textured, hand-woven basket weave, fringed ends; extra-large: 54" x 72".

In 15 lovely shades:

rose, copen blue,  
reseda green,  
yellow, light  
blue, light pink,  
wine, peach, sea  
green, beige, grey,  
orchid, brown,  
heather, white.

**17<sup>95</sup> POSTPAID**

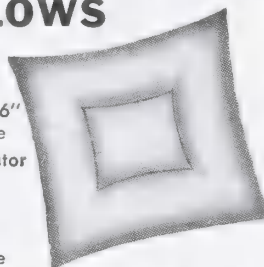


801 MADISON AVE., NEW YORK 21, N. Y.

**MAX LITWITZ, INC.**

### Firestone Foamex FOAM RUBBER PILLOWS

- 16" ■ 16" large size
- 8 Decorator colors
- Smart Barkcloth
- Washable



Add decorator color accents to your modern or traditional living room, bedroom, den, patio. Smartly-styled, soft, luxurious! Completely washable. Non-allergic virgin foam rubber. Guaranteed.

**2 for 4<sup>95</sup>**  
\$2.95 each  
POSTPAID

COLORS: Coral, Lipstick Red, Forest Green, Gold, Chartreuse, Turquoise, Black, White.



### 3-WAY TV WEDGE FOAM RUBBER CUSHION

Smart barkcloth, zipper-covered, in colors above. Washable. Guaranteed. Postpaid.

**\$9.95**

**FOAM-AZE CO.**

Firestone Factory Distributor  
2366 Reading Road Cincinnati 2, Ohio

### Finest Quality SATIN RIBBON BARGAIN!

ONLY

**1<sup>¢</sup>**  
PER  
YARD



Now! Get clean, fresh satin ribbon for only \$1.00 per 100 yards (300 feet)! Far less than you would pay in stores. You save as much as 5¢ per yard. First quality, fully 7/16" wide in continuous 50-yard rolls. Color-fast; no-fray edges. Perfect for glamorizing gifts, trimming lingerie, hair bows, corsages. Choice of White, Gold, Red, Emerald Green, Royal Blue. State colors. Two 50-yard rolls, only \$1.00; additional rolls 50¢ each. Add 15¢ per order for postage and handling. No C.O.D.'s, please. Satisfaction guaranteed. Gift Catalog sent Free.



### SECRETS of Bow-Tying and Gift Wrapping

**FREE!**

Yours absolutely FREE —12-page booklet filled with easy instructions on "How-To-Tie" professional-looking bows, pom-poms, other ribbon beauties. Also "How-To-Wrap" different shaped gifts. Order several rolls now.

HOUSE OF SCHILLER Dept. HB-55, Chicago 6, Illinois

### SILVER STRAWBERRIES IN TIME FOR CHRISTMAS



PIN, 1" long.

with guard lock, \$8

EARRINGS, clip type \$9

CATALOGUE ON REQUEST • JANIYE, 1501 HARRISON, SAN FRANCISCO 3

### LOVELY DANISH BRASS

candlestick and bud vase set. Elegant, delicate... sculptured in brass by Danish craftsmen. New! Ideal for individual place settings—for parties—birthdays or as a gift. Set includes 4 polished brass candlesticks, 4 white candles, and 4 crystal-clear glass bud vases. As unusual as they are beautiful. The set. Ppd., only \$2. Beverly Creations, 7821 Division St., Minneapolis 26, Minnesota.





**LIGHT UP YOUR OWN  
FAVORITE PHOTOS  
IN BEAUTIFUL FULL COLOR  
— FOTO-VUES REPRODUCES  
THEM ON LAMPSHADES!**

Imagine seeing your home, your dog or horse... that superb seascape or landscape bloom into radiant full color every time you turn on your lamp! You can... simply by sending us the negatives of your favorite snapshots. We print them on special translucent material, individually hand-paint them, make them up into your own personalized lampshades.

Shades are fire-resistant, easily cleaned with soft cloth. Foto-Vue lampshades are ideal for den or recreation room... make unusual and enchanting gifts. Send color prints or color slides, or black and white prints or negatives—*be sure to give color description of black and white prints or negatives.* (All are returned unharmed.) Satisfaction guaranteed.



**Foto-Vue  
Shades**

9" bottom diameter **\$895**

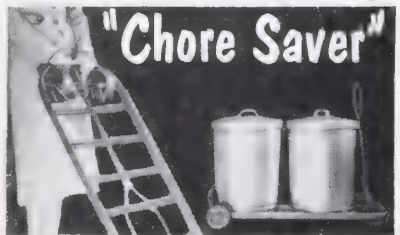
11" bottom diameter **\$995**  
(clip on bulb style shades)

13" bottom diameter **\$1495**  
(Indirect or harp style shade)

Send check or money order.

**FOTO-VUES, INC.**  
P. O. Box 90 • Weatherford, Tex.

**"A Gift for the Whole Family"**



This sturdy two-in-one unit is a four-wheeled wonder. Easily hauls two loaded 20 gallon trash cans to street or alley on "pick up day". 400 lbs. capacity. Handy, fold-away handle for pulling. Front wheels jack up automatically—Chore-Saver can't roll until you pull it. Bright red enameled. Rubber tires on two dolly wheels. All steel construction.

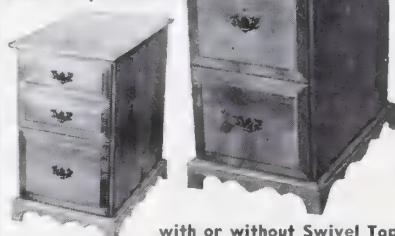
**DOZENS OF USES!**

Use the Chore-Saver also as a two-wheeled floor truck to haul a trunk, luggage, cartons, outboard motor, etc., or as a 4-wheel cart to carry leaf baskets, boxes, etc. Only **\$7.95**. Send check or money order. Shipped express collect. Weight 19 lbs. Used by good housekeepers in 30 states.

**JONES-CO PRODUCTS**  
**BOX 119, WABASH, IND.**

**IN  
KITS**

or  
Beautifully Finished



with or without Swivel Top

**It's an END TABLE It's a DESK  
It's a FILING CABINET**

Choose this handsome multi-purpose chest with 2 file drawers or 2 small drawers and 1 file drawer. As an end table it fits perfectly beside any chair or couch. File drawers hold standard folders. Swivel top swings left or right for writing, reading, hobby, sewing or eating... directly in front of you at just the proper height. Ideal bed table... top swivels over bed for breakfasting, etc. Sturdy concealed ball-bearing swivel. Finely crafted of select knotty pine in mellow hand-rubbed honey-tone pine or maple finish. Colonial brass pulls are authentic Chippendale reproduction. 18" x 25" x 28" high. Either style with swivel top **\$36.95**. Without swivel **\$32.95**. In kits with swivel **\$26.95**, without swivel **\$24.50**. Express charges collect.

**NOW—Large New Catalog of Finished and Kit Form Furniture and Racks. Send 10c stamps or coin.**

Immediate  
Delivery  
No C.O.D.'s  
Money Back  
Guarantee

**Yield House**  
Dept. B11-6  
North Conway, N.H.

**So Easy to Make—So Much Fun for Youngster's Play  
MAKE THIS  
24" LONG PONY PAL PILLOW**

Kiddie cowboys and cowgirls are happy buckaroos on this Pony Pal Pillow. Pony Pal is Kiddie's own pillow seat for watching TV or riding the living room ranch. Horse is approximately 24" long and 11" high. Kit includes: red checked gingham marked for cutting, black and white felt for trim, and shiny black fabric for harness. Easy to follow instructions included. Stuffing with your own worn nylons or shredded cotton makes Pony Pillow cuddly soft. Ppd., only **\$2.25**.

**ONLY  
\$2.25  
Ppd.**

Order by  
Mail  
Guaranteed  
to Please! **NORA'S GIFTS**  
140-B N. Seventh St., Fort Dodge, Iowa

**Decorators Delight**

Oversized copper or brass ladles for kitchen, fireplace, barbecue, or gameroom decor. Beautiful and heavy. The permanent copper or brass finish insures lasting brilliance. Set of two **\$8.50**. One 6" dia. with 15" handle and 4" dia. with 12" handle. Individual ladles at **\$4.95** for large size and **\$3.95** for smaller size. Gift box included. Handling and postage 50¢.

**Simon-Saunders**  
P.O. Box 4911, Pittsburgh 6, Pa.



**WINDOW**



**THE QUEEN'S ASH CAN** will hold an old-fashioned nose-gay of flowers, a bouquet of cigarettes or a clump of sharpened pencils, and make them look like a million dollars. A dazzling miniature of the pedestrian ash can is mounted on a black stand and ablaze with rhinestones. 4" high. **\$2.95** postpaid from Garand Home Products, 317 Willis Ave., Mineola, New York.



**GENTLEMEN AGREE** that a lighter, to be worth its salt in a sportsman's jacket, must be truly windproof. So the ladies, who cater to their wants, are snapping up this sure-fire bargain like hot cakes. In a satiny chrome finish, engraved with his 3 initials, just **\$1.95** incl. tax. Ppd. Order from Gift Engravers, Dept. HB, 6349 N. Fairfield, Chicago 45, Ill.



**CHUKAR PARTRIDGE** is royal fare for the Christmas feast or a delicious idea for gourmets on your list. Tender, plump and juicy, a Partridge has a rich, though wild, flavor and is a taste sensation that is rare in this country. Shipped in dry ice at **\$39** a dozen, or **\$21** a half dozen (minimum shipment) ppd. from Lowrance Quail Farm, N1730-HB Picher, Joplin, Missouri.

**THE BEAUTY OF BRASS  
by Candlelight**



**"3-Light  
Tapered Sconce"**

... in solid brass, lacquered for permanency. Beautifully adaptable to many periods in decor to make your home even lovelier! Holds standard size tapers. 10 1/2" high x 9 1/4" wide.

**\$11.50** pair, Expr. Coll. 2-Light Tapered Sconce available at **\$9.50** pair, Expr. Coll.

**"2-Light  
Ball Sconce"**

... in solid brass, lacquered for permanent finish in a design that blends with modern as well as traditional. Takes standard size tapers. 9 1/2" high x 8" wide. **\$9.50** pair, Expr. Coll.

3-Light Ball Sconce available at **\$11.50** pair, Expr. Coll.

Sorry, no C.O.D.'s

**SUBURBAN DECOR**  
Dept. B11 P.O. Box 158 New York 33, N.Y.



**For Your  
Cat-Owning Friends**

The perfect gift is **CATS** Magazine...

Each month it's filled with helpful articles on care and feeding, poems, pictures, features, and news—all about all kinds of cats. Standard magazine size, it will delight every cat lover twelve times in the year. Send only **\$3.50** for the first subscription, only **\$2.50** for each additional one. Special cat-design gift card will be sent to arrive just before Christmas. (Samples, 35c.)

**CATS**

464 House Bldg.

Pittsburgh 22, Pa.



# SHOPPING



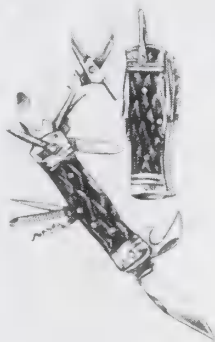
**MESA CLOTH** is a lovely solid pile that a designing woman will want to utilize in her wall to wall draperies. And the "loom-to-you" prices won't stretch her budget. In natural warp, with threads of lime, pink, blue, yellow, green, rose, gray, red, brown and natural, \$1.19 a yard plus postage. Send 25¢ for catalog and 20 fabric samples. Itasca Weavers Guild, Itasca, Texas.



**THE SEA WITCH** is a superb reproduction of the ship that in 1846 launched the golden era of clipper ships. 18½" x 13", it has mahogany finished base with brass name plates; black and copper hull; white and black varnished spars; white deck houses with blue tops. For a boy with a faraway look or for a collector, it's \$30 ppd. Piel Craftsmen, 307 High St., Newburyport, Mass.

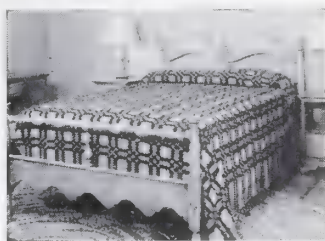


**POCKET DYNAMO** is only 2" long, but it contains *nine* (count 'em!) stainless-steel tools. It has scissors, bottle opener, screw driver, and cork screw, to name a few. Get this for all the men in your life. They'll attach it to their key chains and be ready for any emergency. \$1.98 ppd. Order it from Niresk Industries, Dept. KN-24, Chicago 40, Illinois.



## AN HEIRLOOM COVERLET . . . The Lovers' Knot

The Lovers' Knot is a double weave—in reality, two coverlets in one. This colonial classic, with traditional Pine Tree Border, represents the finest skills of the craft. Of purest wool, one color on white or two color combination on white. Colonial Red, Indigo or Delft Blue, Cabin Rose, Settlers' Sun, Rifle Rust, Pine Green, Hill Purple, Walnut Brown. Double only (90"x108") \$42.50. Check or money order, no C.O.D. Postpaid.



Satisfaction guaranteed  
Write for FREE literature

**VIRGINIA  
GOODWIN**

Dilworth Station, Charlotte 3, N. C.

## SAVE MUSS! SAVE TIME! SAVE PASTE! AUTOMATIC TOOTHPASTE DISPENSER and BRUSH HOLDER

• lifetime stainless steel • smartly simple design

A major bathroom convenience that saves home-makers time and tempers by eliminating the daily chase for toothpaste tubes, caps and brushes, and cleaning up messy spilled paste and crumpled tubes. Simply flip open permanent hinged cap at bottom, turn knob and paste is squeezed neatly and economically onto brush. Makes any size tube last twice as long! Holds 6 brushes.

Easily installed on any wall material  
Money Back Guarantee

**MADDOCK'S HOUSE** Dept. HB-1  
P.O. Box 4821, Warrington, Florida

postpaid  
**\$3.95**



FLEXIBLE  
PLASTIC

## DANCING DOLLS

The most exquisite, hand painted dolls ever created in brilliant, authentically detailed costumes . . . easily removed for washing. 7" dolls of flexible plastic retain any position—sitting, standing, dancing, etc. Realistic blonde, brunette and red hair may be washed and curled. A gift girls any age will cherish. Specify countries desired.

FREE CATALOG  
SHOWING OVER 200 DIFFERENT DOLLS

IN BEAUTIFUL, AUTHENTIC  
COSTUMES OF ALL LANDS

Cuban, Scottish, Egyptian, Hawaiian, Haitian, Swiss, Indian, Spanish, Gypsy, Greek, Panamanian, Russian, Chinese, Balinese, Irish, Japanese, Dutch, Can-Can, Ballerina, and Drum Majorette—Only \$2.95 ea. Ppd. Collector's set of 8 assorted dolls—\$21.00 Ppd.

SAVE by joining our Dancing Doll Club.

*Flagg Flexible Dolls*

Box 20582, Jamaica Plain, Mass.

## ABOUT OUR ASTERISKED ADVERTISERS

An asterisk next to a name in our Index of Advertisers means that that advertiser offers literature to **HOUSE BEAUTIFUL** readers. Look for the asterisks. Send for their helpful booklets.



**House Beautiful**  
MAGAZINE

572 Madison Avenue, New York 22, N. Y.

(advertisement)

## FRONTIER CLOTHES from Frontier Land

SOLD  
ONLY  
BY  
MAIL

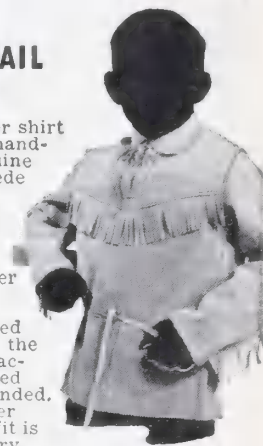
HANDCRAFTED IN  
GENUINE LEATHER  
for BOYS & GIRLS

### TEXAS TRAIL SHIRT

A real frontier shirt individually hand-made of genuine Texas tan suede steerhide. Practical for play and outdoor living. The tough, durable leather withstands rough wear. Cut full—styled to grow with the owner. Satisfaction guaranteed or money refunded. Exchange after Christmas if fit is not satisfactory.

Boys' & Girls' Sizes 4-14  
Give regular suit size.

**\$14.50**  
Postpaid



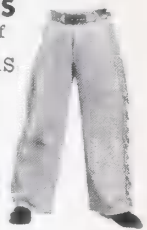
### TEXAS TRAIL PANTS

Individually handmade of genuine Texas tan suede steerhide to match TEXAS TRAIL SHIRT. Zipper fly and roomy pockets.

Boys' Sizes 4-14  
Give waist and inseam length. Postpaid

**\$14.50**

TEXAS TRAIL SKIRT for the young frontierswoman. Matches TEXAS TRAIL SHIRT. Girls' sizes 4-14. \$7.50 postpaid.



### TEXAS TRAIL BOOTS

Made over scientifically correct children's last. Frontier styling and hand-lasted comfort in practical boots for boys & girls. Tough, pliable, scuff-proof Texas steerhide. Moccasin toe. White cushion crepe sole & heel will not mar floors. Fit and satisfaction guaranteed.



Child's 8-13  
Junior's 1-6  
Widths B and D

**\$7.95**  
Postpaid

## Give a Garden For Christmas

What more could you wish to give, than a sure way to the most beautiful garden in the neighborhood—bigger, better flowers and vegetables; lush green lawn. Anyone can use a **Sudbury Soil Test Kit**—it's as easy as reading a thermometer. In 10 minutes they'll know just how to make everything grow better. They'll depend on it year after year, and never forget your thoughtfulness. Neither amateur nor expert can have as good a garden without one—over 500,000 now in use.

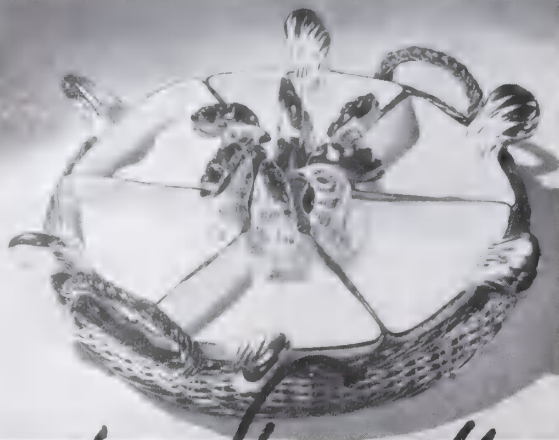
Handsome lifetime steel chest. Makes over 150 tests (for nitrogen, phosphorus, potash, lime). Use anywhere—weighs only 5½ lbs. Contains Garden Manual showing needs of 225 flowers, vegetables, and the Sudbury Better Garden Guarantee. Big Value, only \$14.95.

**SEND NO MONEY**—order today C.O.D.—or send check and save \$1.14 to \$2.01 in delivery fees.  
Money-Back Guarantee  
Sudbury Laboratory, Box 75E, Sudbury, Mass.

Write for  
**FREE CATALOG**  
(56 pages featuring exclusive clothing, equipment, gifts for sports & country living.)  
**Norm Thompson**  
Dept. 80 • 1311 N.W. 21st, Portland 9, Oregon



Talk  
of  
the  
Town



Carole Stupell

HEN PARTY HORS D'OEUVRE. 6 white and gold compartments nest in a gold plated wicker tray. Wonderful for sweetmeats too. 13" dia. Basket can be used separately for fruit or canapes. \$22.50

A gift from Carole Stupell means so much more to give or receive.

Mail orders, yes. No C.O.D.'s. Add \$1.35 shipping charges outside N. Y. C.

Carole Stupell, 507 Madison Ave. (nr. 53rd), N. Y. Branch 54 E. 57th St.



Vegetable Kingdom  
NOTE CARDS

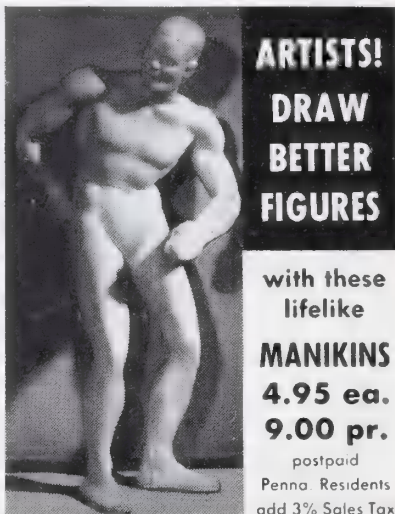
Five original designs by the famous artist Henry Rox. Each original design is artfully constructed from a colorful vegetable or fruit motif depicting animals, fish and funny people characterized in life-like poses. Very original—very amusing as a gift. Lithographed in Denmark. . . . 5 designs, 10 cards, gift boxed, postpaid

\$1.00

Pa. Residents Add 3% Sales Tax  
Sorry No Stamps or COD's Please  
Send For Free Gift Catalog

Page & Biddle

21 Station Road, Haverford B 11, Pa.



ARTISTS!  
DRAW  
BETTER  
FIGURES

with these  
lifelike

MANIKINS  
4.95 ea.  
9.00 pr.

postpaid

Penna. Residents  
add 3% Sales Tax

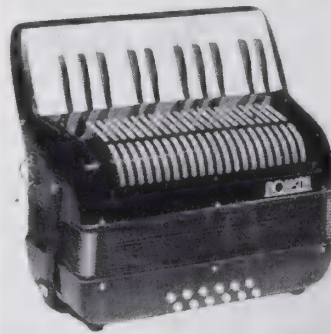
An ideal model for Professional or Amateur! Takes any pose—holds it—and works cheap. Sturdy wire skeleton duplicates any body action, foam rubber simulates flesh movements. Large—1 ft. tall. Specify male or female figure.

TOBY PRODUCTS

Dept. P, Box 175, York, Pa.



# WINDOW SHOPPING



**AN ACCORDION IS FUN.** If we were teenagers, this is the instrument we'd like best. It's terrific for a party. You can take it anywhere. And the music it produces is second-best to an orchestra for dancing. The 25-key, 12-bass Leonardo is just 7½ lbs., but it's got the full wonderful tone of a heavyweight. Fully guaranteed and just \$59.95 ppd. U.S. School of Music, Port Washington, New York.



**EAR-RESISTIBLE!** A very becoming wool jersey head band comes trimmed with soutache braid for daytime wear, or with glittering sequins for on-the-town evenings. Borgana earmuffs snap on or off, depending on the weather, and they're secured by a chin strap that's as demure as dynamite. In black, red, tan, gray, brown or white, \$3.95 ppd. E. M. Styles, 103 W. 96th St., New York 25.



**DESIGNED TO DAZZLE** the woman who has everything is the Gembox. Made of lacquered steel and covered with ivory lace, it's decorated with a green velvet bow and golden jewelry ablaze with pearls and colored stones. The 4 compartmented drawers will keep a bejeweled lady's collection in a manner befitting its grandeur. 6" x 8½" x 6" high, \$39.50 ppd. Spence Crafts, 508 Dallas St., Big Spring, Texas.

(Please turn to page 191)

start a precious CHRISTMAS TRADITION in your family!  
SCRIPTURAL REFERENCE ADVENT CALENDAR



imported from Bavaria, Chapman's only in U.S.A.! As you open each little window for each day of Advent there's a tiny scene of the Christmas preparation for that day . . . and a bible reference for family reading . . . a rewarding way to prepare for the beauty of Christmas! Also ideal for church groups! Full color, 3 dimension, 11x26", only \$1.10 postpaid.

T. A. CHAPMAN CO.  
Milwaukee, Wisconsin

## CRYSTAL CLEAR GLASS DISPLAY DOMES



IDEAL GIFT for Covering: Clocks, Figurines, Objects D'Art, Wedding Cake Ornaments. Supplied with mahogany, walnut or black wood finish bases.

3 x 6"	\$4.00	6x8"	\$ 7.50	8x12"	\$14.00
4 x 7"	5.00	6x10"	8.50	8x15"	18.00
4 1/2 x 8"	6.00	6x12"	11.50	10x12"	17.00
5 x 7"	6.00	7x8"	8.50	10x15"	20.00
5 x 8"	7.00	7x11"	11.50	12x16"	27.00
6 1/2 x 11"	8.50	8x10"	12.00	13x27"	50.00

For 400-Day Clocks

5 1/2 x 11" (without base)	\$ 7.50
7 x 11" (without base)	8.50
7 1/2 x 15" (without base)	12.50

Send Check or Money Order. No C.O.D.'s.

Express Charges Prepaid



CRYSTAL GLASS TUBE & CYLINDER CO., 7312 South Chicago Ave., Chicago 19, Ill.

## "LITTLE GOB" Sailor Suits

Ahoy Mate! Can you picture your little "land-lubber" in one of these regulation-type sailor suits? The complete outfit includes bell-bottom trousers, jumper, neckerchief, hat, hash-marks and rates.



BLUES  
\$9.95

WHITES  
\$7.95

ALL UNIFORMS SAN-  
FORIZED  
COLOR-FAST,  
COTTON  
TWEED

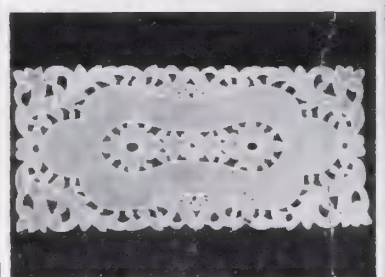
Ages 1 to 10  
yrs. Sizes 2-  
3-4-5-6-8-10-12

REMIT NOW,  
we pay post-  
age. COD's,  
send \$1 de-  
posit (you pay  
postage)

SATISFACTION GUARANTEED

Esquire  
NAVAL TAILORS

9883 Hampton Blvd., Dept. B-1  
NORFOLK, VIRGINIA



## Imported Scarfs for Christmas

You'll love these luxurious looking imports that will brighten a vanity, end table or a buffet. Scarfs are hand cut-work and made of the finest white European cotton. The intricate design makes it look twice as expensive. Will fit any decor. Easy to wash, quick to dry. You'll agree it is the most beautiful scarf that you have ever seen! With Christmas just a tick of time away, order one for each name on your list. Satisfaction is guaranteed. Comes in three sizes: 35", 44" and 52".

35", \$1.98; 44", \$2.49; 52", \$2.98

MATCHING DOILIES: 10"x14", 79¢ each.  
12"x18", 98¢ each.

DeFAY'S CURTAIN & DRAPERIES  
8636 S. Cottage Grove, Chicago, Illinois



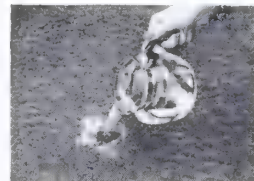


## Relax . . . Wunda Nylon can take it!

Even rough and tumble treatment by the most rambunctious family can't mar the beauty of Wunda Nylon broadloom. The loom-woven pile fibers have an extra resiliency that makes them bounce back after crushing . . . eliminates those troublesome "wear areas" that prematurely age most carpets. So easy to care for, magic Wunda Nylon can't absorb stains. For carpets with the carefree life, choose Wunda Nylon. At better stores.



**LOOM-WOVEN.** Wunda Nylon is loom-woven—not tufted—permanently locked into a backing for longer wear.



**GUARANTEED COLORFAST.** Not even boiling water can change the iridescent colors of vat dyed Wunda Nylon.

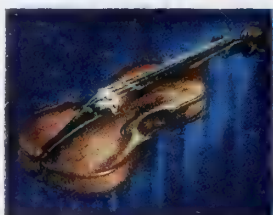


**PRE-SHRUNK.** Wash Wunda Nylon often as you wish. It's fully guaranteed to have less than 1% residual shrinkage.





it's the **hidden quality**



that spells **true value**

With classic simplicity of design . . . lightly scaled, but generous proportions . . . and warm, mellow American Cherry — the many versatile pieces of the "Concept" collection will bring new life to your bedroom, dining room—and living room, too! Whatever your decorative problems might be—size of rooms, family or budget—you will find a combination of pieces that will meet all your requirements—in timeless good taste.

Whatever your choice, this is furniture that "belongs"—in every room in your house. For a descriptive folder of the complete collection and the name of your nearest dealer, write

## BASIC-WITZ

FURNITURE INDUSTRIES, INC.

ROOM 22, WAYNESBORO, VIRGINIA

AT FINE STORES ACROSS THE NATION



1. Space-Saving Corner Table  
3. Long Cocktail Table

2. End or Lamp Table  
4. Round Cocktail Table



5. Hanging Vanity 6. Dresser-Desk







# WINDOW SHOPPING

CONTINUED FROM PAGE 188

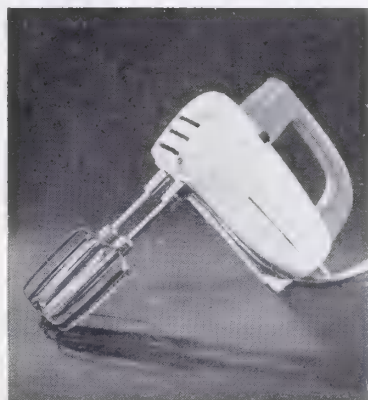
## START A FLAME IN YOUR HEARTH

the easy way. A few quick fans with this English brass bellows, and a sluggish fire will crackle and snap and grow into a jolly blaze. When it's not stirring up things, it will hang beside your fireplace and look lovely. Embossed with a Clipper Ship design, it's 18" long. \$6.95 ppd. Suburban Decor, Box 158, New York 33.



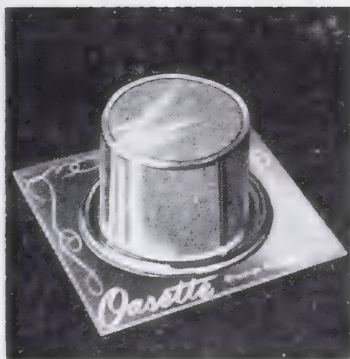
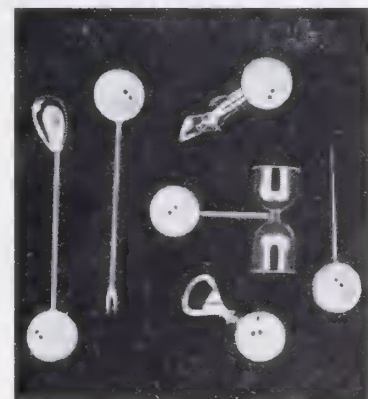
## IN A WHIRL

you'll be, trying out all the delectable recipes that come with this AC-DC portable electric hand mixer. You can chop raisins and nuts, whip cream and potatoes, purée vegetables. Or detach it from the stand and take lumps out of the gravy on the stove. With 2 speeds, it has detachable double rotary blades, comes with 2 mixing bowls, \$12.95 plus 50¢ post. Wilco, 35 S. Park Ave., Rockville Centre, N.Y.



## SOMETHING SCREWY

has happened to the golf ball, and it's a cause for celebration. Genuine golf balls with chrome parts come as a bottle opener, combination beer and can opener, mud-dler, cherry or olive fork and ice pick. \$2 each. Double-jigger, \$4. Set of 6 pieces, \$14. Ppd. Nob Hill House, Box 1592, Dept. HB 3, San Francisco 1, Calif.



**OASETTE**—Newest aid for flower arranging. Replaceable green porous filler holds flowers firmly at any angle and supplies non-spillable water to keep flowers fresh. Used in flat, shallow or deep containers. Attractive gift package Oasette and one filler \$1.50. Package five refills \$1.00 ppd. Oasette, 70 Cherry Street, Akron 8, Ohio.



## EARRINGS FROM Spain!

Here's exciting TOLEDO jewelry — hand-crafted in romantic Spain. Each set has flawless pearls in delicately tooled settings. A truly beautiful distinctive gift, they're shipped direct from Spain via Air Mail. Specify set "A" or "B".

Only **\$2.00** per set, p.p. Sorry, no C.O.D.'s

**Kohler IMPORTS** 59-21 Putnam Avenue  
Brooklyn 27, N. Y.

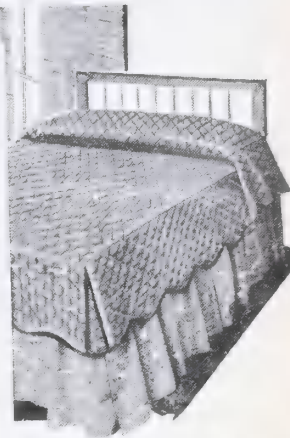
# COLTEN'S

1357 Beacon St.,  
Brookline 46, Mass.

**Beautiful Colten Fashions**  
Decorate Thousands of Homes From Coast-to-Coast

## ANTIQUE SATIN

luxury-quilted bedspreads  
... with bouffant flounce  
... twin 17.95, full 19.95,  
king 39.95. Kick-pleat  
coverlet ... twin 15.95,  
full 16.95, king 33.95.  
Extra-gathered dust ruffle  
... twin 9.95, full 10.95.  
63" drapes 7.95, 81" 9.95,  
90" lined 14.95. Vanity  
8.95. Sun-resistant vis-  
cose colors ... of dusty  
rose, antique gold, aqua,  
pink, nutmeg, green,  
white.



## WASHABLE PINWALE CORDUROY

throw-style bedspread in gem-toned colors of egg-shell, aquamarine, lipstick red, charcoal, rosedust, walnut brown, blue, nutmeg, coral, lime green, pink, hunter green or antique gold. Rounded corners ... fine tailoring. Twin spread 12.95, full 13.95, king 29.95. Drapes (SPECIAL ORDERED) ... 63" long 9.95, 81" 11.95.

## TOSS PILLOWS

Washable corduroy ... in  
pink, shrimp, turquoise, red,  
emerald, lime, toast, black,  
brown, gold. CHOICE 14"  
round or square ... each 2.95.  
4 for 10.95.



## CORDUROY STUDIO COVERS

with box top and kick-pleat flounce ... in  
hunter green, brown, charcoal, gold, or raspberry.  
WASHABLE. Studio covers (32" x 76", 18" drop)  
... with 2 zippered pillow covers (18" x 36")  
or 3 pillow covers (18" x 24") 19.95 complete.  
Studio cover only (no pillows) ... 12.95.

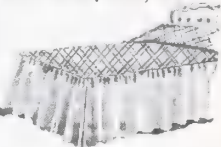
## TWIN BED, 4-WAY

fitted corduroy cover (39" wide  
x 76", 20" drop)—with 4-way  
fitted flounce—no pillows ...  
19.95. Same colors as studio  
cover above.



## SUN-RESISTANT 180 count TAFFETA

with double diamond quilting on the coverlet and  
extra-fully gathered bedspread. Rich colors of  
cherry-rose, dusty copper, mint, blue, brown, char-  
treuse, aqua, pink, grey, yellow, charcoal, hunter  
or white. Twin bedspread 11.95, full 12.95, king  
25.00. Twin coverlet 11.95, full 12.95, king 25.00.  
Dust ruffle ... fully gath-  
ered ... twin 6.95, full  
7.95. Drapes ... 63"  
5.95, 81" 6.95, 90" lined  
11.95. Sham 3.95, vanity  
7.95.



## Send 15c for our NEW CATALOG

Twenty pages of attractive  
ready-made home fashions  
at moderate prices  
including full details on all  
items shown here.

## Fabric Color SWATCHES

If exact color is important,  
please send for swatches  
before placing order. All  
colors in one fabric are  
10c. Order 2 fabrics for  
20c ... 3 for 30c ...  
and so on.

## ADD 90¢ for POSTAGE and HANDLING.

Any size ... any zone.  
We pay all additional  
charges on total order.



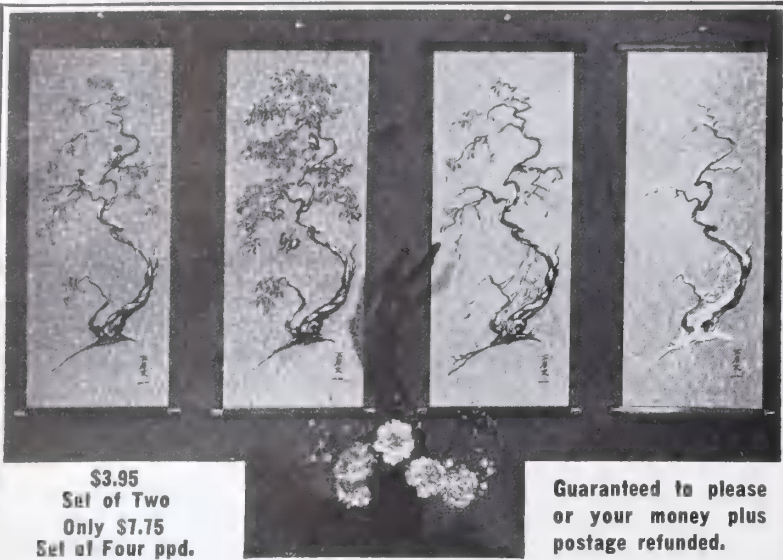
## Custom-Made DRAPERIES and BEDSPREADS

Let Colten's make your draperies, bedspreads, coverlets  
and dust ruffles. ANY LENGTH, ANY WIDTH  
of our Antique satin, faille, corduroy, taffeta, nubby-cotton  
or chintz. Send for measuring chart. Color samples are  
10c for EACH fabric. Allow up to 3 weeks for shipment.

**KING SIZE** coverlets and spreads to cover 2  
twin beds ... each 39" wide, 76" long, 21" high. Color  
samples are 10c for EACH fabric.

BEDSPREADS		COVERLETS	
Corduroy	29.95	Taffeta (shown)	25.00
Taffeta	25.00	Chintz	25.00
Faille	37.95	Antique Satin	33.95
Antique Satin	39.95	Faille	29.95
		Dust Ruffles Extra	





**\$3.95**  
Set of Two  
Only \$7.75  
Set of Four ppd.

**Guaranteed to please  
or your money plus  
postage refunded.**

#### THE FOUR SEASONS BY ISYA SUE

Nature's exciting story of life unraveled around an ancient tree. Depicting the delicate green of spring to the ice blue snow of winter, these scrolls are two feet long and 9½ inches wide, beautifully handprinted on eggshell parchment. Framed top and bottom with cylindrical wood bars, capped in polished brass ferrules. Complete grouping of 4 handprinted scrolls ready to hang only \$7.95 ppd. Also available in larger size 38" long x 12½" wide (spring, winter) \$9.75 set of two.

CALISCO HOUSE, 943 So. Bedford St., HB-3, Los Angeles, Calif.



**SOLID CHERRY**

**DROP LEAF TABLE \$45.00**

Shipped direct to you in moisture-proof wrap. Assembles quickly to big (open 39" X 58", closed 24" X 39") beautiful solid cherry drop leaf. Satin smooth, ready for your favorite finish. Complete with assembly and finishing instructions.

Solid cherry captain's chair, quickly easily assembles to generous sturdy chair. Complete kit, glue, assembly and finish instructions. . . . . \$24.95  
Finished in mellow natural cherry. . . . . \$34.95

Authentic solid cherry side chair, complete with glue, assembly and finishing instructions. . . . \$19.95  
Finished in mellow natural cherry \$29.95

Send 25c for complete catalog of solid cherry reproductions

Dept. B-11  
Pittsford N.Y.

**CHERRYCRAFT**

NEW!

### Cocoanut Macarums

*laced with West Indian Rum!*

One Pound  
Gift Tin,  
Only

**\$1.85**  
ppd.

From the world's leading bakers of macarums . . . a new taste delight . . . COCOA-NUT MACARUMS! Fine shreds of delicious Philippine coconut are delicately blended with the flavors of the finest Jamaica Rums . . . then slowly baked until all the succulent goodness is toasted in. These golden taste thrills are packed in tins to preserve all their goodness and "rum" aroma.

A wonderful party treat for you and your friends. A completely unique gift idea.

**Old Fashioned Macaroons**—Rich, chewy almond macaroons. Delicious with ice cream, cold milk, coffee. Party treat. Unusual gift. Box of 24. 1.95 ppd. Box of 48. 3.50 ppd.

Check or Money Order. No COD's Please. Send for FREE Folder of Other Assortments.

**A. L. ROTH** Macaroon Bake Shop  
2627 Boardwalk, Dept. D  
Atlantic City, N. J.

**FOLDING TOILET with DISPOSABLE BAGS.** For those "uncomfortable moments" when camping or traveling by auto, trailer, boat. Comes with supply of disposable bags, making it as simple to use as flushing. "At Home" style seat. Standard height. Folds to 2" thick. Sturdy, aircraft aluminum. Weighs under 4 lbs. Your personal convenience. Also makes a clever gift. Only \$11.95 ppd. Satisfaction guaranteed. Order today from GOODE PRODUCTS, 7542 Maie Avenue, Dept. HB-11, Los Angeles 1, Calif.



R

for everybody who needs to relax . . .

### NEW Sleepy Hollow PILLOW

*Designed by an Orthopedic Surgeon*

- Cushions and supports head in normal position reducing strain on muscles and tendons
- Makes it easy to rest and sleep, completely relaxed—on back or side

Made of downproof ticking, loosely filled with soft goose feathers and down—9" diam., 27" length. Adjusts easily to natural curve of neck. \$9.95 postpd. (25c extra west of Rocky Mts.) White Percale Sleeves—2 for \$2.95 postpd. (10c extra west of Rocky Mts.)

Send check or money order to

Sleepy Hollow Pillow Co., P. O. Box 7344, Indianapolis 5, Ind.

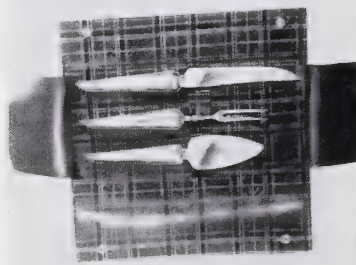
MAKES IDEAL XMAS GIFT



## WINDOW



**HARVEST TABLE.** Imagine this heaped with the abundance of the land during your holiday parties! Made of solid birch with a hand-rubbed finish in antique maple, dark pine or mahogany, it comes with square tapered Pembroke, or round tapered peg legs. 22" wide with a 9½" drop leaf on each side. 72" long. \$75; 60", \$70. Unfinished, each size is \$10 less. Exp. coll. Templeton Craftsmen, Templeton, Mass.



**SET FOR A PICNIC** comes in a plaid plastic kit, and includes three fine tools imported from Sheffield, England. There's a cheese and butter spreader and a utility or salad knife, both with serrated edges, and an hors d'oeuvres fork. Hand-honed and hand-forged, they come with handles in a mottled brown Agatine finish. \$6.95 ppd. Stuyvesant Trading Co., Dept. L, 130 W. 42nd St., New York 36.



**TURN-ABOUT IS FAIR PLAY** when this reversible apron is hanging in your kitchen. One side is printed in pink and black with "Her turn to do the dishes—but His turn to dry." Reverse side, in blue and black, twists the pronouns, and allows as how it's "His turn to do the dishes—but Her turn to dry." Sanforized washable broadcloth, \$3.50 ppd. Tory Row Gifts, 57 Brattle St., Cambridge 38, Mass.



### HAVE A LIGHT

From this lovely bone white china lighter and at the same time add a matching piece to your fine china collection. The pattern of course is a copy of the Rosenthal Moss Rose, highlighted with a gold band at the base. Standing 3" high it features the finest automatic lighter mechanism for years of service. Sorry no COD's. Ppd. **\$2.95**

3 PC. ASHTRAY OR SWEETMEAT SET TO MATCH, PPD. . . . . \$2.75  
3 PC. SET AND ONE LIGHTER OR TWO LIGHTERS, PPD. . . . . \$5.50

Penna. Residents Add 3% Sales Tax  
Send For Free Gift Catalog

**SUGAR N' SPICE**  
(Dept. B11) 5446 Diamond St. Phila. 31, Pa.



### Home Manicuring Made Easy MANICURE-ETTE

The professional-type tray holds your hand and manicuring accessories in the most convenient position. Break-resistant, Ivory color, molded to rest on your knee, hug the arm of a chair, or rest on any flat surface. Three deep wells hold polish, remover, and cotton (not included). Your hand rests on base with finger held in groove for smudge-free polishing. \$1 ppd. No C.O.D.'s, please.

CAL-DEL CO., P.O. Box 8688,  
Crenshaw Sta., Los Angeles 8, Calif.



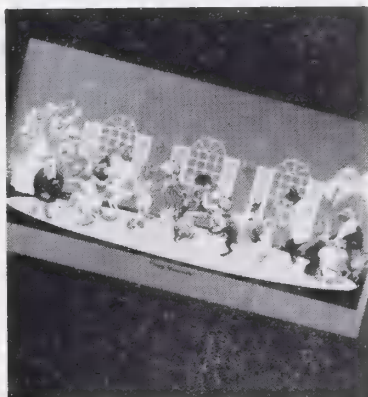
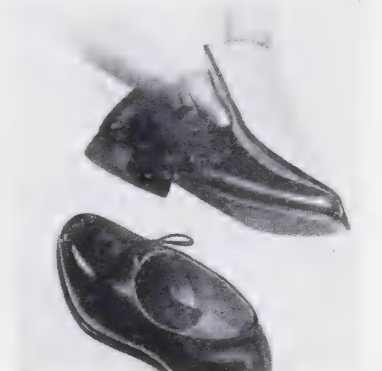
# SHOPPING



**SHOE SHINE MITT.** Your shoes, belts, luggage and leather upholstery deserve the best of care, and here's a miraculous shoe and leather shining mitt. It has neutral color waxes fused right into the cloth so there's no more need to mess with liquids, rags or waxes. Better order one for every member of the family. \$1 each ppd. Viking Sloane Corp., 116 W. 14th St., New York 11.

**HEP HOUNDS** is a hilarious scenic wallpaper that will turn a bar or rumpus room into a hall of fame. It comes as a four-sectional, washable, hand-print scene the highest point of which is 43". Includes triple roll of plain wallpaper to match background color of scene. Backgrounds in brick red or slate gray, set is \$42 ppd. \$2 for miniature. The Warner Co., Dept. HB, 108 S. Desplaines St., Chicago 6, Ill.

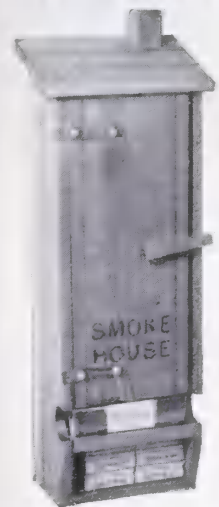
**CASTING FOR TV** will have all the excitement of the Big Time when a stage-struck youngster sets up this television studio. There are 130 characters, (some recognizable favorites) including cameras, scenery, props. Stand-up figures are sturdy cut-outs, about 5" high. All for \$1 plus 25c post. Four sets, \$4 ppd. Wolf Enterprises, 1550 Sherman, Dept. T, Denver, Colorado.



## Every Family Wants One for Christmas OWN A SMOKE HOUSE

and STOP  
hunting for  
a "Pack".

Hand made of California Redwood, the SMOKE HOUSE holds a full carton of Regular or King Size cigarettes. When you take a pack from its place, another drops into the space. Ample shelf for matches too. Size 13 1/2" x 4 1/4" x 3". Hang on wall, adds to any decor. A perfect gift for year 'round occasions for home or office. \$3.95 Postpaid. Guaranteed. Write Today for FREE Catalog.



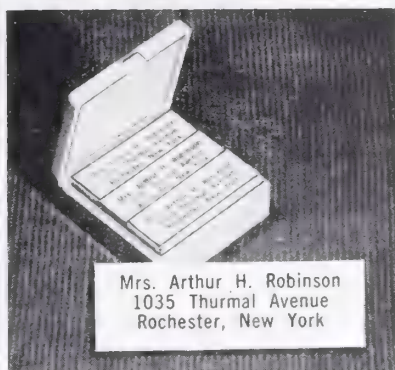
Send check or M.O. to:

**EIRA'S GIFT HOUSE**

Dept. B

Box 1206

Burbank, Calif.



### 1000 Name and Address Labels \$1

Your name and address printed on 1000 fine quality gummed labels. Packed with handy, hinged purse-size plastic gift box. Padded for easy handling. You'll find dozens of uses for them, including:

Stationery	Checks
Phonograph Records	Sheet Music
School Books	Lunch Boxes
Pencil Boxes	Wallets
Greeting Cards	Card Tables
Umbrellas	Brief Cases
Manuscripts	Hats & Caps
Eye Glass Cases	Toys

Your choice of 3 lines printed on fine quality gummed paper, 1000 for only \$1.00. SPECIAL OFFER: Any SIX orders for \$5. Personalized labels make a wonderful, useful present. Money back if not delighted. Handy Gifts, 1112 Jasperson Bldg., Culver City 1, Calif.

## Famous Olympic Princess SKATING BALLERINA WALKING DOLL

AMAZING  
BARGAIN!

METAL  
ICE  
SKATES!

\$7.98 VALUE

2.98  
DIRECT TO YOU!



GIVEN:

- GENUINE BALZIO SLIPPERS
- KNIT STOCKINGS
- REAL ALL METAL ICE SKATES

FREE:

Glamorous Hi-Fashion  
Wardrobe

5  
OUTFITS!

She dances,  
walks and  
skates, too!

She's the year's most lovable doll . . . she's so beautiful and so very talented . . . She sleeps and sits up. Hold her hand and she'll walk too, her pretty head moving to and fro with every step! But she can do even more: she can ice skate too! She comes with real METAL ice skates that slip on and off easily! She's everything your little girl has always wanted!

COMPLETE WARDROBE GIVEN!

Olympic Princess is one of America's best dressed dolls. She comes to you with this complete glamour wardrobe; a beautiful ballerina outfit made of flowing triple-tiered frosted netting that stands out, real all-metal ice skates and snow white boots, genuine Balzio ballet slippers, waterproof rain cape and hood, pretty flannel coat, matching bonnet, panties, stockings, beautiful lace-trimmed nightgown and the loveliest hi-fashion party dress. Everything stylishly designed and smartly tailored. This wardrobe alone is worth far more than our asking price for the doll alone, yet it comes to you at no extra cost.

MIRACLE DYNEL HAIR—Comb it . . .  
Set it . . .

Wash, comb, set and curl her hair! Her smooth body can be washed too! Ruggedly made walking mechanism fully guaranteed! All in all you get a 7.98 value—at the bargain price of \$2.98. Send check, m.o. or cash for immediate free delivery. COD's plus 59c extra postage. In either case your 2.98 back quick if you are not 100% satisfied. Don't wait for the last minute rush! Order several now and bring happiness to every little girl on your list! Rush coupon TODAY!

MRS. LAVALLE, Dept. 19-M-63  
352 Fourth Ave., New York 10, N. Y.

### money back guarantee!

MRS. LAVALLE, Dept. 19-M-63  
352 Fourth Avenue, New York 10, N. Y.

RUSH—“Olympic Princess” Skating Ballerina & Walking Doll at bargain price of \$2.98 on 7-day MONEY BACK GUARANTEE! Include at no extra cost complete wardrobe and accessories. I must be satisfied in every way, otherwise you will refund my money at once.

☐ Payment enclosed. Rush prepaid.  
☐ Send COD plus 59c extra for postage.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_  
(Canadian Address: 45 St. James St. W. Montreal 1, P.Q.)

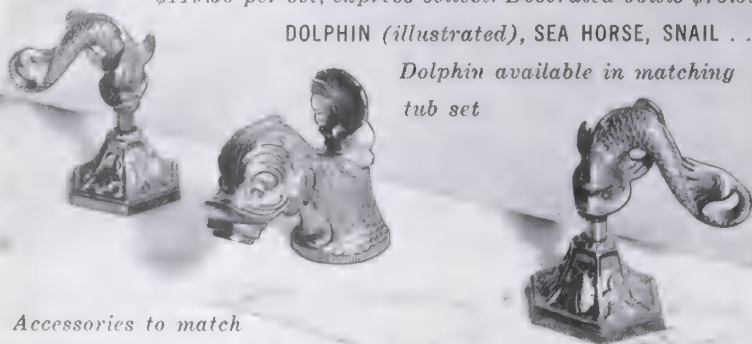


Luxurious 24 carat goldplated bath and powder room fixtures  
at Utility prices... silverplated to order

BASIN SETS complete with standard  
plumbing parts... handles, escutcheons; mixer spout  
\$119.50 per set, express collect. Decorated bowls \$75.00

DOLPHIN (illustrated), SEA HORSE, SNAIL...

Dolphin available in matching  
tub set



Accessories to match

Please no C.O.D.

**SHERLE \* WAGNER**

123 East 57<sup>th</sup> Street, New York 22, Plaza 8-3300



#### A BRACELET FOR GRANDMOTHERS

Take this beautiful sterling silver chain—add a sterling dangle disc that records the name and date of each beloved child—for a bracelet you know she'll wear proudly. Each silver disc is engraved, in script, with the first name, month, day and year of birth of each grandchild, son, or daughter. Any number of discs may be added for each new arrival. Please print plainly name and dates when ordering.

Sterling Bracelet ..... \$1.50

Each Engraved Disc ..... \$1.00

Bracelet and Discs Available in Gold

12 kt. Gold Filled Bracelet ..... \$2.75

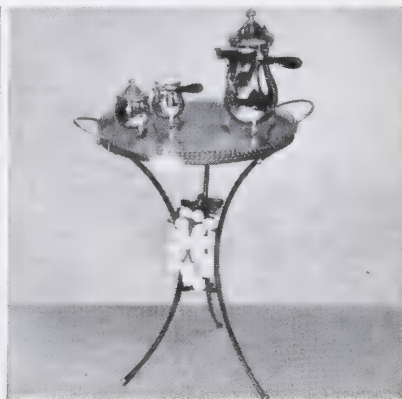
Each 12 kt. Gold Filled Disc ..... \$1.75

Add 10% for Fed. Exc. Tax. No C.O.D.'s please.

Send For FREE CATALOG.

**EDWARD H. ZIFF, IMPORTER**

Box 3072 Merchandise Mart Plaza  
Dept. B-11 Chicago 54, Ill.



IMAGINATIVE table features classic filigree on removable tray top with collapsible graceful curved legs tipped with brass balls. Choice of burnished brass or copper in non-tarnishable antique finish.

VERSATILITY—Ideal as, tea table—nite stand—planter display—figurine pedestal—patio server.

CRAFTSMANSHIP—Symphony in brass—3 pc. serving set, exquisite in detail. Black wooden side handles.

IRRESISTIBLY PRICED—Burnished Tray Table only \$7.95 Postpaid. 3 pc. Brass Tea Service only \$11.95 Postpaid. Both for only \$17.95 Postpaid. Money back if not delighted.

#### GIFT WAGON

4248 W. 99th PLACE OAKLAWN, ILLINOIS

#### GIVE FAMILY PIANO LESSONS FOR CHRISTMAS!

"Hobbying at the Piano" is the Home Music Course that should have a beginner playing No. #1 on the Hit Parade and the M.O. Light Sonata in 6 months! There are 2 courses, each consisting of 13 complete lessons recorded on 12-inch 33-1/3 long play RCA records, and keyboard. Pupil can repeat any lesson over and over. And the entire family can learn with same course! Your teacher is a celebrated music educator.

\$19.95 for first course

Both courses of 26 lessons. \$29.95

Money refunded within 10 days if not satisfied

**EDCO** Dept. H, 5912, Harry Hines, P.O. Box 1848, Dallas, Texas

#### FISHERMAN'S PRAYER

God grant that I may fish for trout  
Until my dying day,  
And when I come to my last cast  
I'll then most humbly pray,  
When, in the Lord's safe landing net  
I'm peacefully asleep,  
That in His mercy I'll be judged  
As good enough to keep.

Illustrated by Tom Rost. Handsomely printed. Hand framed in knotty pine. Solid brass hanger. Size 7 1/2" x 10". \$4.95 postpaid. **PEERY PRODUCTS**, Box 367, PETERBOROUGH, N.H.

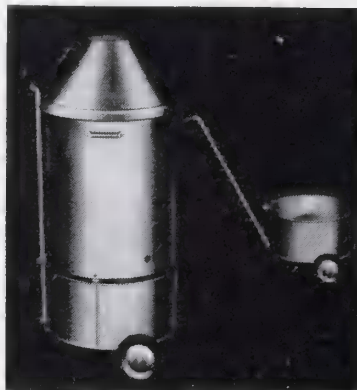


## WINDOW



#### UNDERCOVER STORY.

Here's the weskit that will be warmly regarded by any man who's out in the cold—he he traveling salesman or neighborhood snow shoveler. It's 100% lightweight virgin wool in flat-knit that's warm and comfortable. Gray, brown, blue or tan with rib trimming, sizes 36-46. \$5.95; sizes 48-56, \$6.95. Ppd. Weskit House, Box 41, Brooklyn 33, N. Y.



#### ROLLING INCINERATOR

safely burns leaves, grass, barbecue trash, etc. Collect trash at back door, then wheel to driveway or corner of yard for burning. Rubber-tired base (ash receptacle) converts to garden cart; is ideal for wheeling garbage can. Aluminized steel. 2 1/2-bushel capacity, 42" high, 17 1/4" diameter. Wt., 32 lbs. \$19.95 ppd. Add \$1 W. of Rockies. U. S. Products, Inc., Columbus, Ind.



#### FLATTER YOUR HOSTESS

and her own culinary specialties with a shadow-box wall plaque that says, "Mary Cooks the Best Spaghetti" or any personalized inscription that fits the space. They're ceramic, 4" square tiles that come in blue or yellow. A prized addition to any kitchen, they're decorative unusual gifts for any occasion. \$1 ea. ppd. Stratton Snow, Dept. HB, Delray Beach, Florida.

#### African Wall Scrolls by Isya Sue

Hand printed on egg shell parchment in black with gold & white overlays, framed top & bottom with black cylindrical wood bars capped in polished brass ferrules. 38" long x 12 1/2" wide. A striking design in simple color. Perfect for the contemporary home of today.



Guaranteed to please or immediate refund.

**ELSIE OLSON**

315 So. Harvard Blvd., Los Angeles, Calif.

Only

4.00

Each

7.75

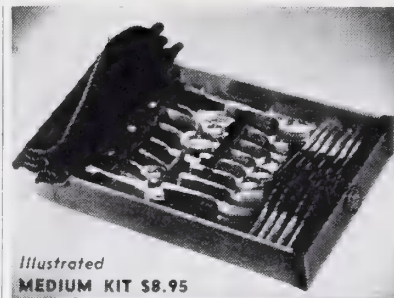
Set of 2

ORDER

EARLY

FOR

XMAS



Illustrated  
MEDIUM KIT \$8.95

#### TOP DRAWER SECRET

are these Pacific Silver Cloth, make-it-yourself, flatware storage drawer kits. Quickly convert any drawer into a model of tarnish-proof, fitted efficiency. Ten minute installation. Satisfaction guaranteed. A lifetime convenience.

drawer front	depth	holds	size	price
13" to 16"	2 1/2"	108 pcs	Small	\$5.95
17" to 24"	2 1/2"	204 pcs	Med.	\$8.95
25" to 30"	2 3/4"	292 pcs	Large	\$12.95
31" to 40"	2 3/4"	420 pcs	X-Lg	\$14.95

Dozenware blocks (as shown) also sold separately. Write us about your storage problem. Free catalog.

**CALIFORNIA WAYS**

Dept. HB-23 San Mateo, California



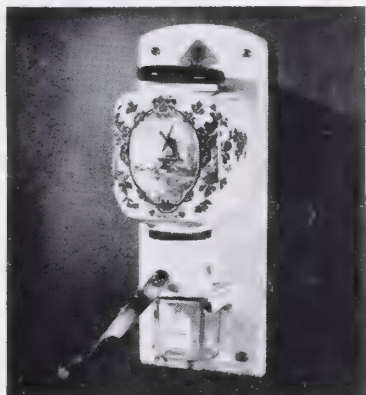
# SHOPPING



**IN THE MOOD** to give yourself a scent-sational lift? Then order these! Sachet powder with a captivating floral freshness comes in 5 separate shakers to sprinkle on yourself, in your lingerie. Carry one in your purse. Keep one in your office desk. Created by Mary King, these are stacked in a 4½" cylinder decorated with "In the Mood" designs. \$2.75 incl. tax and post. The Powder Puff, Box 547, Boston 2, Mass.



**AMONG THE MISSING** for too long a time, but back now to enchant the American homemaker, is this wonderful Delftware Coffee Mill. The hand-painted windmill and flowers are in the traditional blue and white Delft pattern on fine porcelain. The mill has adjustable grinder, removable bowl and is 13" x 5". \$8.95 ppd. Prince Enterprises, 103-D Park Avenue, New York 17.



**A CROSS TO WEAR**, that will give classic elegance to a simple dress, is French Marcasite set in sterling silver. A shining beauty on a sterling chain, it is rhodium-plated and tarnish-proof. Small cross, \$4; large \$6. Star of David, small, \$4; large \$6. Eastern Star Pendant, \$10 incl. tax and post. Moroccan Art Center, 30 Rockefeller Center, N.Y.C.



## UTILITY CHAIR WITH EXTREME VERSATILITY

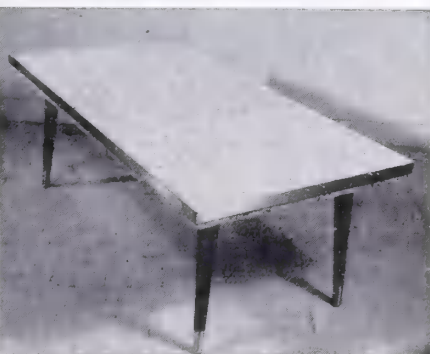
A chair of beauty for Bridge, Porch, and Yard or the Seashore, Camping, this week's Game or any General Utility.

Made of polished, tempered aluminum with canvas seat and back in Red, Green, Blue or Yellow. Plastic rubber tips do not mar the floor. We will extend YOUR Greetings for Xmas shipments.

Price each \$6.95 Packaged two to carton \$12.50. Postage Prepaid. Satisfaction Guaranteed or Money Back, just enclose check or Money Order with shipping address and state color to—

*American Beauty Sales*

BOX 471-H, LARGO, FLORIDA

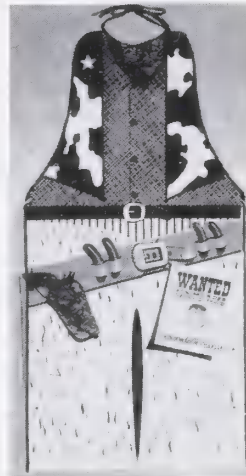
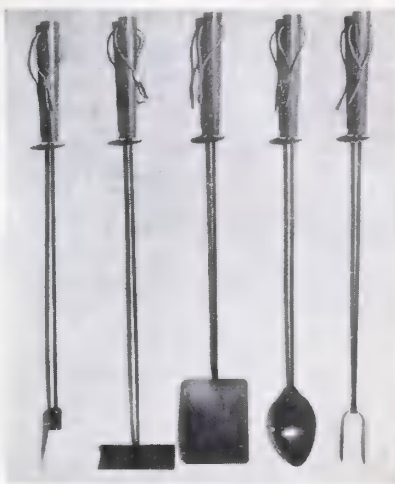


Genuine CERAMIC MOSAIC COFFEE TABLE  
Its Exciting Continental Beauty Will Thrill You In Any Interior Decorating Scheme. Cigarettes or beverages cannot mar their beauty. Tiles on top and edge under brass trim are 4½"x8½" square; available in four different colors: (1) deep saddle brown with marbled gold buff vein; (2) gloss white with charcoal vein; (3) mottled sage green satin glaze; (4) turquoise with white fleck. Legs in choice of walnut finish or satin black. (Illustrated). Matching lamp and end tables—illustration and specifications sent on request free of charge. Not available in stores; these original pieces are sold only direct from our shops. **YOU SAVE OVER HALF PRICE.**  
Oblong table illustrated is 22½"x42"  
—16" high ..... \$79.00  
Also available in round 43" diameter  
—16" high ..... 98.00  
**ORDER RIGHT NOW**—please send check or money order; table will be shipped express charges collect or if you desire, add \$6.00 and we'll ship express prepaid. Please specify mosaic and leg color.  
**STILEART COMPANY** guaranteed originals.  
140 East 33rd South Salt Lake City, Utah.

## 5-PC. BARBECUE SET FOR DAD

Wonderful for Mr. Wonderful are these striking Barbecue Tools! If he reigns best when you entertain in your garden or patio and he does the cooking this is the Christmas gift he'll like best. The set includes everything needed for preparing a mouth-watering meal—spatula, fork, spoon, charcoal rake and basting brush that detaches for easy, fast cleaning. Each of the tools have beautiful red-wood handles, shining brass hilts, and sturdy black shafts. You can be sure all future barbecued meals will taste better if he has this helpful outfit.

5-Pc. Barbecue Set ..... \$7.95



**CHUCKWAGON CHARLIE** You'll be right at "Home on the Range" . . . or barbecue . . . in real Western style in this gay barbecue apron. Has cord tie-strings and brass eyelets. Includes cowboy bandanna, shiny badge, and holster with high quality plastic "six shooter" that fires 60 shots of water extinguisher . . . handy, too for basting. Pre-shrunk bleached fabric and hand painted in multi-colors. Fun to get . . . fun to give . . . and fun to wear!  
Apron .... \$3.95



**MEAT MARKERS** Serve — ordered with the long horn meat markers. An attractive and useful accessory to mark the tenderness of meats served by the perfect host. Made of metal and attractively chrome plated. In center of each is M for medium, R for rare, W for well and MW for medium well. Set of 12 Meat Markers ..... \$2.00

All Three Items For \$13.00

Sent Postpaid—Satisfaction Guaranteed

## THE MAIL BOX

Lombard 11, Illinois

## for that glamorous at-home look

nothing could be nicer than our man-tailored velveteen pants tapered narrow as possible and slit at ankle. Lush peacock or jet black—odd or even waist-sizes 22 to 32 \$10.95 postpaid

\* Send for your FREE copy—

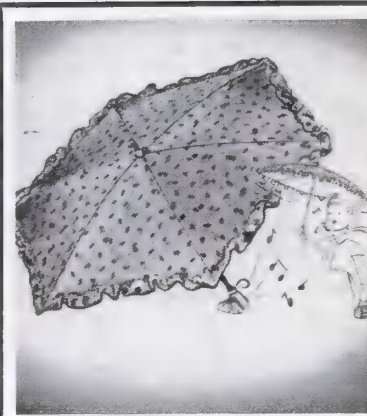
## RIDING & RANCHWEAR CATALOG

Over 100 pages of riding apparel and ranchwear for men, women and children—even hard-to-fit sizes, too—because we specialize!



**BECKWITH'S**

37 Essex Street (Dept. B)  
Boston 11, Mass.



## MUSICAL UMBRELLA

Oh, MY! Look who's coming down the street! She's a puddle-jumping hit parade all by herself, because her umbrella plays a tune. And as it plays, the top turns round. From now on the most fun days will be rainy days. Ruffled and decorated cloth top opens to 28" wide. Plastic handle has anti-mal head. Postpaid \$4.95

Penna Residents Add 3% Sales Tax  
Sorry No Stamps or COD's Please  
Send For Free Gift Catalog

*Page & Biddle*

21 STATION ROAD, HAVERFORD BIL, PA.

## Save on Victorian Furniture

This beautiful hand rubbed solid Honduras Mahogany side chair, hand carved with tufted foam rubber seat in your choice of 20 colors, covered with Antique Velvet, Plain Velvet, Tapestries or Brocade. . . . \$49.00

Solid Honduras Mahogany ladies side table with genuine imported Italian Arabescato Marble . . . \$14.50



FOR CATALOG AND SWATCHES ON OTHER VICTORIAN PIECES, PLEASE SEND 50¢

All Victorian pieces are shipped F.O.B. Alabama Factory . . . Allow ample time for delivery

MAIL CHECK OR MONEY ORDER

*Jones Bros.*

VICTORIAN REPRODUCTIONS

P. O. BOX 284 FINE LEVEL, N. C.



Unique, practical idea  
for men from 6 to 60

# new, personal VALET

SAVES CLOTHES, SAVES PRESSING  
BILLS, KEEPS EVERYTHING HE WEARS  
NEAT AND WHIMKLE FREE

No more clothes draped over chairs or doorknobs — now everything can be hung neatly, in one place at night — ready and fresh for the morning.

◀ #10 Valet with perfectly shaped shoulder blades for jackets & shirts. Deep carved, swivel tray for pocket contents. Plated hooks for tie, belt, suspenders. Rounded trouser bar. Plated metal covered shoe rack. Beautiful, hand rubbed finish. Easy rolling casters. Available in blonde, walnut or mahogany. Please specify, 46 3/4" high overall. Postpaid \$10.95

◀ #40 Junior size valet. For young gentlemen Same as #10 above but 42" high overall. Postpaid \$9.95

#80 ▶ DELUXE valet. Features a new, removable trouser hanger which hangs out trouser creases overnight! Deep tray for all pocket belongings. Plated hooks for tie or belt. Wide bladed hanger for jackets & shirts. Plated metal covered shoe rack. Easy rolling casters. Highly polished blonde, walnut or mahogany finish. Please specify. 51 1/2" high overall. Prepaid \$16.95

ORDER NOW!  
PERFECT AS A  
GIFT—OR FOR  
YOUR OWN USE

(we will enclose your  
gift card if desired)

Closest House, Inc. HB-11  
Room 1201, 450 7th Ave., N. Y. 1, N. Y.  
Gentlemen: Please send me the valets indicated  
below. My check or M.O. for \$  
is enclosed. No C.O.D.'s PLEASE

Style	Quantity	Color	Price
#10			\$10.95 ea.
#40			\$ 9.95 ea.
#80			\$16.95 ea.

N.Y.C. residents add 3% sales tax

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## CLOWN BOWLING PINS.

This rollicking red and white clown is 7" high and a bright and gay figure all by himself. But just grasp him by his portly tummy, twist gently, and out will tumble ten—count 'em—ten jolly clown tenpins and 2 balls to bowl them over with. The whole set is beautifully enameled and would be perfect for slipping into certain stockings on the big day. \$1.95, boxed. More gifts for children in our catalog.

ELIZABETH McCaffrey  
Dept. N-HB Orange, New Jersey

## PAGODA ROOF CUPOLA

Ready - Built, fully assembled PA-GODA ROOF CUPOLA for your garage, breezeway or ranch house that will fit any pitch roof. Made of pine, painted two coats white, 31" high, 18" square. Aluminum or copper covered roof. Needs only a screwdriver to put up in 10 minutes. With ALUMINUM covered roof, \$39.50. With COPPER covered roof, \$42.50. Express Collect. Other sizes and styles from \$16.75 to \$149. Weather vane shown 19" x 20" made of COPPER and ALUMINUM, painted black, only \$11.95 postpaid.



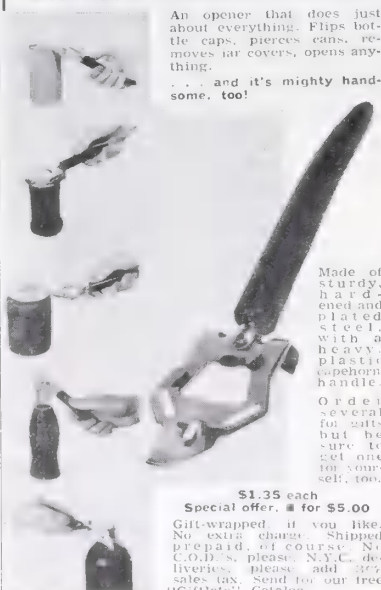
SEND FOR FREE CATALOG

## CAPE COD CUPOLA CO.

Dept. HB-2

No. Dartmouth, Mass.

## MOST USEFUL HOUSEHOLD TOOL YET!



\$1.35 each  
Special offer, 4 for \$5.00

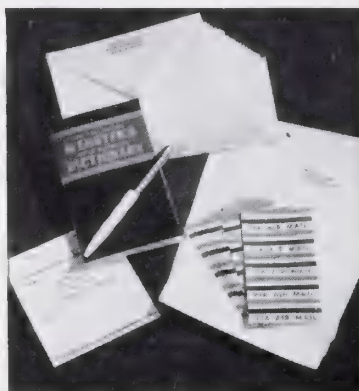
Gift-wrapped, if you like. No extra charge. Shipped prepaid, of course. No C.O.D.'s, please. N.Y.C. deliveries, please, add 3% sales tax. Send for our free "Giftlets" Catalog.

## MAIL-AGE

Dept. B-11  
P.O. Box 109, Pratt Station, Brooklyn 5, N.Y.



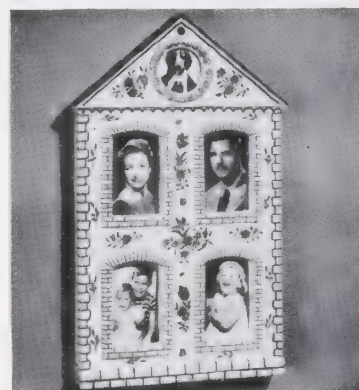
## WINDOW



**THE WRITE ANSWER** to a lady's desk problem is provided by this "Writing Kit." You get all of these nice-to-have things: 50 sheets of letter paper and 25 envelopes, both personalized with any name and address; 25 Air Mail stickers; 25 personalized parcel post labels; a ball point pen; and a Webster's dictionary. \$2 ppd. Gifteraft, 1234 E. 47th St., Chicago 15.



**THEY'RE IMAGINING THINGS** when they put these hand-carved puppets through their paces. The snapping green crocodile might be the villain, out to gobble up the droopy brown hound. Or they might be a handsome prince and princess, under a witch's spell. Also available: wolf, fox, donkey, cat. \$3.95 each; 2 for \$6.95. Ppd. The Fireside, HB-12, 186 E. Evergreen Ave., Philadelphia 18, Pa.



**PICTURE A HOUSE** of colorful ceramic hanging on your wall, whose first and second floor windows and round attic window are actually frames for showing off your whole family! Made in France in the style of Sèvres porcelain, it measures 14 1/2" tall, in pink, blue, charcoal, yellow and green, and would be sensational for a Grandmother. \$12.95 ppd. House of European Specialties, 29 W. 57th St., New York 19.

## Gilty Desires?

If they run to golden jewelry, these filigree bracelets and earrings will charm you. Imported from Germany. Non-tarnishable. Delicately formed of gilded aluminum. Light as spun lace, their loveliness lends flavor and enchantment to the costume. They come in 3 shades: silver, yellow gold and rose gold. Available through Christmas. Bracelets just \$1 each, incl. tax, ppd. Matching loop earrings, so desirable for their beauty and grace, \$1 a pair.

B. M. LAWRENCE IMPORTS  
255 California St., San Francisco 11, Cal.



## PIERRE NAME-O-GOLD FOR YOUR PET!

For your pet (dog or cat) his or her name on a sturdy, luxuriously beautiful soldered link chain, plus leash ring, ALL IN GLEAMING 18 KT. GOLD PLATE. This is an exclusive offer to readers of House Beautiful (for 1956). Limit 12 letters to name. Send pet's name and neck measurement along with \$7.50 (includes Fed. Exc. Tax and Postage). Allow about 2 weeks for delivery. Custom made "Name-O-Gold" makes an unusual and never-to-be-forgotten gift. Comes Gift Boxed. It's guaranteed.

SAXON ASSOCIATES, Inc., 35 W. 33rd St., N. Y. 1, N. Y.



# SHOPPING



**SALT & PEPPER ROSES,** growing out of a white Sugar Pot, are every bit as pretty and far more practical than the common garden variety. The red plastic rose is for pepper; the yellow rose is for salt. Just pluck them, shake, and replace. Their brown base is also the lid for the 3" sugar bowl, personalized with first or last name. Gift-boxed, it's \$1.25 ppd. Kathy Ilsa Gifts, 5 S. Willow St., Montclair, N. J.



**CROSS YOUR FINGERS** and hope to die if you have ever seen a nicer way to seal a friendship or declare your love for each other. Matching bands of sterling silver with name engraved make wonderful give-and-take Christmas presents. For ring fingers or pinkies, send size. In sterling silver, \$3.45 each; gold-plated, \$3.95; ppd. Jeb's on the Santa Fe Trail, Waverly, Mo.



**SILLY OLD MOUSE** is a delicious parody on the department of utter confusion familiar to Do-It-Yourself die-hards. Befuddled by tools and Chianti, he's mounted on a real music box that doubles as a fun paperweight for a desk. Also available in motifs for the hunter, golfer, yachtsman, fisherman, gambler, bird watcher, garden club, Slenderella and Merry Christmas. \$12.95 ppd. The Red Box, Westbury, N. Y.



**ORGANIST'S HANDBOOK**

**makes HOME ORGAN PLAYING more ENJOYABLE**

**ONLY \$1.50**

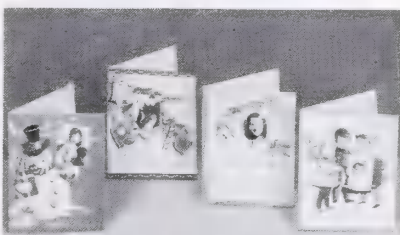
Thousands of organists have gained more enjoyment from their home organs after receiving their Organist's Handbook. Just look at its contents! A short course on reading music from chord symbols with complete chord charts. Information on a wide variety of modulations, based upon chord symbols. Transposing of chord symbol music. Glossary of common musical terms. 30 favorite musical selections in chord form. Many other fascinating features and charts. Satisfaction guaranteed. A must for every organist... an ideal gift for friends. Only \$1.50 postpaid. Send your order to ORGANOTE today. No C.O.D.'s please.

**FREE CATALOGUE—Send now for your free copy, "Home Organ Accessories Catalogue".**

**ORGANOTE COMPANY**

Dept. H-56,

5904 Zenith Ave. So. Minneapolis 10, Minnesota



**20 French Fold PHOTO Xmas Cards \$1** plus 10c shipping

Send thrillingly NEW, LUXURIOUS French-Fold photo Xmas cards this year! ANY PHOTO, family group, scene, child or pet mounted on unusual die-cut FOUR-COLOR French Folds, 5 1/2 x 4 1/4 in. — all with matching vellum envelopes. Order as many sets of 20 assorted cards (4 designs) as you wish for only **\$1.10 per set**. Send **NEGATIVE** or **PHOTO** (returned unharmed) with remittance. NO EXTRA CHARGE for making negative from photo.

**CUSTOM PIX STUDIOS**  
General P.O. Box 1234—HB, New York 1, N. Y.

## ANDROL FIFTH AVE. presents.. Bathroom Glamour plus Safety..

Just In Time For EXCITING CHRISTMAS GIVING ... Two-Tone American Beauty Floral Bath Mat ... only \$3.98

Up-to-the-minute decorator colors and made with finest virgin plastic materials, permanently, electronically heat-sealed for durable wear.

Luxuriously soft-textured virgin vinyl foam with beautiful, embossed, American Beauty Rose pattern. SKID-PROOF, reversible, absorbent and easy on the feet. Available in the following two-tone color combinations: ( ) Pink Roses on Blue Ground; ( ) Yellow Roses on Black Ground; ( ) Blue Roses on Yellow Ground; ( ) White Roses on Aqua Ground.

DeLuxe, Two-tone Bath Pillow. Generously filled with virgin vinyl foam. NOT an inflatable pillow. Attached easily and quickly to bath tub with 2 suction cups. Available in same color combinations.

Standard size, 26" x 16", \$3.98

Super-size Step-Down Mat, 17 1/2" x 33", \$5.98

DeLuxe Pillow, 14" x 10" # 4", \$2.48

Total Value \$12.47



SAVE \$2.47

Order the entire 3-piece matching ensemble for only

**\$9.98**

postpaid.

Designed by "ROLLAND"

Order now from Androl Fifth Ave., first in bathroom glamour and safety!

## Christmas Is For Dogs, Too!

Now every dog can live the life of Riley ... with quality plastic heat sealed pads, filled with generous plastic foam.

- odorless
- waterproof
- sanitary
- easy to clean
- washable
- resists acids and stains

Available In These Sizes:

- 22"x14" \$2.98 Palmetto and Quilted Diamond
- 26"x16" \$3.98 Palmetto and Quilted Diamond
- 32"x17" \$4.98 Poodle Embossed design only

Your choice of

- ( ) Red ( ) Pink ( ) Blue ( ) White

All orders shipped promptly—all prices postpaid.

A) Poodle—\$4.98  
B) Quilted Diamond—\$2.98 and \$3.98  
C) Palmetto—\$2.98 and \$3.98

Androl Industries, Inc.  
122 Fifth Ave., Dept. A-116, New York 11, N.Y.

Please send me:

- Standard two-tone Bath Mats @ \$3.98
- Super-Size Step-Down two-tone Bath Mats @ \$5.98
- DeLuxe two-tone Bath Pillows @ \$2.48
- Complete 3-piece ensembles @ \$9.98

Specify color-combinations:

- Pet Mats @ \$2.98
- Pet Mats @ \$3.98
- Pet Mats @ \$4.98

Specify Pattern:

Specify Color:

I enclose \$

Satisfaction guaranteed or your money cheerfully refunded.

Name

Address

City

Zone

State



Enroll the "Lady-who-has-everything" in . . .

## THE BELGIAN LACE GIFT CLUB

### The Newest Import Adventure

#### GIFTS MAILED DIRECT FROM BELGIUM—

country of world famous lace-makers. To anyone you name, will come the unbelievably lovely linen and lace items which you have selected. Sent duty free and postage paid. (U.S. Postman must collect 15¢ service fee for delivering foreign package.)

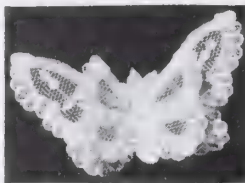
#### GIFTS WORTH \$5 to \$7 each

Through the Belgian Lace Gift Club Plan, you can buy gifts worth \$5 to \$7 for as little as \$2.35, because gifts are duty free and without importer's markup.

#### MEMBERSHIP FEES 3 mo., \$8.00;

6 mo., \$15.00; 9 mo., \$21.00

**PLACE ORDERS NOW.** Indicate which of the following items to send and color choice for each, and enclose remittance for Club plan you wish. Bun warmer; guest towels (2); white handkerchiefs (2); lady's collar; cocktail napkins (6); martini glass coasters (6); tray cover; tea napkins (4); hot bread cover. In pink, natural, or white linen with gossamer Belgian lace. Gifts sent monthly, direct from Belgium. Free gift and membership certificate sent immediately—first club gift sent 4 weeks later. Membership may be cancelled at anytime and money refunded for the unshipped part of your subscription. We guarantee your satisfaction.



#### FREE GIFT

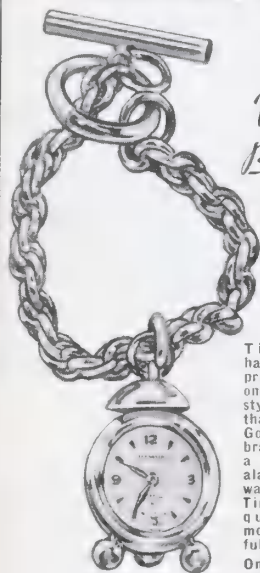
##### to new members

Dainty white Belgian Lace Lapel Butterfly (wingspread 3") will be enclosed in attractive membership certificate to announce enrollment and sent to anyone you name.

Complete descriptive folder available.

Dept. B-11, 1624 North Ave.  
Waukegan, Illinois

Belgian Lace  Gift Club



#### alarm clock Watch Bracelet

Time on your hands! A terrific present for someone who needs a stylish reminder that tempus fugit. Gold-plated chain bracelet dangles a darling little alarm clock face watch. 1 1/2" x 3/4". Timepiece is fine-quality Swiss movement watch, fully guaranteed. Only \$15.35 Fed. tax included

Send for FREE Christmas Catalog



**Susan Smith**

11 E. Washington  
Carpentersville 10, Illinois



#### Fiesta Dolls

for Gift List Favorites!

Captured—the gaiety, rhythm and excitement of South-of-the-Border Fiesta Dolls are dressed in colorful, authentic, hand-embroidered costumes to represent Cuba, Brazil, Mexico, Guatemala and the Argentinians. Fiesta Dolls are 10 1/2" tall, of washable, soft, life-like vinyl, with moving, expressive eyes and flexible arms and legs.

Christmas gift boxed and postpaid

\$4.95 each—2 for \$8.95,  
or all 3 for \$13.45

**Fiesta Dolls**

Dept. A-116, 627 S.W. 8th Avenue  
Miami, Florida

#### BACK DOOR KNOCKER.

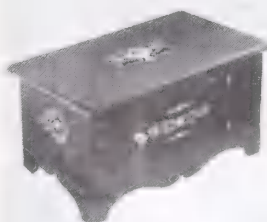
This is the part of the cat that goes over the fence last—and we think it's terrific for your kitchen or patio door. Of black iron, about 7" high, it mounts easily with two wood screws which are included. \$4.75. In solid brass it is \$6.75. Postpaid from Tennessee Chromium Plating Co., 206 Louise Ave. N. Nashville, Tenn.



#### LOOK WHAT YOU CAN DO WITH AUTHENTICS DECALS!

Makes it easy to give antique or reproduction pieces the distinctive "decorator touch" that adds interest to your favorite room. Cabinet illustrated was decorated with decals from our famous Boston Rocker Set (eight pieces, gold and silver, \$1.50 ppd. in US); others, such as the rich gold Captain's Chair Set and colorful Pennsylvania Dutch Set (either, \$1.50 ppd.), are equally adaptable for decorating all types of furniture and accessories.

OUR FOLDER (10¢) shows our full line—including our popular decals for decorating glassware and china, such as the 12 pc. Kitchen Canister, Label Set (gold and black) for \$1.50 ppd.



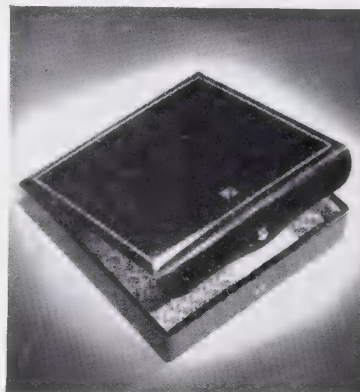
SEND 10¢ FOR ILLUSTRATED  
FOLDER OF FULL LINE

**AUTHENTICS**

DEPT. G-25, BOX 26  
CINCINNATI 7, OHIO



## WINDOW



**ROUND ABOUT NOW** we bet you're wishing you could add a glamorizing touch to your china cupboard. You can keep your plates clean and store them in pink or yellow quilted plastic covers. Each cover holds 8 plates, has felt dividers, round-about zipper. Set includes 3 sizes: 11 1/2" diameter, 9" and 7 1/2". \$5.95 ppd. 3-letter monogram in charcoal or navy, \$1 per set. RMS Interiors, 11146 S. Michigan Ave., Chicago.

**TRAVELER'S AIDE** is this handsome calf shoulder bag, and a boon it is to the traveling woman. She'll at last have room for foreign money, Paris Flea Market purchases, and even an extra pair of stockings. With zippered compartments and a removable passport case, it's 12" x 9 1/2", comes in black, dark brown, navy, red or tan. \$20.95 incl. tax and post. Muriel W. Scudder, 234 Abbey Road, Manhasset, N.Y.

**RESERVE THIS BOX** for a smash hit. A monogrammed leather box has a sleek, tailored button-down design and comes in brown, green, red or maroon with gold-tooled trim. 9" x 8" x 1 1/2" deep, its spacious interior holds her costume jewelry, handkerchiefs; his studs, tie pins, cuff links. With 1 to 4 gold initials, it's \$5 ppd. The Plumtree Shop, P. O. Box 28, Newtown, Conn.

## HEAVY LEGS

Try this new, amazing scientific home method to Reduce Ankles, Calves, Thighs, Knees, Hips

#### For Slenderized Legs

Beautifully firm, slenderized legs help the rest of your figure look slimmer, more appealing! Now at last, you too can try to help yourself, to improve heavy legs due to normal causes and reduce and reshape ANY PART of your legs you wish . . . or your legs all over. Well known authority on legs with years of experience offers you this tested and proven scientific course—only 15 minutes a day—in the privacy of your home! Contains step-by-step illustrations of the easy scientific Leg technique with simple instructions for slenderizing, firming, stronger legs, improving skin tone and circulation of legs; also normal causes of heavy legs, plus leg measurement chart for each section of leg according to height and weight.

From the very FIRST DAY you may feel the exhilarating effects of this method. A Health Culture magazine asked this authority on legs to write articles on the fundamentals of this wonderful type of method.

SEND NO MONEY!  
FREE 10-DAY TRIAL

Just deposit \$1.98 plus postage with postman on delivery in plain wrapper of the "Home Method of Slenderizing Heavy Legs". Or send only \$1.98 with order and we pay postage. You must see satisfactory results, or return course and your money will be refunded.

modern methods Dept. SL-102  
296 Broadway New York City 7



#### Good Buys in Square Wrought Iron Stools With a Touch of Gold

**Construction:** All welded 1/2" diam. wrought-iron, for strength without bulk. Legs are tipped with Brass Ferrules and No-Mar Plastic Glides.

**Upholstery:** Generously padded seats, covered with wipe-clean textured vinyl, in luscious shades of pink, white or black, flecked with gold.

Snack Bar Stool 24" high . . . \$6.95 ea.  
Bar Stool 29" high . . . 7.95 ea.

order direct from the manufacturer and save.

HOME INDUSTRIES, Dept. H-2

4012 8th Avenue, Brooklyn 32, N. Y.

Sorry no C.O.D.'s. Money refunded if not satisfied. Shipping charges collect.



# SHOPPING



**YOU JUST WAIT** 'til you taste these old-fashioned Southern Pralines! For those moments when nothing will satisfy you except a sweet, *this* is the sweet that's the most satisfying. Loaded with pecans, a pound of them comes packed in a hand-woven Mexican straw basket that you'll use later as a sewing basket or a colorful catch-all. \$2.25 ppd. Hadlock Fruit Co., Mt. Dora, Fla.



**THE CAFE ESPRESSO** that you lingered over in a sidewalk cafe in Rome tasted not a bit more delicious than the brew you'll produce in this Continental Coffee Pot from Italy. It gives regular coffee a "steamed in" flavor that is very good indeed. Made of aluminum, 2-cup size is \$1.98; 4-cup, \$2.49; 6-cup, \$2.98; 8-cup, \$3.19; 10-cup, \$3.59; 12-cup, \$3.98. Ppd. Robin House, 330 E. 72nd St., New York 21.



**NOW EAR THIS!** No whistle-stop speeches or barn-storming to proclaim *her* favorite! She gets the message over subtly by wearing Ike Earrings, and looks so devastating the boys in the Democrat camp will probably desert. White capri stones with sterling silver screw-backs are mounted with jet letters studded with rhinestones to spell out "Ike." \$1 ppd. No. c.o.d.'s. Pace's Dept. 32, Box 279, Bradenton, Fla.



## The SOFT BED CURSE

Oversoft beds are a curse to many people, and are often the cause of

## B-A-C-K-A-C-H-E-S

Simply slip a bed board under your mattress and enjoy restful slumber. Rest-Well Bed Boards are made of attractively covered Fibre Board.

30" x 60" for Twin Bed ....\$5.95  
24" x 60" for Cot or one side of a double bed ....\$4.95  
(Use two for both sides)

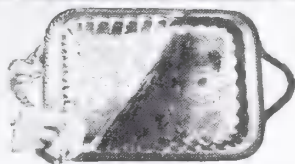
Free Delivery in U.S. and Can.  
Please, no C.O.D.'s.

**REST-WELL PRODUCTS CO.**  
415 West 127th St., N.Y. 27 N.Y.

We also make bedboards for folding beds. Prices \$10.95 for twin bed size, \$12.95 for double bed size.

Satisfaction Guaranteed.

## REPLATE SILVER AS YOU POLISH



### BRILLIANT NEW SILVER—

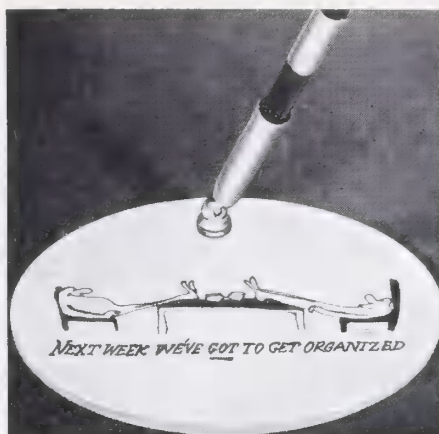
Bring new beauty to your silver and protect it at the same time—Just apply new Silver Plus, the professional solution that silverplates as it polishes! Silver Plus deposits pure silver as you wipe it on Sterling, Plated Silver, Sheffield or Holloware. Covers worn areas with new silver. Plates silver on copper and brass too.

Don't take chances with your precious silver. Abrasive polishes and chemicals can rub silver off when they clean. Give your silver absolute protection that will keep it beautiful and new for a lifetime. Polish it with Silver Plus—it's as easy as wiping—and remember, you add silver as you add beauty. Makes silver tarnish resistant; saves you time, money and keeps your silver bright as new!

GUARANTEED

Silver Plus is only \$1 a bottle (plus 10¢ handling). Enough for dozens of pieces. You'll be proud to show your silver after just 1 application or **YOUR MONEY BACK!** SPECIAL OFFER: 2 bottles only \$1.85.

**EMPIRE LABORATORIES,**  
Dept. H-11, 4 N. 3rd Ave., Mt. Vernon, N.Y.



"Next Week We've Got to Get Organized" . . .

**THE PEN SET** with a sense of humor!  
Refreshingly different set for executives, students, **everyone** on your list! The cartoon characters reclining on the white ceramic oval tile base are the famous "Nebbishies," created by Gardner. Felt backed to protect desk tops, it holds an excellent swivel ball point pen that will take a standard refill. Clever, amusing . . . order several for yourself, **\$2.95** ppd. for gift giving.



## Personalized PORCELAIN JEWELRY

Give the man in your life this goldplated cuff link and tie clip set, personalized with his name or initials in script. Give yourself a matching pair of links or earrings . . . and no one will doubt that you two were meant for each other! In white porcelain personalized in black, or black porcelain personalized in gold.

<b>FOR MEN</b>	
tie clip	\$1.50
cuff links	2.50 pr.
complete set	3.50
Sorry, no C.O.D.'s	
Catalogue included with every order!	

<b>FOR LADIES</b>	
cuff links	\$2.50
earrings	2.50
set	4.50
Tax and postage included.	

**Finebridge Studios**  
OSSINING 25, NEW YORK

**SENSATIONAL FURNITURE POLISH**  
Don't clutter your pantry with unnecessary bottles. Triple action all out of one bottle.



**REMOVES** stubborn surface spots  
**CLEANS** dirt and grime  
**POLISHES** to high, dry lustre. Covers minor scratches. For all varnished, shellacked or lacquered surfaces. **ENTERTAIN WITHOUT FEAR!** Just apply **REVIVA** and surface spots will vanish like magic. Once you have used **REVIVA**, you will never be without it. Consumer tested and accepted for over 15 years.

Quart \$3.00 Pint \$2.00 Half-Pint \$1.50  
Plus postage, No c.o.d.  
**MRS. MARK JACKSON'S STUDIO-B**  
123 West 57th Street, New York 19, N.Y.

## BATHROOM LIBRARY

"Family Hospitality"



- Holds Magazines, Ash Tray, Cigarettes, Toilet Tissue, etc., etc.
- Easy to install—recessed between studs in standard walls
- Bonderized (rust-proofed) heavy steel construction
- Triple plated Chrome frame
- Baked Hammertone Enamel interior
- Frame (overall) 15" x 20 1/2"; recess 12" x 17 1/4" x 4 3/8" deep
- Satisfaction guaranteed

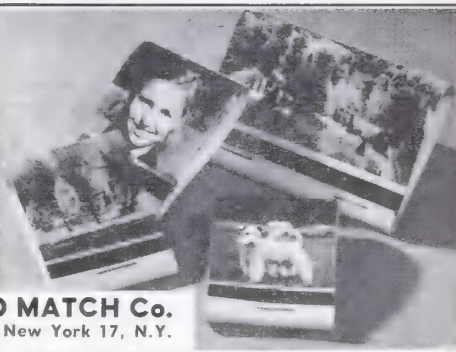
Model M-2 \$19.95 plus delivery  
Manufactured by (Calif. orders add sales tax)  
**House of Hospitality**  
Dept. R-11 3341 Cahuenga Blvd.  
Hollywood 28, Calif.

## PHOTO MATCHES

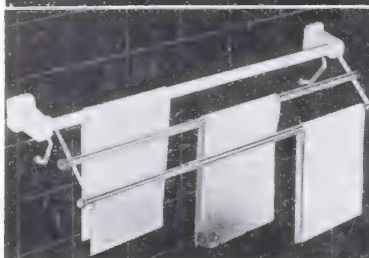
Your favorite photograph sharply reproduced on standard-size match packs. Send picture or negative; we return it. One subject to box. Makes an unusual gift for friends and family!

Regular Size:  
Box of 50, \$5.50 Box of 100, \$8.50  
Forty-Strike Size:  
Box of 50, \$11.00 Box of 100, \$16.00  
Photo Postal Cards 50 for \$5.00  
Postpaid No. C.O.D.'s please

**INDIVIDUALIZED PHOTO MATCH Co.**  
Dept. 26 18 East 41st Street, New York 17, N.Y.



## GUEST E-X-T-E-N-S-I-O-N TOWEL RACK



### TRIPLE YOUR TOWEL SPACE!

Every bathroom needs the extra towel space provided by this wonderfully efficient towel rack. Just hang it on your own rack—round or square—no screws or bolts. Brilliant Chrome plate over nickel on solid brass—no polishing. Adjustable 15" to 25" long. Will last a lifetime. Money-back guarantee. Single bar extension, \$2.75 Ppd.

Fine for drying Nylons and Undies  
You can take it with you 11-56

**ALLEN METAL PRODUCTS CO.**  
24 Lefferts Rd. Yonkers 5, N. Y.



# THE DELICATE ARTISTRY OF THE FAR EAST CAPTURED WITH THE CONTEMPORARY TOUCH of *Isa Dan*

## FIRST PUBLIC OFFERING...

The masterful interpretations of world-famous *Isa Dan* now offered to the general public for the first time. Her adeptness to perceive and create the delicate artistry of the Far East, with the striking design of the Picassos of the western world have won her world acclaim. You will thrill to the simplicity and yet depth captured in her paintings. Each print is 9 1/2 inches wide and 2 feet long, hand-printed on chalkwhite parchment, framed top and bottom with cylindrical wood bars, capped with polished brass ferrules. These unusual scrolls are lovely pieces to pair up on a living room wall, over a lamp, buffet or in the den, hallway, bathroom, kitchen, etc. You will be more than pleased or your money plus postage immediately refunded. Order early as supply is limited. Only \$2.00 each; \$3.95 set of two.



STYLED TO HARMONIZE WITH ANY DECOR...

Distributed by  
**ELEANORA BORROR**  
5721 Reseda Blvd.  
Tarzana, Calif.

ORDER BLANK  
PLEASE ☐ POSTPAID ☐ AIRMAIL (Add \$3.00)  
☐ Butterfly & Cowrie (400) ☐ Fish & Pine (401)  
☐ Butterfly & Cowrie (402) ☐ Fish & Pine (403)  
☐ The Four Seasons (404) ☐ The Four Seasons (405)  
Choice of Color: ☐ Black with... ☐ Yellow ☐ Turquoise  
☐ Pink ☐ Avocado ☐ Teal  
OR BLACK & GOLD

**\$3.95**  
Set of Two

MATCH YOUR OWN DECOR  
YOUR CHOICE OF COLOR...

BLACK WITH...  
• AVOCADO  
• PINK  
• TURQUOISE  
• YELLOW  
Except Butterflies in Flight (Luminous Colors)  
• HAND PRINTED ON CHALKWHITE PARCHMENT  
• FRAMED TOP & BOTTOM  
• GOLD CAP ENDS  
• 9 1/2" WIDE x 2' LONG  
GUARANTEED to please or your money plus postage refunded...

SPECIAL...  
SCROLLS SHOWN—  
NOW AVAILABLE IN BLACK & GOLD EXCEPT 403-404 MULTI-COLOR



# WINDOW

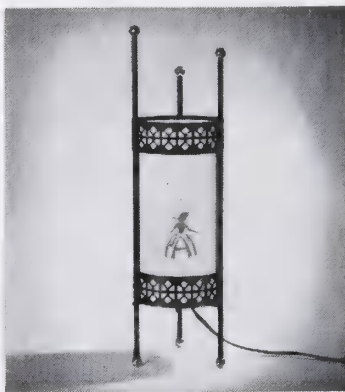
## THE POWER AND GLORY

of America is decoratively personified in this handsome wall eagle. Cast aluminum with the sharp details of the carved wood original, it's finished in gold bronze, has a 27" wing spread, is 11" high, and is wired for hanging. \$20.50. In 22k gold leaf, it's \$39.50. Ppd. Cape Cod Cupola Co., N. Dartmouth, Mass.



## SHADED WITH MEANING

is this wrought iron and brass lamp, the paper parchment shade of which is decorated with the silhouette of an old-fashioned girl. Her hoop skirt is formed by the letters of your first name. Any name up to 13 letters can be incorporated into the design. 16 1/4" high. \$5.95 each; \$11 the pair. Ppd. Remington Book Stores, Charles & Mulberry Sts., Baltimore, Maryland.



## GRAND PRIX at Sebring and Watkins Glen

is a new sports car racing game. There are no spinners or dice, instead you draw a car and race with its own specifications. Even though you're driving a Mercedes or Alfa Romeo, you take "chances" on the track's curves and may draw a "spin out" or "pit stop." Exciting for all ages. \$10 ppd. Grand Prix, Box 544-H, Fairfield, Conn.



## AWARD-WINNING HAMS

Miracle Danish hams that steal the scene at Thanksgiving or Christmas dinners! Succulent, tender hams pre-cooked in **SCOTCH WHISKY, SPANISH SHERRY, BURGUNDY WINE or FRENCH CHAMPAGNE** for heady aroma, tangy flavor. Boneless and skinless, they're all in one piece, ready to eat—require no refrigeration. Complete with 3 oz. of delicious wine jelly for serving or basting.

1 1/2 lb. tin \$3.49 ppd. four tins \$12.95 ppd.

We will gift wrap and enclose your card—just send us names and addresses. For Xmas delivery, order before Dec. 15th.

No C.O.D.'s, please.

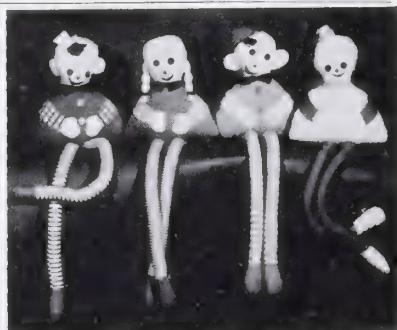
**KING'S TABLE** Dept. HB-12  
1016 Lexington Ave., New York 21, N.Y.

## UNUSUAL DOLLS

Fanciful figures in gay prints are mirth provoking. Extremely decorative Long legs take a variety of forms. Colors of boy and girl dolls harmonize with decor of any room. Perfect as pillows. 33" long.

\$2.50 ea. or \$4.50 a pair postpaid  
Send for Christmas catalog.

**SCULLY & SCULLY, Inc.**  
506 Park Ave., New York 22, N.Y.



## GARDENER'S GIFT

For window-sill plants, or outdoor landscaping. An ideal "extra" gift for the green thumb hobbyist. If soil is too sour—or too sweet—this magic tape will tell the tale. The Good Earth Soil Tester solves the mystery of whether or not lime is needed—and how much. Instructions tell how to create ideal pH growing conditions for over 700 different plant species. Scientific accuracy guaranteed.

**\$1.50** postpaid.

**KEYSTAN COMPANY**  
Dept. BH-11, Briarcliff Manor, N.Y.



## LEARN TO PLAY THE PIANO FROM RECORDS

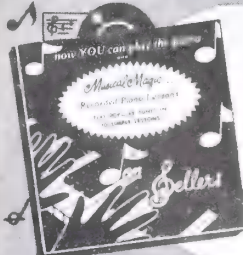
Play Popular Tunes in 10 Simple Lessons

Don Sellers, famous piano teacher, instructs you, on records, step by step through his wonderful piano course. This course has been thoroughly tested and approved by music authorities. Complete set includes 5 vinyl-plastic records and 18 practice charts. **\$10.00** (may be applied to cost of course)

Advise whether 45 or 78 RPM

Test  
**YOUR**  
Talent!

Sample record of  
Lessons 1 & 2  
**\$1.00**



**DON SELLERS, INC., 871-C McALLIE AVE. CHATTANOOGA, TENN.**

## Lederhosen

FROM BAVARIA for everyone in your family for Christmas!

FOR MOTHER \$19.95  
SON or DAUGHTER \$14.95  
FOR FATHER \$24.95  
\*includes suspenders

Real cowhide crafted with age-old skill in smart walking-shorts for every age! Wonderfully soft, yet practically indestructible. Authentic in every detail. In grey with green piping 'n horn buttons. State waist-size, height and weight in your order.

**ALP HORN** Free Brochure on request  
328B Washington St. Wellesley Hills 82, Mass.

## DRAW ANY PERSON IN ONE MINUTE

NO LESSONS! NO TALENT!

You Can Draw Your Family, Friends, Anything From REAL LIFE—Like An Artist Even If You CAN'T DRAW! Straight Line with Magic Art Reproducer!



Also Excellent for Every Other Type of Drawing!

Human Figures • Outdoor Scenes, landscapes, buildings • Still life, vases, bowls of fruit, lamps, furniture, all objects • Copy photos, other pictures, portraits, etc. • Copy blueprints, designs, decorations, etc., for woodwork, machine, for needlework, crocheting, knitting. Copy all cartoons.

Complete for only **\$1.98**

**FREE! "SIMPLE SECRETS OF ART TRICKS OF THE TRADE"** Easy illustrated guide on techniques, proportions, perspectives, shading, color, cartoons, human figures to add touches to "Magic Art Reproducer" drawings. Free with order.

**SEND NO MONEY! FREE 10 DAY TRIAL!** Send name and address. Pay postman on delivery \$1.98 plus postage. Or send only \$1.98 with order and we pay postage. Money Back Guarantee if not satisfied after 10 day trial!

Anyone can draw, paint, or sketch anything instantly—even if you can't draw! Anything you want to draw is automatically seen on any sheet of paper thru the "Magic Art Reproducer". Then easily follow the lines of the "picture image" with a pencil for an original "professional looking" drawing. Also reduces or enlarges drawing. Used on any table—indoors, outdoors! May help lead to profitable art career. Wonderful Gift!

**NORTON PRODUCTS**

Dept. 100, 296 Broadway, N.Y.C.



# SHOPPING



## SANTA'S IN THE SHADE

and turns any light into a 3-D scene of St. Nick going down a chimney. On the night before Christmas, substitute this for the regular shade in the nursery or hall, and it will start visions of sugar plums dancing in a small sleepy head. Printed in 6 colors, the frame is 7½" high, 6" square at bottom. \$1.50 ppd. Holiday House, Santa Claus, Ind.



## THEY GO TO YOUR HEAD

in velveteen or corduroy and their bright colors are a tonic to a room in need of a lift. Toss 3 or 4 on a sofa and watch it come to life. 14" Round or Square pillows are filled with foam rubber for firm good looks and comfortable snoozing. In red, blue, dark green, orange, purple; in corduroy, \$2.98 each; velveteen, \$3.98. Minimum order, 2 pillows. Add 50¢ post. Landau Home Products, 315 Fifth Avenue, N.Y.C.



## A MAKE-BELIEVE WORLD

is a childish sugar-spun dream of a queen, a fairy princess, a glamour girl. Let's Pretend Play-clothes capture this wishful idea in a basic white rayon-satin gown plus the befitting adornments. There's a gold crown, cape, necklace, wand, flowers and chest ribbon, to project her into any role she desires; \$6.98 ppd. No c.o.d.'s. Norman Parke, 333 Chandler Bldg., Atlanta, Georgia.



## "DECORATOR-STYLED" PHOTO MURALS

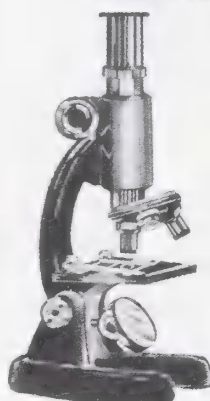
Appealing, full-color PHOTO MURALS add dimension and beauty to any room in your home or office. Arrow PHOTO MURALS are made to any size . . . priced amazingly low! Easily applied to walls; will last for years. Wipes clean with just a damp cloth. Write for portfolio

filled with easy installation ideas and wide variety of distinctive mountain, lake, ocean and desert scenes. Enclose 25c to cover cost of postage and handling (refunded on first order). Satisfaction guaranteed. Mail now for your portfolio!

Dept. HB-116

ARROW PHOTO MURAL CO., 414 South State Street, Chicago 5, Ill.

## Ideal Christmas Gift For Students



PRECISION  
3 TURRET  
MICROSCOPE

100-200-  
300 POWER

7.99  
\$14.95  
VALUE

The most thrilling gift you can give a student! Superb 300 Power Microscope—a \$14.95 value—precision made. Triple revolving turrets . . . 300, 200, 100 power focusing . . . ALL-METAL construction . . . Precision-tooled threadings . . . Finely ground polished ACHROMATIC lenses . . . Latest most attractive design! Ideal for school, lab or hobby use. Extra sturdy and durable for roughest handling. Strong wooden case and dust-proof plastic cover included. Order today at this bargain price of 7.99 postpaid from famous:

THORESEN'S, Dept. 19-M-198  
585 Water Street, New York 2, N. Y.

## The LURE of SIAM



#194	BRACELET	.....	\$4.25
#192	BRACELET	.....	\$2.60
#28	EARRINGS	.....	\$4.50
#19	EARRINGS	.....	\$2.60
#061	PINS	.....	\$3.00
#37	EARRINGS	.....	\$3.00

Prices PPD Tax Included

Captured in many unique designs on hand made Sterling Silver. DIRECT Importer-to-you prices. Perfect Xmas or gift for any occasion. Send for Catalog of full range designs, also other gift numbers such as bride dolls of all nations.

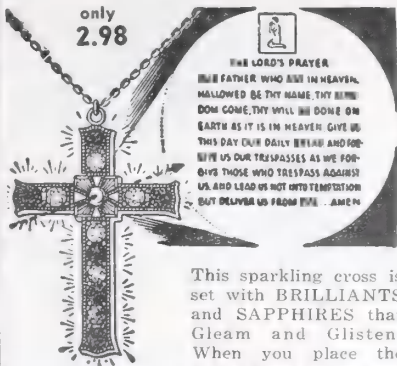
## The JEWEL BOX

INTERNATIONAL GIFTS  
LaGuardia Airport  
P.O. 576, New York Airport Station  
Flushing 71, New York

## FOR XMAS GIVING!

(Imported From France)

only  
2.98



This sparkling cross is set with BRILLIANTS and SAPPHIRES that Glean and Glisten. When you place the center cross to your eye you see the LORD'S PRAYER clearly and distinctly. Neat and trim finished in shimmering satiny metal and neck chain with patented clasp. Wonderful to have for Gift Giving, too! Only \$2.98 complete (from France). Satisfaction guaranteed or your money refunded. Send your name and address now. Pay postman \$2.98 plus few cents postage on delivery, or enclose \$2.98 and save postal charges.

MANLY CO.—Dept. 350

35 South Park Ave. Rockville Centre, N.Y.



## Give Your Pets Happy Holidays

Kitty will revel in the luxury of this wonderful gift—she'll be a real "Glamour Puss." It's a soft, warm, cozy bed—also kills fleas and lice while she naps. Irresistible catnip aroma makes them purr and play with delight. Stops scratching torment. No muss or fuss with powders or sprays. Don't risk dry coat and flaky skin—even helps prevent mange.

You'll appreciate Kitty Cootie-Chaser too! It keeps cats off chairs, sofa, rugs. No more shedding hairs, soiled or torn cushions. Praised by owners of top-ranking show cats. Long-lasting. In Christmas Gift Box, 14x18 in. \$2.49. (Inner pads replaceable when soiled. Extra pads, \$1.50 ea.)

Flea-Scat-Pad for Dogs—just as comfortable, just as effective. Kills fleas and doggy odor. 15x28 in., \$3.49; Super size, 28x36 in., \$4.98.

WE MAIL POSTPAID—Send check or M.O. to save expensive postage and C.O.D. charges. Avoid holiday rush, order today! Money-Back Guarantee. Sudbury Laboratory, Box 27E, South Sudbury, Mass.

## PRETTY PARTY APRONS

Holiday hostessing is fun with these lovely aprons. Of filmy sheer nylon, they boast brilliant hand-painted red poinsettias, green leaves, and golden highlights. Backgrounds are white, green, black or red. State second choice. Completely washable, of course. They make lovely gifts!

\$5.95 ppd.

Sorry, no C.O.D.'s.

## ANITTA

Dept. HB-11

713 Knollwood Terrace  
Westfield, New Jersey

JUST A FEW TWISTS of the wrist and whiskers melt away. The Stahly "Live-Blade" Razor winds like a watch. Is spring-driven to move any double-edge blade back and forth to slice away whiskers painlessly, easily. Only a wet-shaver makes a man's face feel so soft—so clean. Ladies love it, and use the Stahly, too. \$22.50. Stahly Inc., Dept. 3, South Bend, Indiana.





## This Christmas Give ... IMPORTED ENGLISH Plum Puddings



Gather 'round-eat... and you're sure the family and guests will be merry when Imported Peek Frean's English Plum Pudding highlights your table! Talk of excited comments, as your guest savor each and every palate-teasing morsel. It's the most flavorful one we were able to locate in all Olde England... seldom obtainable in this country. And you know, nobody makes Plum Pudding like the English—not even grandmother. A wonderful gift, too! 2-lb. tin, gift boxed. Only \$3.00 plus 25c handling.



### IMPORTED ENGLISH BISCUITS



Out-of-this-world eating begins when you serve or give this assortment from England. The British call them "biscuits", Americans call them "cookies". Whichever you prefer, you'll pronounce them "delicious". Indeed, this is the unique, regal gift of gifts for your family, special friends. The Oxford Drum enameled tin, 1 lb., 15 oz. Only \$3.50 plus 25c handling.



### ALSO AVAILABLE—ROYAL SCOTCH SHORTBREAD

Deservedly famous are these crisp, very short biscuits, that actually melt in your mouth. Packed in Tartan Plaid tin, 12 3/4 oz. Only \$3.00 plus 25c handling.

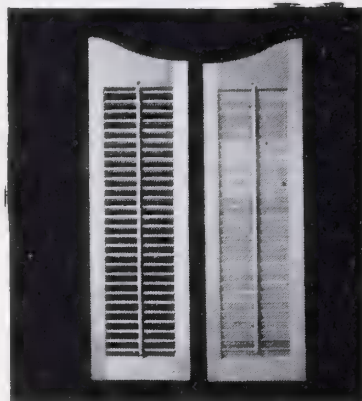
### MID-LAKES IMPORTERS

Box 789, Dept. B-11, Evanston, Ill.

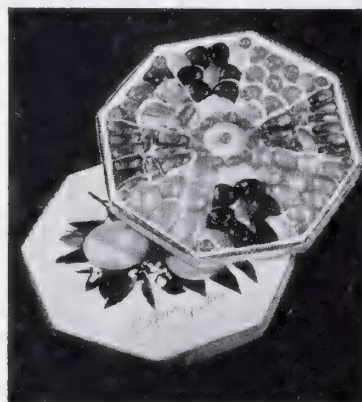
We'll ship direct to your Xmas list with holiday greetings in time for Christmas.



## WINDOW SHOPPING

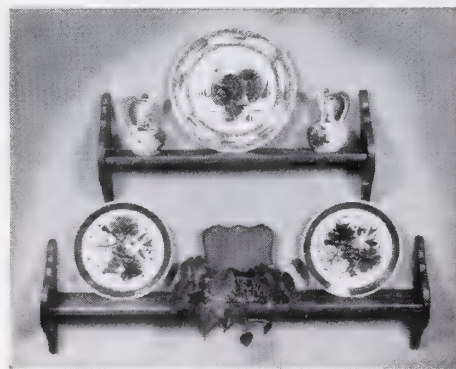


**CAFE DOORS** are louvered, have a graceful scallop finish on top, and give you more living area in your home. Use a pair to separate the dining area from the kitchen. Another pair in a bedroom will create a dressing area. Clear white pine doors come sanded with hinges in widths 2'6", 2'8", 3' x 30", \$14.95. No c.o.d.'s. Exp. chgs. coll. Manor House Shutters, 21 Maple Place, Freeport, N. Y.



**PRETTY AS A PICTURE** are these heavenly California fruits. They're all glazed in Orange Blossom Honey which helps retain their natural goodness and flavor. Your diet-determined guests will find them a perfect substitute for candy or desserts. 1 lb., \$2.29; 2 lbs., \$4.57; 3 lbs., \$6.29; 5 lbs., \$8.99 incl. gift-wrapping and post. Mission Pak, 134-B East 33rd St., Los Angeles 11, Calif.

(Please turn to page 204)



**A PINE PLATE RAIL** makes a big show of a pretty plate and a few choice pieces of your best china. Select one, or hang two or more, one above the other. Two deep grooves hold plates and saucers firmly in place. Made of pine with a mellow old pine finish. Both are 4" deep, 22 1/4" long, \$2.75, or 32 1/4" long at \$3.50 ppd. Illustrated brochure on request. Wits' End, 221H Bellevue Ave., Upper Montclair, N. J.

### THE NEWEST THE SMARTEST!

## Snack Bar Stool



### Heavily Padded Seats

The smartest looking Snack Bar Stool in the market today. Its sparkling Brass back with colorful seat and Jet Black legs, etc., will make this new Stool the most desired by those who care.

A-50—

\$9.95 Each

2 For

\$18.50

(7" Ball  
Bearing Swivel)

1. Oxidized Black Tubing (will not chip or scratch).
2. Glistening Brass Wire Back to lend an air of distinction.
3. Tweed Plastic Seat in attractive colors... Yellow, Pink, and Grey.
4. Height to Seat — 24"
5. Overall height — 36"

A-51—Same as above except has all chrome frame, each... \$10.95

2 For... \$20.00

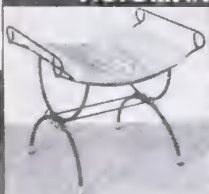


IN THE KITCHEN



AT THE BAR

### VICTORIAN BENCH



Black Wrought Iron of heavy gauge brass ferruled legs with plastic ribs. Choice of steel or grey corduroy cushions. Seat, 14 1/2" x 21". Overall size: 18 1/2" high, 14 1/2" deep, 21 1/2" long.

No. A-60... \$7.95

No. A-61—Same as above except with all brass plated frame... \$10.95

Send Check or Money Order—No C.O.D.'s  
EXPRESS CHARGES PREPAID

### THE CORNER COTTAGE

35 Woodstock St., Crystal Lake, Ill.

## you catch 'em you clean 'em



Why not? Keeps the clothes clean too. The ideal gift for that hard to buy for man. A cover-all apron made of heavy dark blue denim. Three large pockets for knives, scalers, and first aid. Adjustable to all shapes and sizes.

mailed post paid

\$2.95

ONLY  
SORRY,  
NO COD'S

ADVENTURES IN APPAREL  
3 N.E. Third St., Oklahoma City 4, Okla.

## PICTURES & PRINTS

Original  
In Private Collection



Kathe Kollwitz  
"MOTHER  
AND CHILD"  
Black and  
White  
21 1/2" x 15 1/2"  
\$6.50  
Postpaid

Fine art masterpieces are no longer limited to museums or the very few who can afford the originals. You can enjoy the World's greatest art right in your home—through fine art reproductions. Our complete catalog—\$1 p.p.—illustrates over 500 works, lists more than 4700—Old Masters, Moderns, Contemporaries, Religious Subjects—which are available in full color and of superb quality. Mail orders carefully filled. Distinctive custom framing at moderate cost to suit any decor.

Oestreicher's

Dept. HB  
1208 Sixth Avenue  
New York 36, N. Y.

ORDER NOW  
FOR CHRISTMAS!



## BIG RED MUSTANG

Only \$8.95

REG. LIST PRICE \$14.00  
NEVER BEFORE AT THIS LOW PRICE

Thrilling Action—Rugged Durability

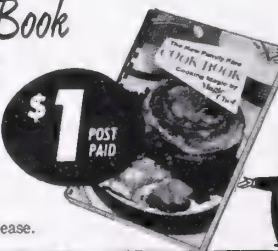
True cowboy action—high, wide and handsome—gives young cowpokes the ride of a lifetime. Beautiful 4-color finish in real cowboy style. Four strong tempered, heavy duty, plated springs. Rugged hardwood base, 36" by 20". Saddle height 22". Tempered masonite curved body. Heavy duty construction assures lasting, safe use. Send check or Money Order.

Express collect. Money-back guarantee.

ToyCrafters, Dept. HB, Box 1101, Mobile, Ala.

## The Famous Magic Chef

"Family Fare" Cook Book  
can be yours for just



Brand new 1956 edition, \$2.75 value. 128 pages of wonderful recipes, all pictured in natural color.

Buying and serving hints, too! Just send

\$1.00, cash, check or money order today to

Magic Chef, Inc., St. Louis 10, Mo. No C.O.D.'s please.

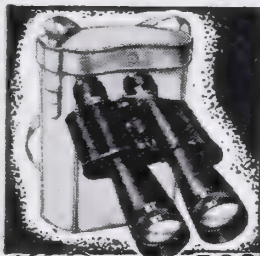


# GUARANTEED CHRISTMAS GIFTS AT SAVINGS UP TO 60%

## ENTIRE STOCK GOES AT BARGAIN PRICES!

These amazing bargains are made possible because I buy direct from the factory at low cash prices. That's why I can offer you savings up to 60%. Everything sold on 10 day money back guarantee! Send check, m.o. or cash for prompt free delivery. C.O.D.'s plus postage. **ACT NOW**—this offer may be withdrawn without notice.

MRS. LAVALLE, Dept. 19-M, 352 Fourth Avenue, New York 10, N. Y.



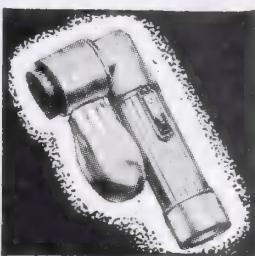
**BARGAIN!**  
**POWERHOUSE**  
**5x50 BINOCULARS**

Perfect gift! New German model gives thrilling views to 50 miles—25 times area magnification! Genuine ground lenses, precision-built. Enjoy sports, theater, nature. No. 65—4.98.



**SPECIAL OFFER!**  
**All-Purpose**  
**PAINT SPRAYER**

Plug in, press button & paint house, car, shop, garage, walls, furniture, boats, toys. Built-in strainer assures satin-smooth jobs. Takes paints, varnishes, insecticides. No. 102—9.95.



**Worth Much More**  
**PORTABLE**  
**ELECTRIC**  
**VACUUM CLEANER**

Goes everywhere! 7" high! Works on 2 flashlight batteries. Removes lint, dust, dirt from clothes, upholstery, drawers, walls, etc. Better, faster! No. 36—only 2.88.

## CUDDLEE WALKING DOLL BRIDE



with **7 COMPLETE**  
**OUTFITS**

**2.98**  
SAVE  
50%

NATIONALLY  
ADVERTISED  
FOR \$~~5.98~~

### WALKS... SITS UP... SLEEPS... HEAD TURNS

America's loveliest, cutest walking doll. She stands, sits up, sleeps, head turns when she walks. She's your little girl's dream come true. Nationally advertised for \$6. Now you can bring her into your home for **HALF PRICE**.

**MIRACLE DYNEL HAIR!** Washable from head to toe. Wash, comb, set & curl her hair. Walking mechanism guaranteed! Rugged! Resists breakage!

**7 STYLISH OUTFITS GIVEN!** 7 glamorous outfits, beautifully styled & tailored, given without extra cost! Specially designed so that your little girl can change dresses quickly and easily. Besides the heavenly wedding gown, you receive: a lovely print party dress, cute swim suit, sheer nitegown with lace trim, coat and matching bonnet, ballerina outfit, and waterproof rain cape and hood. Avoid disappointment! Order several for gifts **NOW**—before the supply is sold out. No. 63—ONLY \$2.98.



Reg. 49½¢ Plastic **STORM WINDOWS**

**CUT**  
**PRICE** **19½¢** EACH

**No Tools! No Nails!—JUST PRESS ON!**  
**Protect your family all winter... for pennies**

Storm Windows need not cost up to \$14. **TRANS-KLEER**—amazing flexible product developed by million dollar factory seals out wintry blasts for pennies. Costs only 19½¢ per standard 10" window! Transparent as glass. Won't chip, peel or rattle. Weighs ounces, yet has high tensile strength. Non-porous... resists snow, sleet, rain, humidity up to 53 degrees below freezing. Easy! Quick! Cut and fit window. Press on Adheso Border! At winter's end fold away like cloth. Over 2,000,000 sold for 43½¢. Snapped flat in rolls measuring 36"x43"—108 sq. ft.—enough for 10 windows each measuring 36"x43"—for **ONLY 1.99—COMPLETE WITH ADHESO BORDER. ORDER BY NO. 74.**

F A M O U S

*Monte Carlo*

## STAINLESS STEEL STEAK KNIVES

You may never see a bargain like this again. This unbelievably low price is made possible because I made a special cash deal with the German manufacturer. I'm sure you'll be as proud as I am to show them off on your table!

### KORUM STAINLESS STEEL BLADES

The blades are hand forged by the world renowned steelsmiths of Solingen. Because they are minutely serrated they never need sharpening. They're hollow ground, much like a barber's razor. You'll be delighted at the way they slice thru steak and roast beef. They never tarnish, never rust!

### Famous Monte Carlo Handles

The handles are finished in beautiful colors of gold and ivory in the breathtaking design of autumn leaves.

### 10 YEAR GUARANTEE!

A 10 year guarantee certificate with each set. Any defective knife replaced free during 10 year period. Buy as many as you want at 33 cents each: 3 for 99¢; 6 for 1.98; 12 for 3.96. Gift boxed. Order by No. 89. **NOTE:** My free gift offer for just trying 12 knives or more is limited to available supply and may be withdrawn without notice. Orders received too late will be promptly returned by me.

NATIONALLY  
ADVERTISED  
AT

**\$2.00**

NOW

**33¢**  
each

**FREE  
GIFT**

**Princess  
Server**

**JUST FOR TRYING THESE KNIVES!**  
Rich, ornate, exquisitely designed!  
Yours **FREE** on any order for 12 Monte Carlo Knives. You keep it free even if you return knives for refund!

LOWEST PRICE EVER!

## SALAD MAKER

with **4**  
steel cutters

**SAVE!**

**4.98**  
COMPLETE

COMPARE  
PRICE &  
PERFORMANCE



- Slices • Dices • Scallops
- Grates • Chops • Chips
- Crumbs • Peels • Shreds

Will perform all food cutting operations that any other machine will perform! Amazing **Salad Maker** prepares foods in hundreds of tasty eye-appealing ways! Fast! Easy! Economical! Wonderful for tossed salads, waffle or paper thin potatoes, etc. Chops, grates, peels, shreds, waffles, crumbs. Wonderful for parties, baby formulas, health foods, juices, etc. Now you need not pay up to 14.95. Our bargain price for this guaranteed Salad Maker, complete with 4 steel cutters—only 4.98. No. 50.

## MONEY BACK GUARANTEE!

Mrs. Lavallo, Dept. 19-M 352 Fourth Avenue, New York 10, N. Y.

**RUSH** the items listed below on 10 day free home trial—money back guarantee. If I'm not completely satisfied with the merchandise, I will return it in 10 days for full refund.

☐ Payment enclosed. Rush prepaid. ☐ Send COD plus charges.

No.	Quantity	Article	Price

Name.....

Address.....

City..... Zone..... State.....

(Canadians: Order direct from Montreal branch: Dept. US-19, 45 St. James St., West, Montreal 1, P.Q. Same price, same guarantee, no extra for tariff)



**Marchal**  
JEWELERS



*Jewelry actual size.*

## gifts of cultured pearls in 14K gold

Exquisitely fashioned jewelry of lustrous cultured pearls.

**BRACELET \$11.00**

**MANNEKIN CHARM \$ 8.50**

**TIE TACK \$12.00**

14k white gold with black cultured pearl.

**BUCKLE RING \$25.00**

*Prices include Federal Tax.*

**MARCHAL JEWELERS**

Mail orders promptly filled. Marchal Gift wrapped. Free gift and charm catalog, showing over 1500 charms and gifts. Write Dept. E12.

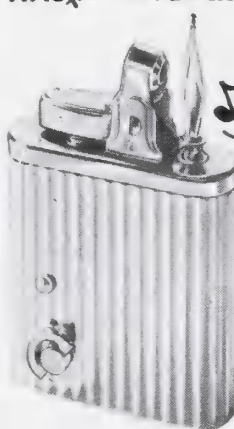
(our new address) 715 Fifth Ave., between 57th and 58th Sts., N. Y. 22



What  
Every  
Golfer  
Wants

One dozen personalized Titleists in handsome gift case  
**ONLY \$14.85**  
Also in 1/2 dozen cases (no personalizing) at  
**ONLY \$7.60**

## THE PERFECT GIFT FOR THE PERSON WHO HAS *almost* EVERYTHING



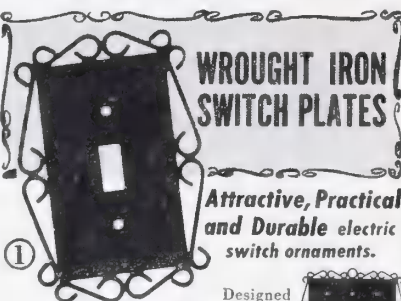
pocket  
size  
MUSICAL  
LIGHTER

CHOICE OF 6 BEAUTIFUL MELODIES:  
Anniversary  
Waltz  
Smoke Gets in Your Eyes  
Some Enchanted Evening  
Song from Moulin Rouge  
Oh, Susanna  
La Vie en Rose

*Sorry, no C.O.D's.*

**\$7.95**  
ppd.

**WORLD PRODUCTS** Dept. B-11  
509 Fifth Avenue • New York 17, N. Y.



## WROUGHT IRON SWITCH PLATES

Attractive, Practical and Durable electric switch ornaments.

Designed to add warmth and beauty to the walls of any styled home... from Provincial to Modern. These handsome black wrought iron scrolled-framed plates fit over any wall switch or outlet. Give added protection to walls from finger marks. Ideal for any room... Living Room, Kitchen, Bed Room, Den, Foyer, etc.

- #1 Single Switch — \$1.35 ea.
- #2 Triple Switch — \$1.95 ea.
- #3 Duplex Outlet — \$1.35 ea.
- #4 Double Switch — \$1.65 ea.
- #5 Combination Switch and Outlet — \$1.95 ea.

Other types available including Despard Plates.

No C.O.D.'s please. We pay postage. Money refunded if not delighted. **Order NOW!**

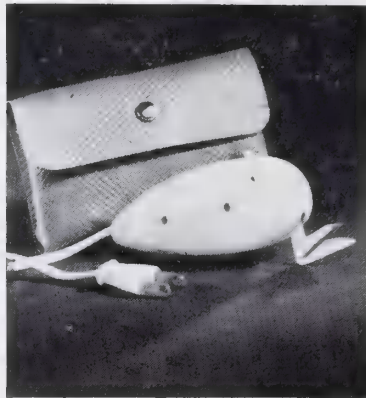
• Write for FREE Gift Catalog •

**Laurie & Co.** Dept. 20-H, 507 5th Ave., New York 17, N. Y.

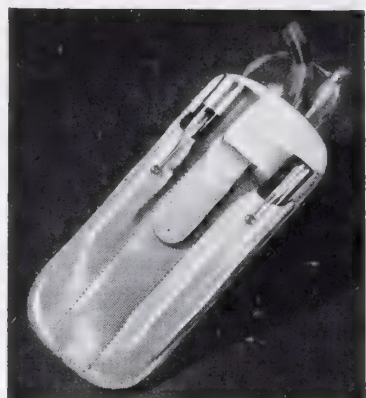


# WINDOW SHOPPING

CONTINUED FROM PAGE 202



**CUT UP** efficiently with a Dritz Electric Scissor that cuts with precise accuracy whether the fabric is sheer nylon, 2 thicknesses of wool or corduroy. 4 1/2" scissors are started by a thumb-button control and cut with rapid, effortless action. Remember these for a bride or a talented homemaker who sews! With case, \$9.95 ppd. Novita, 163 Ellwood Avenue, Mount Vernon, New York.



**SPEC-TACULAR CASE** for the goggle-eyed gentleman who's always losing his specs, breaking them or searching for a place to rest them. The saddle leather safety case fits *inside* his breast pocket. Spring clip fits over pocket's edge or snaps securely to sun visor. Compartments hold glasses, pencil and pen. Very nice indeed for \$2 ppd. Nelson's, 80 W. Montecito Ct., Sierra Madre, Calif.

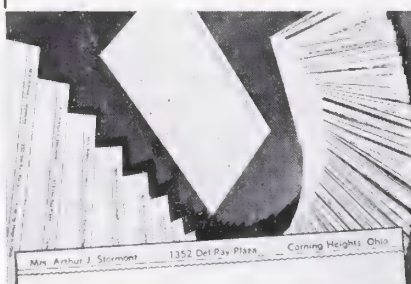


**TOPS FOR POP** is this overhead hat rack that keeps his top- per in good shape while he's driving. It attaches to the ceiling of the car between the two front seat occupants, and supports the hat by its brim in an inverted position. In black rustproof finish, complete with fasteners, \$1.29 ppd. House of Ideas, 1309 State St. Racine, Wis.



**ENGLISH HOLLY WREATH** is a magic circle of Christmas spirit for your front door, your windows, your hearth. It's made of glossy green Oregon-grown English Holly with heavy clusters of crimson berries, treated to insure long life. Greeting cards will be enclosed if you send your list. Shipment about December 10th. 16" wreath, \$4.95 ppd. English Holly Packers, Box 425, Portland 7, Oregon.

## 100 PERSONALIZED POSTALS \$1



Finest quality snow white vellum correspondence cards with name and address beautifully printed in blue. They're so neat and efficient you'll use them to save time on your regular correspondence as well as for quickie notes. You couldn't find a nicer gift to give or receive. Students, business friends, homebodies, anyone who uses the mails will appreciate personalized correspondence cards. Lowest prices ever! 100 for \$1.00. 200 for \$1.75. Satisfaction guaranteed. Add 25¢ per order for postage and packing. Handy Gifts, 1112 Jasperson Bldg., Culver City 24, Calif.

\*Titleists 100's, Regulars, or Reds.



# FREE! *for Christmas*

The coupons below are like money in your pocket. Clip them out, take them to the store, and get a free gift with each purchase of the Flint-Ware Set, Flint Holdster Set, or Flint Kitchen Tool Set shown below. Do your Christmas shopping now and get two gifts for the price of one! Offer good through December 24, 1956 only!

**TAKE COUPONS TO YOUR STORE  
FOR FREE EXTRA FLINT GIFTS!**

## New Stainless Steel FLINT-WARE SET

Beautiful new lifetime cookware with Radiant Heat Core... never cooks away flavor. Flint-Ware won't tarnish, wipes clean without polishing. Set includes 1 qt. covered saucepan, 2 qt. double boiler, 7" skillet. (Double boiler cover fits skillet.) Gift-boxed.

**ONLY \$19.95**



WORTH \$7.95 AT YOUR DEALER

## \$7.95 GIFT FREE when you buy this FLINT-WARE SET

Present coupon to your store for regular \$7.95 stainless steel Flint Mixing Bowl Set FREE with purchase of No. 7633 Flint-Ware set at the regular price of \$19.95.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Coupon valid in U.S.A. only. Cash redemption value 1/20 of 1c.

WORTH \$7.95 AT YOUR DEALER



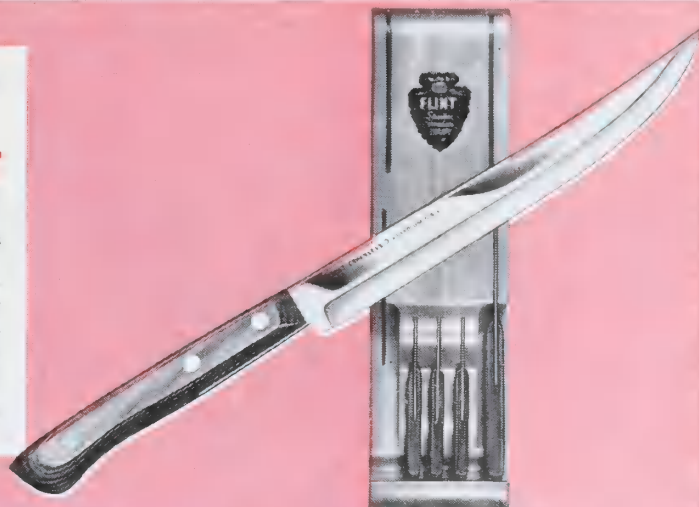
Offer Good Through December 24, 1956

Offer Good Through December 24, 1956

## New Stainless Steel FLINT HOLDSTER SET

The five knives you need and use the most. Beautiful Pakkawood® handles never lose "hand-rubbed" lustre. Handsome hardwood Holdster Set includes 3 1/4" paring, 3" paring, 8" roast slicer, 5" utility, 8" French Cook's. Gift-boxed.

**ONLY \$13.95**



WORTH \$3.95 AT YOUR DEALER

## \$3.95 GIFT FREE when you buy this FLINT HOLDSTER SET

Present coupon to your store for regular \$3.95 stainless steel 15 1/2" Flint Frozen Food Saw FREE with purchase of No. 7005 Flint Holdster Set at the regular price of \$13.95.

Name \_\_\_\_\_

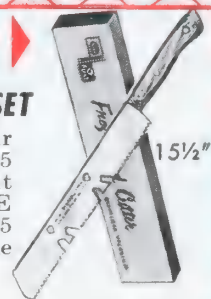
Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Coupon valid in U.S.A. only. Cash redemption value 1/20 of 1c.

WORTH \$3.95 AT YOUR DEALER



Offer Good Through December 24, 1956

Offer Good Through December 24, 1956

## Stainless Steel FLINT KITCHEN TOOL SET

The world's most popular kitchen tools... so good they're guaranteed for 15 years. Hang up in sight and in reach. Modernize... glamorize any kitchen. Stainless steel with smart black handles. Set includes hamburger turner, fork, spoon, potato masher, ladle, spatula, hang-up rack. Gift-boxed.

**ONLY \$14.95**



WORTH \$4.95 AT YOUR DEALER

## \$4.95 GIFT FREE when you buy this FLINT KITCHEN TOOL SET

Present coupon to your store for regular \$4.95 Flint Cutlery Set (3" paring, 6" French Cook's, 5" utility) FREE with purchase of No. 1900 Flint Kitchen Tool Set at the regular price of \$14.95.

Name \_\_\_\_\_

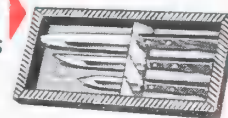
Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Coupon valid in U.S.A. only. Cash redemption value 1/20 of 1c.

WORTH \$4.95 AT YOUR DEALER



Offer Good Through December 24, 1956

Offer Good Through December 24, 1956

©1956 Ekco Products Co.

...THE GREATEST NAMES



IN HOUSEWARES





# Show your family these bright gift ideas for a **WHITE** Christmas!

*Here are gifts to use with delight... all types, all prices*



Attractive desk is custom-built from start to finish.



Modern table in light walnut, mahogany, or limed oak.

When your family asks for gift ideas, here's a good answer:

"Make it a WHITE Christmas!"

It's fun to create clothes and things for your home. And your WHITE Sewing Center offers a wide variety of gifts!

**Auto-Rotary sewing machines.** Your husband can select (with a helpful hint) from many different types, both straight stitch and automatic zig zag, portables and consoles. All have WHITE's exclusive Speed Control. This patented feature provides *full power* at even *slow* starting speeds... without stalling, running away, or pulling the handwheel to start.

Another exclusive feature: smooth, quiet AUTO-ROTARY sewing that makes vibrating or oscillating machines old-fashioned.

And these are only two of the 29 exclusive WHITE

features. We offer sewing machines from \$69.50 to \$424.00. All with the famous WHITE quality guarantee. Free sewing instructions, too.

**Lovely, custom-built cabinets.** Period or modern... take your pick. There's a WHITE cabinet that will look "just right" in your home.

**Sewing accessories** make wonderful gift suggestions for children or friends. They can choose from over 25 WHITE accessories for your machine or sewing center. And prices are surprisingly low.

Make it a WHITE Christmas. Help your family choose the gifts you want at one of the fine Department Stores listed below... or at your WHITE dealer's. WHITE Sewing Machine Corporation, Section 105-I, Cleveland 11, Ohio. In Canada, WHITE Sewing Machine Products, Ltd., 602 King Street West, Toronto, Ontario.



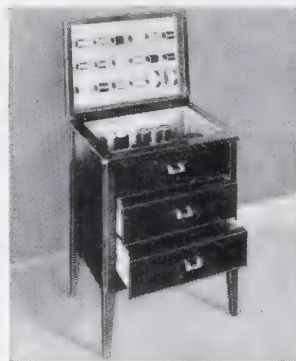
Early American maple table offers many cabinetry details.



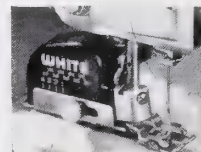
French Provincial in walnut or antique white.



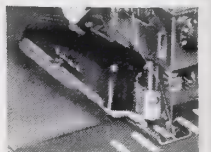
Sewing chair, for extra comfort, efficiency.



Sewing cabinet is convenient and spacious.



Zig zagger



Buttonhole worker



Sewing hassock holds "all."



Pinking shears, sharp and durable.

Choose your WHITE sewing machine, cabinet, and accessories at these fine Department Stores...and leading Dealers everywhere

**ALABAMA**  
Birmingham Loveman, Joseph & Loeb  
Mobile L. Hammel Dry Goods Co.  
Montgomery Montgomery Fair  
**ARIZONA**  
Phoenix Korrick's, Inc.  
**ARKANSAS**  
Little Rock The Gus Blass Co.  
**CALIFORNIA**  
Anaheim Broadway Dept. Store, Inc.  
Fresno E. Gottschalk & Co.  
Hollywood Broadway Dept. Store, Inc.  
Lakewood The May Company  
Los Angeles Broadway Dept. Store, Inc.  
and branches  
The May Co. and branches  
Oakland The H. C. Capwell Co.  
Pasadena Broadway Dept. Store, Inc.  
Sacramento Hale's Dept. Store  
San Bernardino The Harris Co.  
San Diego Walker-Scott Co.  
San Francisco The Emporium and Branch  
San Jose L. Hart & Son Co.

Stanford The Emporium  
Stockton Stockton Dry Goods Co.  
Walnut Creek The H. C. Capwell Co.  
Westchester Broadway Dept. Store, Inc.  
**COLORADO**  
Denver The May Co. and branch  
**CONNECTICUT**  
Bridgeport The Howland Dry Goods Co.  
Hartford G. Fox & Co., Inc.  
New Haven The Edw. Malley Co.  
Waterbury The Howland-Hughes Co.  
**DISTRICT OF COLUMBIA**  
Washington Lansburgh & Bro. and branch  
**FLORIDA**  
Ft. Lauderdale Burdine's, Inc.  
Jacksonville Cohen Bros.  
Lakeland Maas Brothers, Inc.  
Miami Burdine's, Inc.  
Orlando Ivey's of Orlando  
St. Petersburg Maas Bros., Inc.  
Tampa Maas Bros., Inc.  
W. Palm Beach Burdine's, Inc.  
**GEORGIA**  
Atlanta Rich's, Inc.

Augusta J. B. White & Co.  
Columbus J. A. Kirven Co.  
Macon Belk-Matthews Co.  
Savannah Levy's of Savannah  
**ILLINOIS**  
Chicago Carson Pirie Scott & Co.  
Gately's Peoples Store  
Wieboldt Stores, Inc.  
and branches  
Evanston Wieboldt Stores, Inc.  
Oak Park Wieboldt Stores, Inc.  
Peoria Block & Kuhl Co.  
**INDIANA**  
Anderson Banner Store  
Fort Wayne Wolf & Dessauer  
Indianapolis L. S. Ayres & Co., Inc.  
Muncie Ball Stores, Inc.  
**IOWA**  
Davenport Petersen-Harned-Von Maur  
Des Moines Youngers  
Dubuque Roshek Bros. Co.  
Sioux City Younker-Davidson's  
Waterloo The James Black Dry Goods Co.  
**KANSAS**  
Topeka Crosby Bros., Inc.  
Wichita The Innes Co.

**KENTUCKY**  
Louisville Kaufman Straus Co.  
**LOUISIANA**  
Baton Rouge The Dalton Co.  
New Orleans D. H. Holmes Company, Ltd.  
**MAINE**  
Lewiston B. Peck Company  
Portland Rines Brothers Co.  
**MARYLAND**  
Baltimore The May Company  
**MASSACHUSETTS**  
Boston R. H. White Corp.  
Brookline Edgar's  
Fall River R. A. McWhirr Co.  
Holyoke McAuslan & Wakelin  
Lawrence A. B. Sutherland Co.  
Lowell The Bon Marche  
New Bedford New Bedford Dry Goods Co.  
Pittsfield England Bros., Inc.  
Springfield William G. Webber Co.  
Worcester Forbes & Wallace, Inc.  
Denholm and McKay Company  
**MICHIGAN**  
Battle Creek L. W. Robinson Co.  
Detroit The J. L. Hudson Co.

Federal Dept. Stores and branches  
Ferndale Federal Dept. Stores  
Flint Smith-Bridgman & Co.  
Grand Rapids Herpolsheimer Co.  
Hamtramck Federal Dept. Stores  
Lansing J. W. Knapp Co.  
Muskegon Hardy-Herpolsheimer's  
Pontiac Waite's  
Roseville Federal Dept. Stores  
**MINNESOTA**  
Duluth Duluth Glass Block Store Co.  
Minneapolis L. S. Donaldson Co.  
St. Paul Schuneman's, Inc.  
**MISSOURI**  
Clayton Famous-Barr Co.







**Kansas City** Emery, Bird  
Thayer Dry Goods Co.  
The Jones Store Co.  
**Springfield** Heer's, Inc.  
**St. Joseph** Townsend & Wall  
**St. Louis** Famous-Barr Co.  
and branches  
**NEBRASKA** Younkers  
**Omaha** The Leavitt Co.  
**NEW HAMPSHIRE**  
**Manchester** The Leavitt Co.  
**NEW JERSEY**  
**Camden** Lit Brothers  
**Newark** Hahne & Co.  
**Paterson** Quackenbush Co.  
**Trenton** Lit Brothers  
**NEW YORK**  
**Albany** W. M. Whitney & Co.  
**Buffalo** J. N. Adam & Co.  
The Wm. Hengerer Co.  
**Newburgh**  
John Schoonmaker & Son, Inc.  
**Rochester** McCurdy & Co.  
**Schenectady** The Wallace Co.  
**Syracuse** Dey Brothers & Co.  
**Utica** J. B. Wells & Son Co.

**NORTH CAROLINA**  
**Charlotte** Belk Brothers Co.  
**Greensboro** The Meyers Co.  
**OHIO**  
**Akron** The M. O'Neil Co.  
**Canton** Stark's  
**Cincinnati** John Shillito Co.  
The McAlpin Co.  
**Cleveland** The May Company  
The Wm. Taylor Son & Co.  
**Columbus** The F. & R. Lazarus & Co.  
**Dayton** The Rike-Kumler Co.  
**Springfield** White Sewing  
Machine Sales & Service  
**Toledo** LaSalle & Koch Co.  
The Lion Dry Goods Co.  
**Warren** The Griswold Co.  
**Youngstown** The Strouss-Hirschberg Co.  
**OKLAHOMA**  
**Oklahoma City**  
John A. Brown Co. and branch  
**Tulsa** Brown-Dunkin Co.  
**OREGON**  
**Portland** Meier & Frank Co.

**Salem** Meier & Frank Co.  
**PENNSYLVANIA**  
**Allentown** H. Leh & Company  
**Altoona** Wm. F. Gable Co.  
**Erie** Erie Dry Goods Co.  
**Harrisburg** Pomeroy's, Inc.  
**Johnstown** Penn Traffic Co.  
**Lancaster** Hager & Bro., Inc.  
**Lebanon** The Bon Ton  
**Levittown** Pomeroy's, Inc.  
**New Castle** The New Castle Store  
**Philadelphia**  
Lit Brothers and branches  
Snellenburgs and branches  
**Pittsburgh** Kaufmann's  
**Reading** Pomeroy's, Inc.  
**Scranton** Scranton Dry Goods Co.  
**Sharon** The Sharon Store  
**Upper Darby** Lit Brothers  
**Wilkes-Barre** Pomeroy's, Inc.  
**Williamsport** L. L. Stearns & Sons  
**Willow Grove** Snellenburgs  
**York** The Bon Ton Dept. Store  
**RHODE ISLAND**  
**Pawtucket** Shartenberg's, Inc.

**Providence** Boston Store  
**SOUTH CAROLINA**  
**Greenville** Belk-Simpson Co.  
**TENNESSEE**  
**Chattanooga** Lovemans  
**Knoxville** Rich's, Inc.  
**Memphis** J. Goldsmith & Son  
**Nashville** The Castner-Knott  
Dry Goods Co.  
**TEXAS**  
**Beaumont** White House Dry Goods Co.  
**Corpus Christi** Lichtenstein's, Inc.  
**Dallas** Titcher-Goettinger Co.  
**El Paso** Popular Dry Goods Co.  
**Fort Worth** W. C. Stripling Co.  
**Houston** White Sewing Machine  
Sales & Service  
**San Antonio** Joske's of Texas  
**Waco** Goldstein-Migel Co.  
**UTAH**  
**Salt Lake City** Auerbach Co.  
**VIRGINIA**  
**Norfolk** Rice's  
**Richmond** Miller & Rhoads, Inc.

**Roanoke** N. W. Pugh Co.  
**WASHINGTON**  
**Everett** The Bon Marche  
**Seattle** The Bon Marche  
and branch  
**Spokane** The Crescent  
**Tacoma** The Bon Marche  
**WEST VIRGINIA**  
**Charleston** Coyle & Richardson  
**Wheeling** Geo. E. Stifel Co.  
**WISCONSIN**  
**Milwaukee** Ed. Schuster & Co.  
**CANADA—ONTARIO**  
**Hamilton**  
The G. W. Robinson Co., Ltd.  
**London** Simpson's London, Ltd.  
**Ottawa** Charles Ogilvy, Ltd.  
**Toronto** The Robert Simpson Co.  
**Windsor** C. H. Smith Company  
**PROVINCE OF QUEBEC**  
**Montreal** Dupuis Freres Ltee  
The Robert Simpson  
Montreal Ltd.  
**Quebec City**  
La Compagnie Paquet Ltee

# WHITE

**Sewing Machine Corporation**  
Cleveland 11, Ohio



# coloray showplace



Furniture by Valley Upholstery

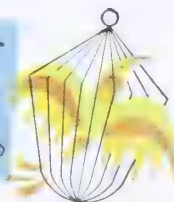
## the house of beautiful colors that never fade

Create a pastel paradise with one wonderful fabric...made with Courtaulds' Coloray rayon and gifted with Coloray's fantastic colorfastness. Even the most delicate Coloray pastels refuse to fade. Sunlight, cleanings, air and wear can't cloud their beauty. Because color is caged inside Coloray rayon fiber ...to live happily in your home ever after!

Spectrum makes the fabric in ready-to-hang draperies and by-the-yard for beautiful window-dressing, slip covers, spreads, even upholstery. It's rich-textured Coloray and cotton in a dozen decorator pastels, latticed with metallic or plain. All with Spectrum Fabrics' exclusive *Evernu* finish that repels wrinkles, spots, stains and water.

COURTAULDS'

# COLORAY®



Rayon fiber with Captive Color...*"can't escape!"*

Finished Draperies from \$13.98 pr. By-the-yard from \$2.49. At fine stores. Or write Courtaulds (Alabama) Inc., 600 Fifth Ave., New York 20



## AMERICA'S LOVE AFFAIR WITH MUSIC

CONTINUED FROM PAGE 44

offers twelve-inch, long-playing (LP) records of good quality for 99 cents each. Music in prosperous America is less expensive than it is in countries of lower prosperity. In Germany an LP costs about \$8.00, in Italy \$7.50, and England levies a 60% purchase tax on the wholesale cost of phonographs.

Phonographs also have become better, better styled and reduced in price in the last seven years. They now reproduce music with a truer, more musical sound. Around 1950 Americans became enamoured of "high fidelity." Here was the latest in the pursuit of concert-hall realism and thousands of men began to construct tailor-made sound systems with which they tinkered furiously—occasionally to the disapproval of their wives—and which they invariably claim are better than their neighbor's system. Some, it is true, are more interested in the room-shaking reproduction of a cymbal crash than in a great musical performance, but that phase of high fidelity has passed and interest has returned to recorded music as music. The whole development of recording and phonographs is exercising almost as far-reaching an influence on listening as the invention of the printing press had on reading.

Let us now examine in some detail what this changed attitude toward music, this integration of music into the normal man's life—abetted by technical development—has produced in America.

### Symphony Orchestra

Today in 1100 cities and towns some kind of symphony orchestra is playing. (At the beginning of this century there were thirteen orchestras in the United States.) These 1100 include small orchestras, amateurs, semi-professional and professional. Symphonic music is the most popular form of musical entertainment, both live and recorded. To most Americans, listening to "good" music is still synonymous with listening to an orchestra; about two-thirds of all record sales of classical music is "symphonic." We have thirty-two major symphony orchestras, each operating on an annual budget of well over \$100,000. The oldest and most highly regarded organizations are the Boston Symphony, the Philadelphia Orchestra, the New York Philharmonic Symphony, which—though its quality has fallen in

recent years—is still a superb orchestra, and the Chicago Symphony. All of them are well represented on records and therefore their work is known throughout the world. Impartial European listeners believe that the Philadelphia and the Boston are the two finest orchestras playing anywhere in the world, closely seconded by the London Philharmonia, the Vienna Philharmonic and the Concertgebouw of Amsterdam, all of which in turn are well known in America, thanks mostly to recordings.

Until 1917 orchestras were predominantly German in personnel and leadership; our musical life owes much to such great figures as Theodore Thomas, Frederick Stock and Karl Muck. Since World War I (Charles Münch and Koussevitzky) have been at work. Though several American conductors have come to the fore—Alfred Wallenstein, Thor Johnson, Leonard Bernstein, Robert Shaw—the conductorship of the major orchestra remains international, a healthful and praiseworthy condition. There is little chauvinism in the realm of Brahms, Tchaikovsky and Debussy.

The greatest influence toward giving the orchestra its eminent position was Arturo Toscanini, so much of whose career was spent in America, first with the New York Philharmonic and then with the N.B.C. Symphony. It was his uncompromising zeal which lifted not only the standard of the two orchestras he himself conducted, but the standard of all orchestras. It was he who was the great popularizer of music, in the finest sense of the word.

Koussevitzky in Boston was the conductor most assiduous in introducing new music to us—the modern, the unusual and the untried—and he helped give our taste the catholicity it now possesses. These men engendered an enthusiasm which still nourishes us and which keeps our love for orchestral music fresh and lively.

### Where Is the Money Coming From?

American orchestras—as indeed all orchestras—operate at a deficit. They have a difficult time making both ends meet. Costs are going up and the fight for existence becomes ever more difficult, even if the houses are sold out and the recordings sell well. Several of the or-

(Please turn the page)

## GIVING ROSE... a new Stockwell SCENIC WALLPAPER

Send \$1 for Kit "LH" including full color miniature and sample swatches of Rose Leaves wallpaper with matching fabrics.

AT BETTER DEALERS & DECORATORS EVERYWHERE



A new idea in

**WALL DECOR**

FOR YOUNG HOMEOWNERS

Create a fresh, contemporary look in your home with this delightfully different scenic wallpaper... use the matching fabric and the companion pattern Rose Leaves with its fabric to match for perfect room-to-room coordination.

3182 WILSHIRE BLVD., LOS ANGELES 5  
563 SUTTER STREET, SAN FRANCISCO 2  
552 S. LAKE AVENUE, PASADENA





## The Look Of Luxury

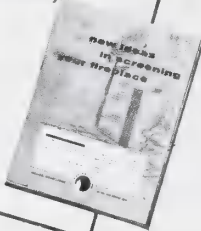


Yes, sheer luxury in the popular decorator's combination of satin black curtain and lustrous, polished solid brass frame. Beautiful ornamental fender panel helps dress up your fireplace . . . making it the center of room interest.

Modernscreen No. 88 is available in a variety of finishes and sizes, priced from . . . \$33.50. Consult your retailer.

### HELPFUL BOOKLET

Here's a 10c booklet designed to help you select your fireplace furnishings . . . full of decorating ideas, shopping hints and measuring instructions for regular and unusual fireplaces. Send for one today



Please Enclose 10c

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**PORTLAND WILLAMETTE CO.**  
806 S. E. Alder St., Portland, Ore.

LOOK  
FOR THIS  
TAG



## AMERICA'S LOVE AFFAIR WITH MUSIC

CONTINUED FROM PRECEDING PAGE

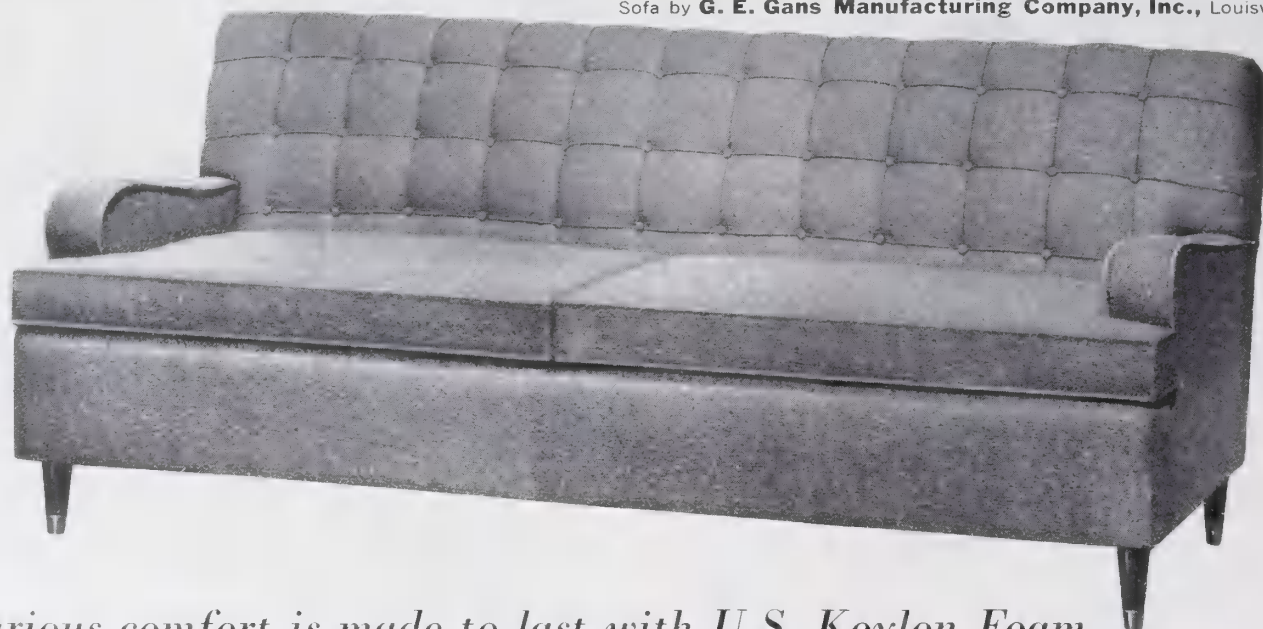
chestras, notably Boston and Chicago, are well endowed: To them money is available which was set aside by wealthy people when they were still wealthy. Now it is difficult to raise large contributions from a few people, and the orchestras attempt to get small sums from a large number of friends and subscribers. Fund-raising is constantly going on; all sorts of schemes for passing the hat around are always being concocted. Some support is being extended by industrial organizations. In Detroit, for example, 70% (\$375,000 per year) of the money required is raised by Detroit industry; in Indianapolis, 55% (\$72,000). Industry-sponsored concerts are presented free to employees and schools.

OUR Federal government does virtually nothing for the support of music. We have no system in our country comparable to the British Arts Council. But Americans are by no means sure that they want Federal aid for the arts. They deeply suspect government's role in the arts. Many of them feel that the government would prove to be a

more dubious benefactor than the king of the Eighteenth Century, who supported a theatrical group for his private entertainment. The Musicians' Union, under the leadership of James C. Petrillo is understandably plumping for aid.

Get together a group of people interested in music and you can always start an argument about this subject. Few people, however, debate the desirability of local help by city or community. Some such help is forthcoming in one form or another. Boston gets tax exemption on its property, in return for which it gives a series of free summer concerts. Philadelphia gets a donation of fifty thousand dollars a year from the city. Baltimore, which nearly had to shut up shop last year, is promised a subsidy from the legislature this year. Help is being offered also by the great charitable foundations. This is an old American tradition, a tradition harking back to "the man who left money to pay a band to march around his grave once a year." As early as 1859 George R. Peabody endowed the Peabody Conservatory in Baltimore. In 1919 the great

Sofa by **G. E. Gans Manufacturing Company, Inc.**, Louisville, Kentucky



*Luxurious comfort is made to last with U.S. Koylon Foam*

Note the perfect tailoring, the smoothly defined lines in this sofa from G. E. Gans Manufacturing Company. And because it is made with U. S. Koylon Foam, its beautiful lines are as long-lasting as its matchless comfort. For Koylon smooths itself out sitting after sitting, year after year . . . is self-ventilating, non-allergenic. Yes, for your assurance of quality, look for the U. S. Koylon label on fine furniture at leading stores everywhere. U. S. Koylon Foam is a product of United States Rubber Company, Rockefeller Center, New York 20, N. Y.



**U.S. Koylon**  
FOAM  
*Cushioning*



**United States Rubber**



Juilliard Foundation was established, which supports the Juilliard School of Music, issues commissions for music, and supports various types of musical festivals. In the same year George Eastman established the Eastman School of Music in Rochester; in 1924 Mary Curtis Bok started the Curtis Institute in Philadelphia, considered the finest school for professional musicians.

**T**HE Carnegie Corporation has given considerable sums to music, buying organs, recording equipment for the Library of Congress, etc. The Rockefeller Foundation's largest grant went to the Louisville Orchestra (\$400,000) for the commissioning of new works by American composers. (This has not worked out too happily. Money does not necessarily produce good art, although good art cannot live without money—a fact conceded by everyone.)

Many of the smaller foundations take part in musical development. Only the Ford Foundation has not contributed directly to music. But from one source or another, money for music is forthcoming, more each year as our affection for music continues to grow. It is rather difficult to raise it, but it is being raised.

#### Music in the Schools

Here the most startling, the most heartening, the most significant change, has taken place, particularly in the last twenty years. Right after World War I, seven hundred thousand children were receiving some kind of musical instruction in public schools. Last year well over seven million children were studying music. The musical curriculum in American schools has expanded both in the importance which is assigned to it and the skill with which it is taught. It would be difficult to find a college which does not have a decent music department. Many of the leading colleges have superb music schools, having attracted teachers from all over the world.

The liveliest kind of music-making goes on in the universities. Here is where chamber music is played, opera workshops function, where even modern music is given a little house room, where both the ancient madrigal and the new progressive "cool" jazz can exist side by side, and where students put on the stage both Mozart's little opera, *The Impresario*, and Menotti's *Amahl* (196 performances of *Amahl* last year). Here you will find what Jacques Barzun has

(Please turn the page)

## AFTER DINNER



Coffee set

translucent white bone china

By Gustavsberg of Sweden.

3-piece set, \$15.50.

Cup and saucer, \$2.75.

WRITE FOR THE 1956 CHRISTMAS CATALOG

**GEORG JENSEN INC.**

667 FIFTH AVENUE, NEW YORK 22, NEW YORK



## "contemporary"

PERFECT  
BACKGROUND

for the

*Young in heart*

Here is a refreshing new scenic wallpaper... a smart, simple design that will "open up" the small room and provide a sophisticated backdrop for today's most exciting furniture.

Send 50c for full color miniature C-2 and decorator sketches to:

4000 CHEVY CHASE  
LOS ANGELES 39

2908 EUCLID AVE.  
CLEVELAND 15

515 MADISON AVE.  
NEW YORK 22

Photographed in the Los Angeles  
DUNBAR SHOWROOMS

*Albert*  
**Van Luit & Co.**

SCENIC WALLPAPER



# POOLE

FINE STERLING AND  
SILVERPLATE SINCE 1893



No. 996

*Lancaster Rose* Sterling Silver  
Sauce Boat and Tray  
\$45.00 plus tax

*At fine jewelers everywhere*

Send for catalog 410 showing the complete Poole line.

POOLE SILVER COMPANY • TAUNTON, MASS.  
NEW YORK, N. Y. CHICAGO, ILL.

## AMERICA'S LOVE AFFAIR WITH MUSIC

CONTINUED FROM PRECEDING PAGE

called "the disciplined amateur."

In the lower grades of the public schools we now frequently find a full-time music teacher employed, who encourages the playing of instruments, trains the kids for choral singing and leads them to musical love. Children's concerts, often given with school co-operation, are popular with the kids.

The school band is a truly American phenomenon. There are today approximately seventy thousand bands in our high schools and colleges, and fully nine million boys and girls who tootle and blow and bang the brasses. Lustily they march ahead! To be sure, some of these bands are capable of nothing much more than playing the rah-rah stuff at a football game. But many bands can and do play a wide repertoire of music and play it with considerable virtuosity. The band is part of the social life of the school; it is the young people's club-life in music. Americans young and old love a club, a get-together.

### The Opera

Here a process of democratization has taken place. As I have in-

dedicated, opera is no longer a white-tie-and-tails function; it is no longer the habitat of the lorgnette society. (Little of "Society" remains in America.) I have seen girls in slacks at the Metropolitan—which is rather overdoing "democratization." But opera performances have not increased in the same degree that symphonic concerts have.

There are still in this whole country only two major opera companies functioning regularly, the Metropolitan Opera and the San Francisco Opera. We have nothing comparable to opera in Italy, a country where opera is indigenous and where a medium-sized city can support an opera season of its own with less than stellar talent and less than artistic excellence. (The perfectionist demand for artistic excellence can be a handicap.)

Both the Metropolitan and the San Francisco Opera use international stars, the "nationally advertised" brand of singer. The Met is proud of its sold-out houses, but there isn't so much to be proud of. The Met plays in the same old house which served New York some



KRONFORM

Artist-created crystal by

# ORREFORS

\$160  
Other pieces \$100 to \$200

Magnificent art forms,  
each an unduplicated treasure

Send for name of dealer nearest you  
and free illustrated Orrefors booklet

U.S.A. Representatives  
East: FISHER, BRUCE & CO., 221 Market St., Phila. 6, Pa.  
West: ZACHO, 3157 Wilshire, Los Angeles 5, Calif.



seventy years ago, when New York was half the size it is today. So, why shouldn't it be sold out? The City Center Opera, a second opera company in New York, started with great artistic vitality, but has run into organizational problems in recent years. Now, under the new leadership of Erich Leinsdorf, it may overcome these problems.

What holds opera back? Mainly costs. These are enormous, far greater even than symphonic concerts, because the cost of stagehands and scenery must be added to the cost of musicians and singers.

Full-length recordings of opera are now very much in demand; indeed, opera makes up the second largest segment of serious music sold on records. So Americans do like opera, though their preference centers on relatively few works, mostly Italian. Verdi and Puccini are the two favorites. Wagner's popularity has suffered a decline.

#### A Nation of Passive Listeners

The accusation is made that we like music handed to us on a silver platter, cooked to a turn by the virtuoso, that we do not make music ourselves. There is some justice to this charge: In our first delight

with the machine, records and radio, amateurs ceased to play.

These conditions are changing, however. Now, very recently a distinct trend is noticeable toward self-made music. Sales of musical instruments are again increasing, after a period of doldrums. The small piano, the modern streamlined version of the old ugly upright, is well liked. Its price is moderate, its tone adequate for home use, and every year more of them are sold. The new electric organs have entered many homes because they can be played with little skill and yet sound eloquent. New methods of teaching these instruments have been suggested by music educators, in the vanguard of whom is Dr. Robert Pace of Columbia University.

The piano is still the country's most popular musical instrument. Recently quite a few people have taken up simple instruments such as the recorder (recorder societies have been formed in many towns), the accordion and the guitar. Men in the professions—doctors and lawyers—are organizing private chamber music groups. For the first time in years, many Americans are lifting their voices in choral singing, even outside the church.

(Please turn the page)

## Spode THE FINE ENGLISH DINNERWARE

CHelsea GARDENS  
(Bone China)  
Place Setting  
\$20.30



GAINSBOROUGH  
(Earthenware)  
Place Setting  
\$11.50

Daily use of your Spode means daily enjoyment of it. You will not tire of the design and in spite of its delicate appearance your Spode is strong and durable. Use it and enjoy it. If you have not yet gotten your Spode, Booklet 45 will help you choose an appropriate pattern.

Wholesale Distributors

Copeland & Thompson, Inc., 206 Fifth Ave., New York 10, N. Y.

MADE TO USE AND ENJOY

## The timeless aspect of furniture designed by Harvey Probbler



Through dealers and decorators at:

New York: 41 East 57th Street

Chicago: 638 Merchandise Mart

Dallas: 230 Decorative Center

Boston: 661 Beacon Street

Houston: 3131 Calhoun Road

Milwaukee: 410 N. Milwaukee Street

St. Louis: 10 South Hanley Road

Charleston, W. Va.: 1352 Hansford Street

Kansas City: 3939 Broadway

Philadelphia: 1825 Wylie Street

Washington, D. C.: 1331 Connecticut Ave. N. W.

Cleveland: 1240 Huron Road

Miami: 1 N. E. 40th Street

San Francisco: 451 Jackson Street

Harvey Probbler Inc., 1082 Davol Street, Fall River, Mass.

Send 10¢ for Booklet A-5



## AMERICA'S LOVE AFFAIR WITH MUSIC

CONTINUED FROM PRECEDING PAGE

American Music,  
from Jazz to Symphony

Much serious music is being written in America today. Many composers of high ideals are at work. Since they are quite unable to make even the barest living out of composing, all of them either perform or, more frequently, teach at the universities. Such composers as Peter Mennin, Leonard Bernstein, Samuel Barber, Aaron Copland, Roger Sessions, Norman delo Joio and Gian-Carlo Menotti enjoy international reputations. American serious music now veers away from the acerbic, the atonal, the convoluted Germanic style of Schonberg and Alban Berg, a style which was influential ten years ago. American composers are no longer ashamed of a melody, provided they can think of a good one. They are no longer as intellectually aloof as they were when they propounded twelve-toned conundrums. They are no longer afraid of popularity. Their compositions get a hearing.

The really strong music of America is its popular music. Here America has created its own style, often commercial, often vulgar, but

still, when good, convincing and charming. In musical comedy we are uniquely adroit and getting better all the time. Listen to the scores of *Oklahoma!*, or of *Damn Yankees*, *The Most Happy Fella* or *My Fair Lady*, to mention only the latest successes. (Do we have in musical comedy a new form of American opera?)

In the last five years jazz, modern jazz, very different from the old New Orleans plaints, has found enthusiastic audience. Jazz represents a performer's art, not a composer's. It remains to be heard whether jazz will produce music of enduring value. American jazz now seems to be Europe's most popular modern music as well.

## American Taste

We do not like everything. But then, as Oscar Wilde has observed. "It is only an auctioneer who can equally and impartially admire all schools of art." Our tastes are no more restricted than other nations', and it is probable that the audiences of San Francisco are as open-minded as the audiences of Vienna. American predilection follows two



YOU CAN RELAX . . . IN STYLE!

Completely AUTOMATIC to any RECLINING position

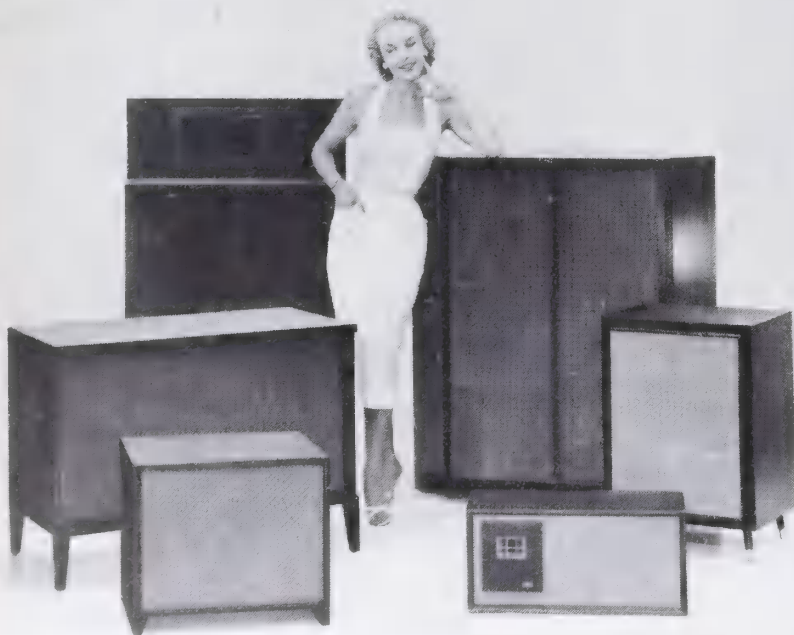
Send for KING OF-EASE folder showing many styles

KITTINGER COMPANY, 1879 Elmwood Avenue, Buffalo 7, N. Y.

Sold through Leading Decorators and Dealers



Exclusive makers of Williamsburg Restoration Furniture Reproductions

ALTEC LANSING  
High Fidelity for  
masterful performance

## —PLUS SMART DESIGN

The high fidelity loudspeaker system in the modern home must do two things. First, it must give the outstanding performance you demand of a quality home music system. And, secondly, it must be compatible with the color harmonies and decor of the room in which it is placed. Loudspeaker systems by Altec Lansing fulfill both these requirements admirably.

Technically, Altec speaker systems are unsurpassed, proud bearers of the same name that graces the finest professional sound equipment. But in designing speaker systems for the home, Altec has remembered to add the note of grace and beauty so essential to today's home installations. Beautiful enclosures of hard wood, with choice of finish, are designed to provide contemporary furniture styling of the highest order; and there is an Altec speaker system to fit every purse and answer every need.

Before you plan or buy a high fidelity system for your home, see and compare components by Altec Lansing. Altec manufactures a complete line of home music products—28 in all—and each bears the famous Altec "Performance Guarantee." This is your assurance that your Altec equipment will actually out-perform published specifications. Altec complete music systems range in price from \$299 to \$1,180. See your Altec dealer or write Dept. 11E.

ALTEC FIDELITY IS HIGHEST FIDELITY

**ALTEC**  
LANSING CORPORATION

 9356 Santa Monica Blvd., Beverly Hills, Calif.  
161 Sixth Avenue, New York 13, N.Y.



directions: first, romantic music, then, colorful music, lushly orchestrated, the kind of music which sounds good on a high-fidelity phonograph. This leaves Haydn and Handel out in the cold, while Ravel, Debussy, Richard Strauss and Berlioz are in the ascending phase. Chopin and Tchaikovsky, romantic composers, are steadily popular. It is to be expected that we should cherish a special fondness for Gershwin, a fondness which shows no sign of surfeit. Mozart's silvery music has only lately achieved wide appreciation. Beethoven, for us, is the sun around which the planets move.

IT IS significant that even the government is becoming aware of the importance of our musical achievement. (How we have changed our views, reversed our suspicions, fanned indifference into pride!) With the blessings of the State Department, many American musicians and musical ensembles are now traveling the world to show what we are capable of. So the Robert Shaw Chorale goes to the Middle East, the Boston Symphony to Scotland, *Porgy and Bess* all over Europe, and the Symphony of the Air to Japan.

### Refrain

Perhaps some Americans take music too casually. The very ease with which it is available presents a danger of treating music as if it were bath water, to be poured out and lollid in. One of our national diseases seems to be our fear of silence. There is music everywhere to drown out silence, in the bank when we change our money, in the bus station, in the hamburger joint where the juke box is blaring away, and even in the hotel elevator.

But once we step out of this twilight zone of music, we are in a region of real and genuine enthusiasm, of a passion for music seemingly unparalleled, of a love that is honest and youthful, of an ardor that is almost militant. It is possible that the claim of being the most musical nation in the world is justified. In fifty years millions have learned to enjoy, thousands have learned to know, at least some phase of music. Converts turn up every year. He who writes the report for this magazine in the year 2056 may well be able to record that new and fine works, enduring compositions, have grown out of this enthusiasm and have been given to the world by an America which has already become musically vigorous.



**SETH WAKEMAN**  
Professor of Education and  
Child Study, Smith College  
"Children's toys people their  
particular, personal world.  
Good toys can be basic building  
blocks in creating good  
character."

### F. A. O. SCHWARZ catalog

of the World's Most Wonderful Toys filled with fun  
for Boys and Girls . . . IT'S FREE

Beautiful big book shows hundreds of quality toys from everywhere on earth . . . chosen for your children of all ages from the finest toys created by master toy craftsmen in American factories, little Swiss villages, England, Asia, Germany, and glamorous, far-off places. Right in your own home, shop the world's most exciting and varied selection of toys from the happy pages of this FREE catalog. Matchless values. Competitive prices.

Fill out and mail this catalog coupon today.

F. A. O. SCHWARZ Dept. HB-2 745 Fifth Avenue, New York 22, N. Y.	
Name	
Address	
City	Zone State

## Contura . . . dramatic new shape in BARONET

Artist-designed china of surpassing beauty  
and originality . . . dinnerware of distinction  
for period or contemporary settings.

5-pc. place setting \$8.50 (slightly higher in the West)

Send for name of dealer nearest you  
and free illustrated Baronet folders

Exclusive U.S. Representative

**Fisher, Bruce & Co.**

221 Market Street, Phila. 6, Pa.



Impromptu



# How to visit the future



*The world, including many Americans, thinks that our skyscraper cities constitute the real America. But these are only our marts of trade.*

Dear Ingrid:

So you are finally coming to visit the United States! Welcome! I only wish you could bring the whole world with you. Indeed, I wish all *Americans* could travel our country with you, because our country is so big and many-faceted that even we have trouble digesting it. I have been giving a lot of thought to your question—Where shall I go to see the *real* America?

The most meaningful sightseeing you can do in America is to observe the way we live daily and nightly. It seems to me that the great difference between our country and the rest of the world is that America has been the first to achieve the freedom from human drudgery that was promised 200 years ago by the industrial revolution.

Other countries have mechanization and material wonders, too. But here they usually seem to work to increase the beauty and dignity of life, not for a few, but for the millions. I think you might even regard our lives as a glimpse into your own future. For I am convinced that a democratic industrialism means a better life for all people, everywhere. (*Please turn to page 313*)



*Our lives are lived (for the majority of us) outside the cities, in peaceful suburbs like this one, which exist thanks mostly to automobiles.*





Nothing to do but

*Enjoy yourself!*



A Grace Line "Santa" offers everything for a perfect holiday at sea . . .

wonderful meals . . . service that anticipates your every wish . . . grand facilities for swimming (largest outdoor pools afloat!), deck sports, or just plain loafing. All this, *plus* a varied itinerary of colorful tropical ports, awaits you now or any season of the year. Just pick a Friday, *any* Friday, and make a "Santa" your "Island in the Sun," for 12 enjoyable days of relaxing fun.



Cruise clothes B. Altman & Co., New York

Twelve-day Caribbean Cruises on the famous "Santa Rosa" and "Santa Paula."

Sailings from New York every Friday. All rooms outside, each with private bath . . . light, airy dining rooms . . . outdoor, tiled swimming pools.

Also 16-19 Day Cruises on cargo-passenger "Santas."

For cruise brochure see your Travel Agent or write Dept. Ho-B  
Grace Line, 3 Hanover Square, New York 4, N. Y.



*Grace Line*  
**CARIBBEAN CRUISES**

Regular, frequent American flag Passenger and Freight Services between the Americas







Draperies jam or stick? Can't happen here! Eastern's Duotrax Traverse Rod is actually *two* tracks in one rod . . . right and left draperies ride *separately, smoothly!* Extensions to 200".

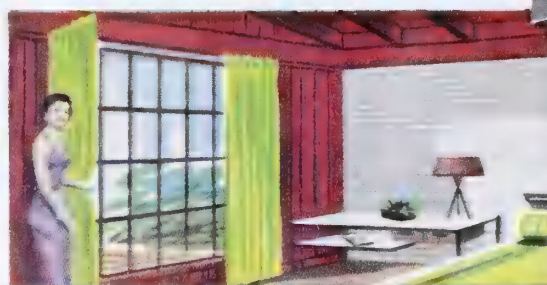
## "Eastern makes the rods that make the window!"

Windows can have personalities, too! Exciting, dramatic personalities . . . when you accent them with EASTERN, America's most versatile line of curtain and drapery hardware. Eastern's inspired engineering gives free rein to your own good decorating taste. See the complete line at your favorite department, hardware, variety or specialty store. Remember . . . there's an Eastern rod to glamorize your every window!

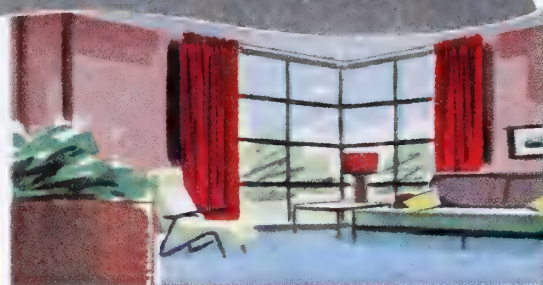
The Eastern Venetian Blind Co., Baltimore, Md. • Also makers of AirLume aluminum awnings, DecorLume venetian blinds



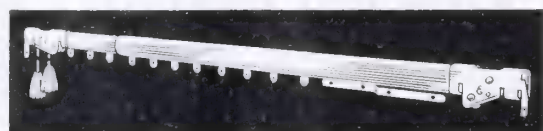
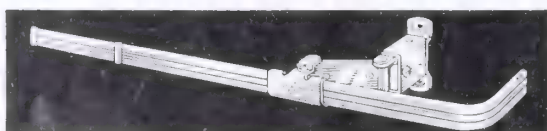
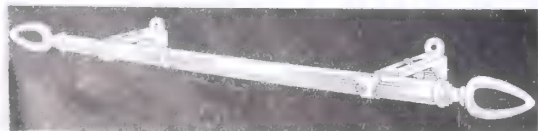
Eastern's Lok-Seam Cafe Curtain Rod will have you buzzin' with ideas by the dozen! So graceful, so strong . . . won't sag or twist *ever!* Brass, ivory or wrought iron finish.



Eastern's Multi-Way Crane adjusts 4 ways . . . inward, outward, forward, backward! Ideal for beautifying recessed windows, making small windows look wider, clearing radiators.



Eastern's Coronet One-Way Traverse Rod is just the thing to add allure to corner and bay windows. Smooth, noiseless operation. Available in either right or left hand draw.



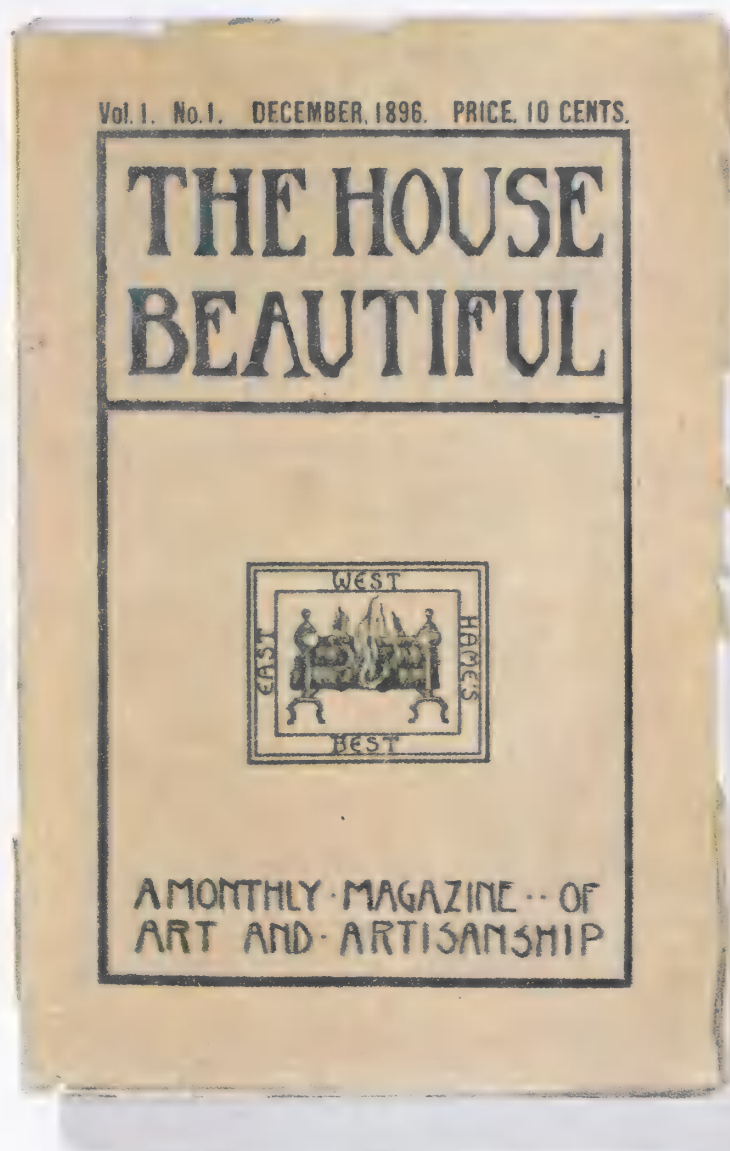


**W**ith this issue *House Beautiful* ends its 60th year of publication and enters on its 61st. To mark this venerable event we have undertaken two assignments which we feel befit such an occasion.

Because the last 60 years have seen such tremendous progress in the maturing of the American ways of life, we thought we, ourselves, might gain fresh perspective on these changes, if we attempted to explain to the rest of the world what it is America now has. So this entire issue is devoted to a "Report to the World on How Americans Live." To make our assignment properly realistic, this issue is being distributed, in sizable quantities, to all other countries of the world.

For Part Two of our birthday celebration we will examine, as we enter our 61st year, the design influences that have been at work in the six decades of *House Beautiful's* existence. We will try to determine how they have affected our manners and homes today, and how our lives may be shaped as a result in the future. Part Two will appear in the issue of January 1957.

ELIZABETH GORDON, Editor





*This home of a house-painter and his working wife proves that, in America . . .*

No man need be common .

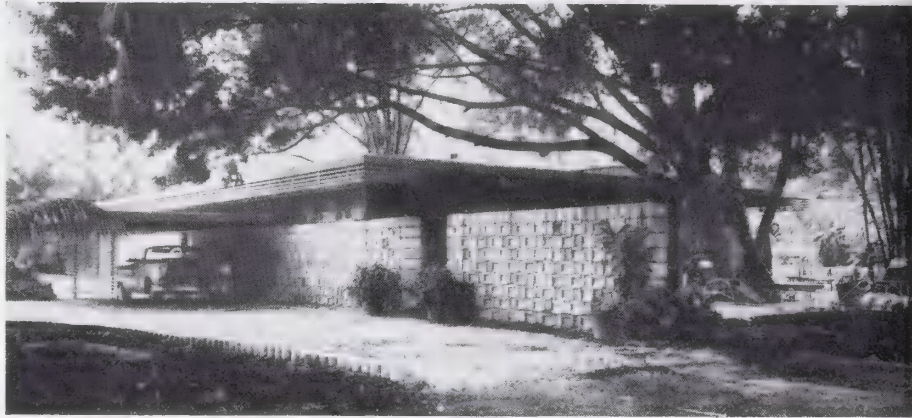
No life need be ordinary

**T**he human test of a civilization, whether European, Asiatic or American, is the quality of the daily life available to its men and women.

In this era of democratic thought, nothing seems truer. Yet for years historians have been judging an age by the way a small leisured class of aristocrats enjoyed itself. And for years critics of America have compared the life of this elite with the life of America's "Common Man."

Obviously their comparison between the monumental palaces and playgrounds of Western Europe and the multitude of small American homes and gardens is unrealistic, if not unfair. However, in greater error is their conception of the American, or any man in a dynamic democracy, as Common. Here they are missing the whole wonderful point of America's experience: Today *no man need be common, no life ordinary*. As evidence, we offer this home of a man, who sells nothing but his labor (*Continued overleaf*)

PHOTOGRAPHS BY EZRA STOLLER



Here is the approaching driveway to the Marko home. The sweeping umbrella-like roof shelters it from Florida's tropical sun and rain. The long low lines integrate it with the ground and fit it snugly under the shade of the trees. To the right is an inviting view of the terrace side of the house, showing its intimacy with the garden. Here truly no man need be "common," nor his life ordinary.







The most remarkable aspect of the architecture of this \$22,000 home is the way it opens up so completely to the air, space and greenery of the outdoors, bringing in the beauty of nature and the coolness of the prevailing breeze, making it pavilion-like.

We are looking, here, past the terrace, through the living room and the distant "tree room," toward the other open end of the house. Louvered Persiana doors and an ingenious pair of overhead doors, paneled with translucent plastic, create this openness.





Important to the fine indoor-outdoor relationship of the Marko house is the "tree room." The over-head doors opening it completely to the living room are shown swung up and hooked to the ceiling. They are covered with translucent plastic. A giant Spanish lime tree projects through the roof. Pretty dishes on table cost \$6.95 for a 16-piece starter set.

The kitchen is shown closed off (above) and open (to the right and far right), thanks to the shoji-like sliding partitions. It has made cooking, serving and entertaining one of Mrs. Marko's most easily enjoyed pleasures.





## No man need be common . . .

*continued*

as a house-painter, and of his wife, who practices as a private nurse. They have a joint income of about \$6,000 a year. They built this \$22,000 house out of many years of savings and with the help of the usual loans.

We will not say that they are typical of America's many or that their house is the average home, but we will say that they are deeply significant of what is happening in the 1950's.

No longer can our critics refer to the "Common Man" of America with a certainty that their reference will be clearly understood or generally accepted. The Age of the *Common* Man belonged to the first half of America's 20th Century. The Age of the *Un-Common* Man is now opening before us. More and more our architects, our builders, our designers, our manufacturers, all those who are closest to the new needs and new desires of our millions, are aware of this as a fact to be coped with, not a theory to be argued.

*People are aspiring upward in varied and individual ways.*

That is the common meaning of the uncommon, untypical, unaverage couple, whose home is before you on these pages, the Markos.

Samuel Marko was born 52 years ago in Russia. He came to America at the age of 18 months. He has had one year of high school and he has gone to night school to study creative writing. He has been a house-painter all his life, but he has been writing, on the whole for his own amusement, as well. He published a novel, "To Struggle, To Laugh," in 1946. It had a small, discouraging (*Please turn the page*)



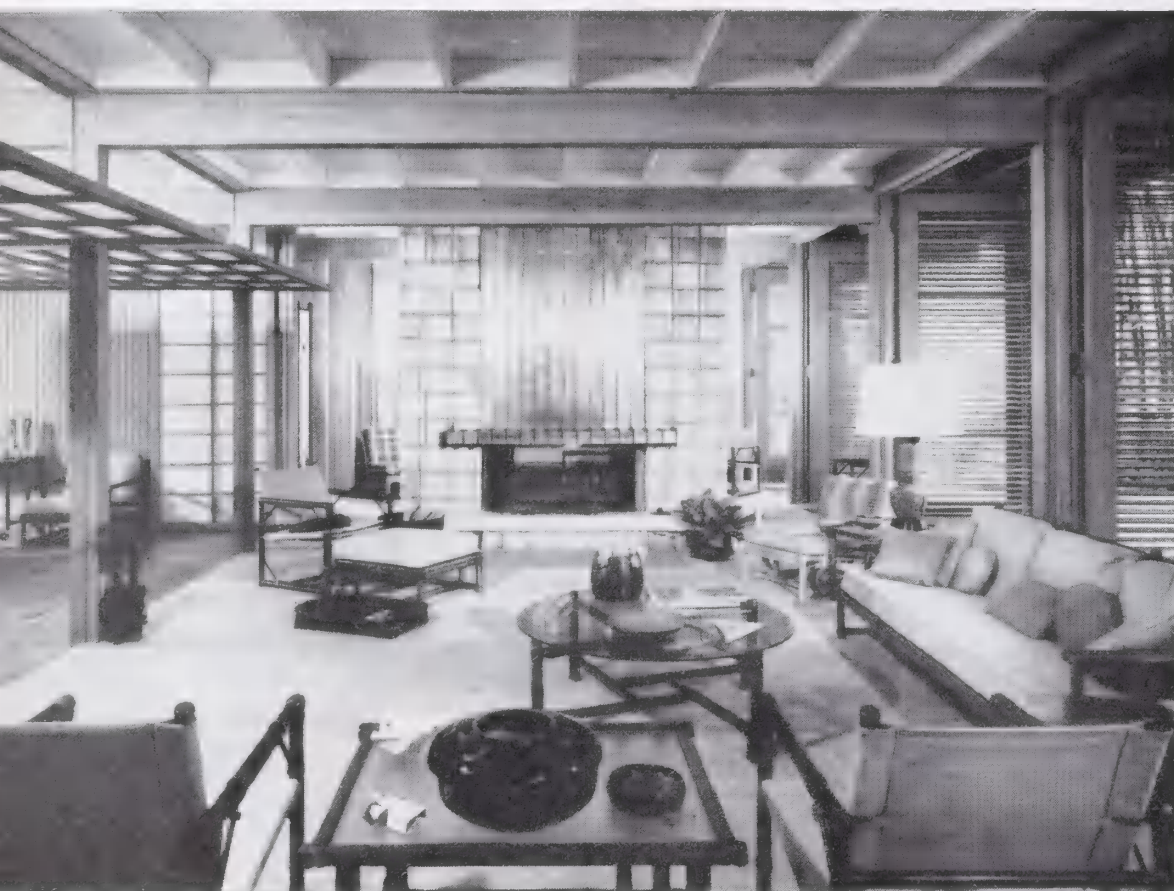
The sliding screens have been removed here to better show this well-designed and well-equipped kitchen, which is rapidly becoming typical of even the smallest American home. It is almost equally convenient to the living room, for rare cold-weather dining, as it is to the tree room. Everything is neat and handy. It's a lovely part of an architectural whole.





Owners: **Mr. and Mrs. Samuel Marko**  
Coconut Grove, Florida

Architect: **Alfred Browning Parker**



At top is a view of the living room in winter, when it is completely closed off from the tree room, bedroom and terrace. Left, identical view when living room is completely open, as in warm summer weather. Note pair of folding screens on both sides of fireplace wall which open into bedroom.

## No man need be common . . .

*continued*

sale which has failed, however, to discourage him. He is a cheerful, outgoing man who likes more than anything to spread his cheerfulness around him. He gardens now in his spare time, but plans to write a book about his wife, who fascinates him endlessly.

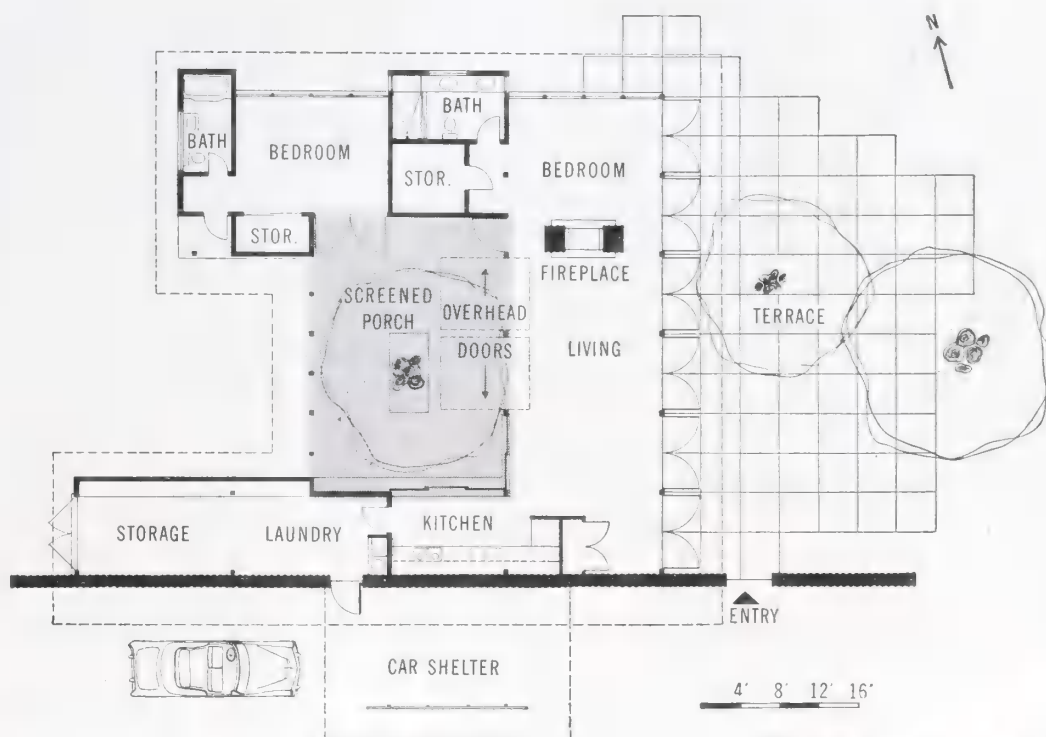
Mrs. Ann Lee Marko was born in Philadelphia of parents born in Russia. (Last August she celebrated her fiftieth birthday in the new home.) She took two years of commercial law to please her father, but really wanted to be a nurse, which she eventually became. She met Mr. Marko when he came to paint a store in Philadelphia of which she was manager and half-owner. They were married nine years ago and moved to Miami, Florida, shortly afterward, to enjoy a life closer to nature.

Mrs. Marko does private-duty work as a registered nurse. She is paid





Above, we are looking from a far corner of the tree room through the living room to the terrace outdoors. Right, we are looking from the fireplace wall through the tree room and its open-air end. Because of Florida's mild winters, the house can be kept open at least ninety per cent of the year.



from \$14 to \$16 a day. Mr. Marko is still a house-painter. This advertisement appears regularly in a local Miami newspaper: *Your paint or mine, low estimates, expert work. Insured. FR 1-6688.* It is Mr. Marko's.

They jointly earn about \$6,000 a year. This means that the income of the two Markos is well within the income range of the vast mass of America's skilled workers. And it means that the house they have just built is not beyond the reach of many others, if they *too* stretch for it.

It started with Mrs. Marko reading the story of our 1954 Pace Setter House—the Miami home of architect Alfred Parker—particularly an article called, "How to Build the House You Can't Afford." ("The most provocative sentence I've ever read!" she says.)

The Markos had been spending all their week ends (*Please turn to page 330*)

What is house and what is garden here? Only the closest study will show, for when all doors are open, they are one: house, tree room, terrace and garden. Observe admirable "blow-through" quality necessary for sub-tropical humidity.



A broad, and especially in Russia and Eastern Europe, American capitalism is badly misunderstood and misrepresented, if not from malice, then from ignorance of its nature and unacquaintance with its creative role in achieving a society that is good for all.

What should concern us most, perhaps, is the misunderstanding which capitalism encounters at home in America. Here it is judged with a religious suspicion of its "materialism," an aristocratic suspicion of its "practicality" and an intellectual suspicion of the physical process itself. For instance, Charles Francis Adams regarded American business men with a combination of all these suspicions

and described them as "mere money-getters and traders . . . a coarse, realistic, bargaining crowd."

It is not enough to say that Mr. Adams, as a former

President of a great railroad, the Union Pacific, was also one of these business men and therefore his criticism is invalid. Such self-criticism verging on self-denigration is symptomatic of our countrymen.

Contrast this depreciation of capitalism by an American capitalist with wise words of an Oriental thinker. I refer to Dr. Hu Shih, a statesman equally well at home in the East and the West. He was born and nurtured in China. Then he came to the United States for his subsequent education. He speaks both languages and understands both ways of life. He was once Chinese ambassador to America. Hear what he has to say about the spiritual potency of our capitalistic "materialism":

"The term materialistic civilization, which has often been applied to stigmatize the modern civilization of the West, seems to me to be a more appropriate word for the characterization of the backward civilization of the East. For me that civilization is materialistic which is limited by matter and incapable of transcending it; which feels itself powerless against its material environment and fails to make the full use of human intelligence for the conquest of nature and for the improvement of the condition of man."

And then turning to a positive characterization of our capitalistic system, he continues:

"On the other hand, that civilization which makes the fullest possible use of human ingenuity and intelligence in search of truth in order to control nature and transform matter for the service of mankind, to liberate the human spirit from ignorance, superstition, and slavery to the forces of nature, and to reform social and political institutions for the benefit of the greatest number—such a civilization is highly idealistic and spiritual."

Men have to have food and other goods to live upon; these have to be produced in some manner: they have to get distributed somehow; and they will be consumed in abundance or meagerness in an atmosphere of hope or of fear. Regarded realistically, there is not an unlimited number of economic systems for doing these necessary things. Now capitalism happens to be the name of one of the general ways of making and distributing goods. (Please turn to page 298)

# The People's Capitalism

*The story of this issue—how the American people benefit tangibly from their own labors—is the story of American capitalism, the people's capitalism. In this article one of America's leading philosophers and teachers holds up this still revolutionary concept to a new, penetrating examination*

By T. V. SMITH

Author of the new book **Live Without Fear**





Levittown, Pennsylvania, where one builder has built 14,000 houses, selling from \$10,500 to \$20,000. Lower-priced houses are bought by carpenters, electricians, steel workers. The more expensive houses are bought by salesmen and professionals.

*To see what these houses look like, see page 332*

# Everybody can own a house

By WOLFGANG LANGEWIESCHE

**A**n astonishing discovery has recently been made in America in the last ten years. Just as it once turned out that every family could own a car, it now turns out that every family can own a house.

Take the word "every" with a grain of salt, but look around: In the last ten years, a new home has been built for one out of four American (non-farm) households. Most of them have been small single-family houses. Our cities have exploded and sprayed whole counties with small white houses. Many of them have been bought by people who would "normally" (i.e. prewar) have rented. Home ownership has risen from forty to sixty per cent of the population. It's been the biggest change in the looks of the country since the rise of the skyscraper. It may mean the biggest change in American living since Henry Ford.

It's a new method of getting people under a roof. The foreign visitor would be quite startled—it's so profoundly different from what is now the fashion in most countries. The Social Welfare flavor is lacking. It's a business. A builder puts up a whole batch of identical houses—ten, a hundred or a thousand, or even a whole town. He does this on speculation for buyers unknown, and in competition with other "merchant builders" who do the same. You pick your house from their offerings much as you would buy a car. There is no government subsidy, no government control. Anyone may build any number of houses; anyone may buy any house he can afford.

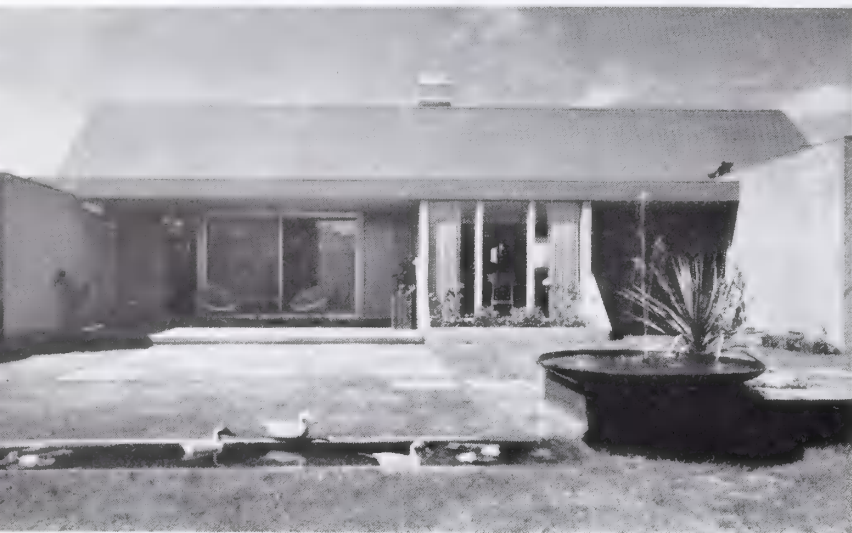
The moment this is said, it has to be shaded a little. No industry operates in a legal vacuum. There is some help for the ex-service man who wants to (*Please turn the page*)





ALL PHOTOS BY ROGER STURTEVANT

House has dignified but non-committal appearance on the street side.



Once inside the street wall, you find a house that is open and sunny.



Framing is A-shaped, permitting lofty ceilings in the living areas.



All of kitchen but washer and dryer are part of basic selling price.

## Everybody can own a house

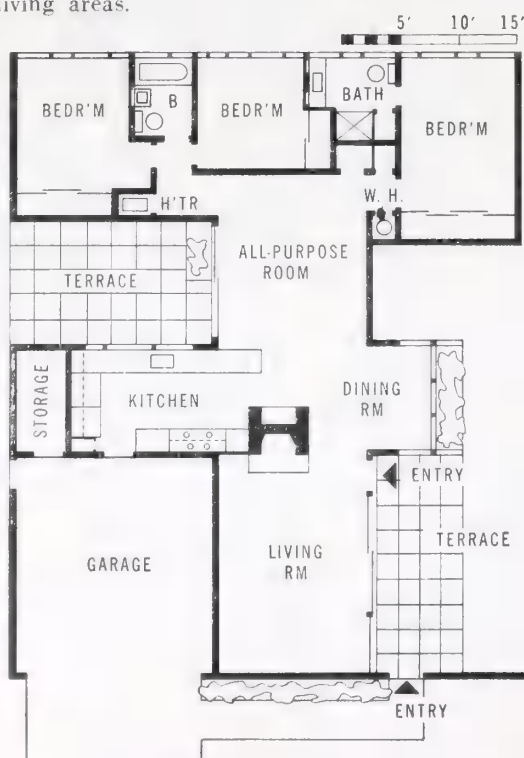
*continued*

buy a house: he can borrow a little more money than the non-veteran can. But he has to pay it back. There are the usual building codes and zoning ordinances governing construction and land use and development. But that's normal.

Also, there does exist some public housing, welfare-minded, government-subsidized and publicly owned in the European pattern. But there's so little of it, and that little so concentrated in New York City, that it hardly changes the general picture. All told, housing is a business, governed by the self-interest of sellers and buyers. It has been very profitable for the sellers. And the buyers certainly keep coming: a million of them a year sign on the dotted line.

What keeps this going? You can't shrug it off as simple "prosperity." True, the worker who buys the house earns perhaps \$100 a week, but the worker who builds the house earns \$100. So the mere money factors cancel out. And you can't shrug it off as simply another case of mass production such as is possible only in a country the size of the U. S. It's not yet real mass production. A builder who puts up 100 houses a year is considered Big. No, what keeps this going is an invention, a new mechanism in the field of government: "mortgage insurance."

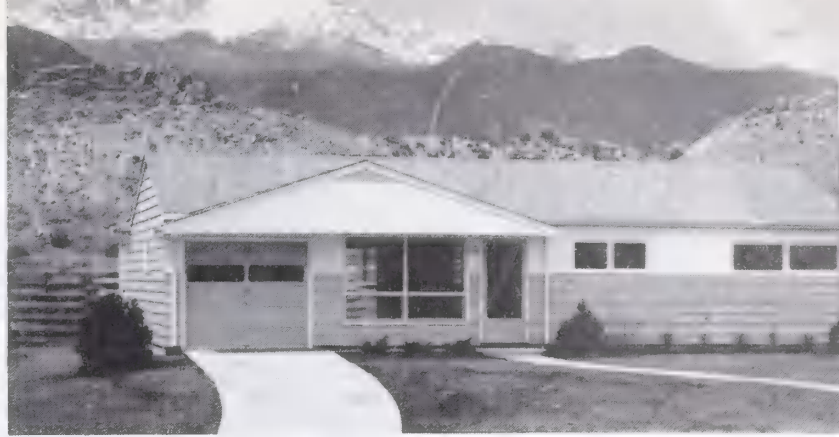
Here's how it works: When you buy a house, you borrow money from the bank as before, but your rich Uncle, name of Sam, signs your mortgage papers along with you. The government insures the lending institution you borrow from against loss in case you default on your loan. But the government's action does not relieve you of your obligation to pay. With the government guarantee strengthening your credit, the bank can lend you money as it never could before—up to 93 per cent of the value of a small house or even, if you are an



**\$18,250 complete with  
6,000 sq. ft. of land**

This is how much house can be afforded by a highly skilled mechanic or a junior executive. House encloses around 1,350 square feet of living area and sits on about 6,000 square feet of land. One hundred and sixty of this type have been built in Sunnyside, California, by Gavello, Anshen and Allen, were the architects.





Typical façade of a house that could be owned by a worker's family.

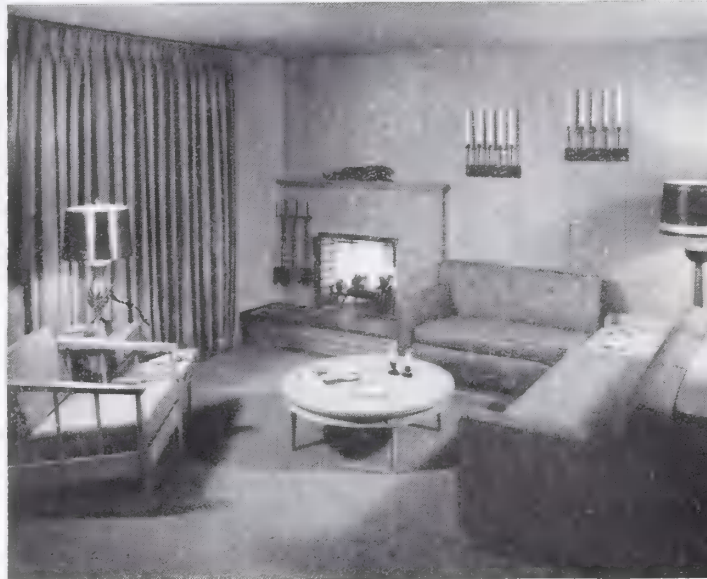
ex-service man, 98 per cent. And the bank can give you 30 years—yes, 30!—to pay back the loan in small monthly installments. That's Mortgage Insurance. That's the idea that has built ten million houses. Better than 50 per cent of all privately owned houses built since 1945 have used this system.

To see what difference it makes, consider what is "normal." It used to be that the highest mortgage loan you could get was two-thirds of the value of the house. That's still so in most countries and in America it's still so for the expensive custom-built house. It's the time-honored way. It worked out fine for the banks, because they could be sure they would get their money back. And there was nothing wrong with it from the viewpoint of the borrower—of those who can become borrowers under that rule.

But it left the Little Man out in the cold. It is almost impossible for an average-income family to save up one-third of the price of a house. The house is too far in the future, and too many needs are pressing right now. Taxes are too high. The shop windows are too tempting, advertising is too powerful. So the two-thirds mortgage forced the Little Man to keep renting, because it put too big a hump right at the beginning of home ownership.

Now that hump is gone. When you go shopping for a house, the actual price is hardly mentioned. "How much is this one?" "\$72.50 a month." This includes repayment on the loan, interest on the remaining portion, fire insurance, local taxes. Next in importance—cash required, the down payment. It varies, according to complicated tables, depending on the price-class of the house, the equipment that comes with the house and whether or not you are a veteran. For instance, for a \$10,500 Levitt house (see page 332), it may be from \$275 to \$1,200. This is within people's reach. (*Please turn to page 332*)

ALL PHOTOS BY GUY BURGESS



Living room is 13' by 17' with dining room related in adjoining L.

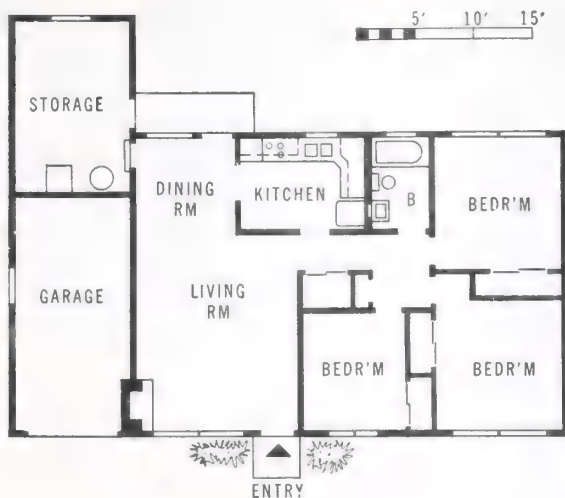


Look-through, pass-through wall between dining room and kitchen.

Colored steel cabinets, counters, plumbing are part of basic house.

**\$12,877 to \$16,500, depending on optional items**

This typical ready-to-buy house (in Colorado Springs) can be bought at the basic price of \$12,877. You can fancy it up with 15 optional additions, such as a dishwasher, fencing, mahogany paneling in living room, hood and exhaust fan, garbage grinder, clothes washer, etc., which will add to cost. Plots average 60' x 100'.







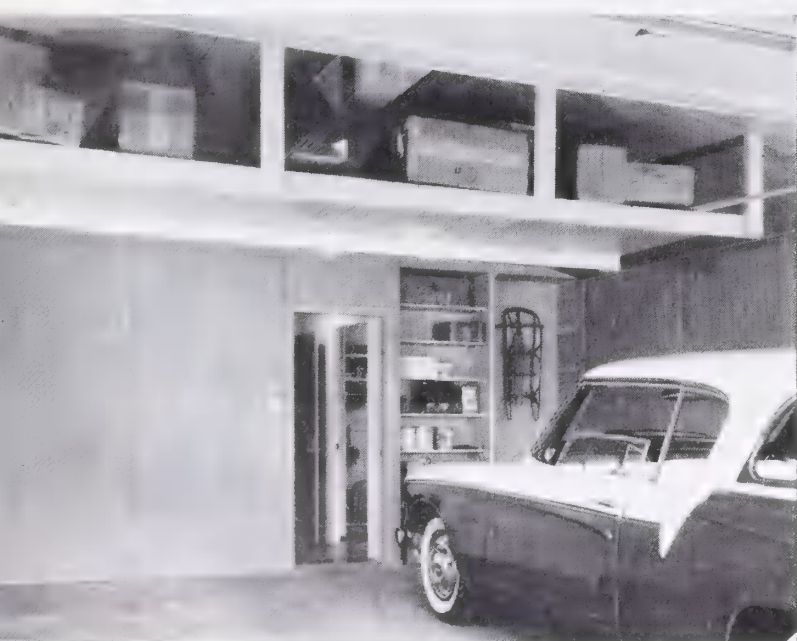
A partially pre-fabricated house in South Bend, Indiana (with land but without extras) for \$28,000. In Indianapolis it would cost \$30,000. In Chicago, \$33,000. With all the extras this owner wanted, it cost \$9,500 more.

Everybody can own a house *continued*

## The builder house: what kind of house is it?

By WOLFGANG LANGEWIESCHE

Two car garage is nicely finished, with overhead storage for bulky objects. Open storage cupboard in corner is for tools.



ALL PHOTOGRAPHS BY WILLIAM HOWLAND

What kind of house is it one buys on the mass market? It is not one's dream house. On the contrary, it's real. It wants to be judged against the places where people really would live if they didn't live here. That means a city apartment, or "railroad flat," or perhaps doubled-up in a former mansion in some formerly elegant part of town. Compared to what it replaces, the builder house is infinitely better. It's so good that it forever gets compared with the wrong thing.

The builder house is *not* a villa, nor is the place where it stands a suburb of the twenties, upper-middle-class, genteel and expensive. And it is *not* "a house in the country." But that is where it gets itself misjudged. Many builder-towns do stand in places whose very names, like "Bucks County," "Nassau County," conjure up country memories from prewar, pre-depression days: Sunday afternoon drives in a Stutz Bear Cat, estates of bankers and brokers, summer theater, the retreats of writers and actresses. Now you drive there and see the former lovely countryside covered with builder houses. Naturally you say, "What a come-down!" Well, maybe so; but it's no come-down for the people living in those houses.

A batch of builder houses all look much alike, though not absolutely alike. In reality a builder uses, say, three roof shapes, three color schemes and three plans which may be merely flop-overs of each other. Then he mixes: one house, Plan A, Roof B, Color Scheme C. Next house, Plan B, Roof C, Color Scheme A. Meanwhile the garage does a sort of dance around the house. First thing you know, it takes mental effort to see, not that they're different, but that they are really alike. Then trees grow up and soften the picture. And one man paints his house a flamboyant yellow, another gray; another grows a hedge; another adds a whole new wing to his house. But there is a sameness to builder-town, there's no denying.

Some people read this as a sign that we are sliding





Front entrance side of the semi-prefabricated builder's house. It was bought by an architect. The lot is 170 by 150 feet.



Garden side with paved patio and overhead trellis for growth of vines. Trellis cost \$300 extra. Additional paving, \$460.

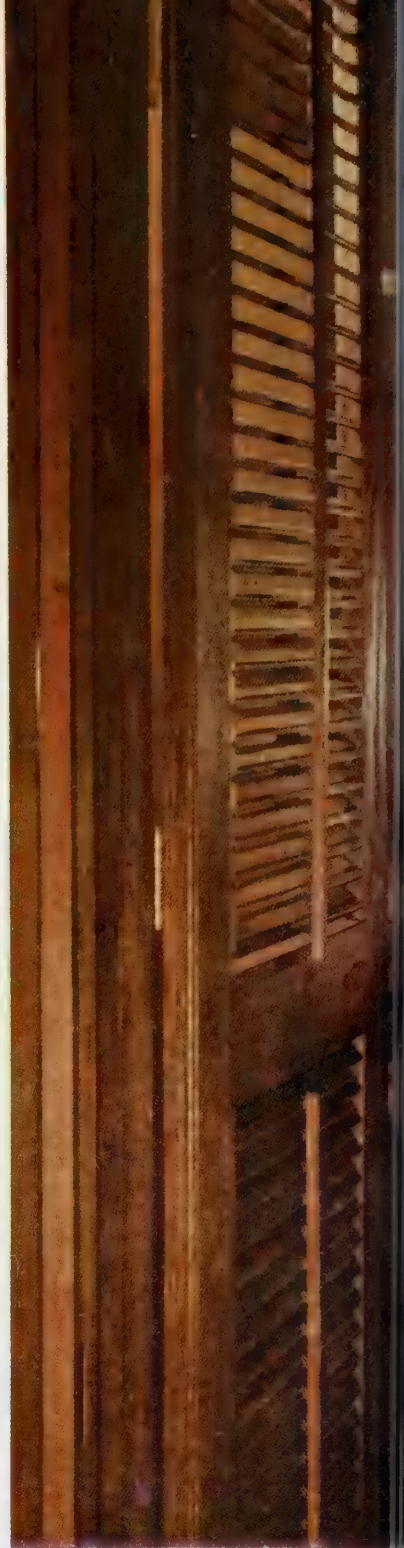
Lath house on front of the garage was an extra and cost an additional \$250. Another family might not want this at all.

into a time where people look alike, live alike, think alike. But at any given time and place, people of similar occupation and income live much alike. Even Paris apartments or London suburbs or Swiss chalets are, after all, highly uniform. This has never kept free spirits from being free. Just think of a street of builder houses as an apartment house taken apart, and you get rid of such gloomy feelings.

But if you insist on seeing builder-town as a sign of our times, it expresses also a cheerful idea: the very American idea that "You, too, can . . ." You, too, can play the piano, have an education, be beautiful, have a farm, visit Europe, fly, be President, and so on down the list of things which, at other times and places, used to be for the few. This goes through commerce, politics, the schools—through everything. It is the ingredient of the American atmosphere that makes it so energizing: *(Please turn the page)*







### The builder house *continued*

anybody can *do, have, be* anything! It ranges from the ridiculous (you, too, can stay at this exclusive hotel) to the sublime: "Give me your tired, your poor, your huddled masses yearning to breathe free." Well, here it is: You, too, can live in a house of your own, surrounded by light and air.

Just like the automobile, the house has become a much better product by coming on the mass market. Builder houses are probably more livable, convenient, thought-through than individually built, non-architect-designed houses, average by average. Because a builder sells the same product to many people, the product gets a reputation, just as cars do. If he tucks the furnace into some corner where the repairman can't get at it, it's a well-hidden fault. But of a hundred owners, three find out pretty soon, and word gets around. It's not

good for business. A builder gives his house an oversized "glass-wall" type of window that faces west and lets in the hot summer evening sun. Now if one owner would replace some of his glass with a solid panel, he'd be a crank. But if ten owners do it, that's Customer Reaction, and the builder learns his lesson in a hurry. The product improves.

As for looks, well, some are horrible, some very good, and most of them are in-between. The builders can't get too far ahead of popular taste: the houses have to *sell*. Just as in cars, there is much vulgar "styling." Where the car has its chromium, its various symbols and inscriptions that indicate high price, high power, the high financial standing of the owner, the builder house often has its stone-veneer wall, its cute gables, its unquiet roof-lines—tricks to make it look





This builder's house has what most people would term two living rooms. Here one is called the "family room." This family room is conveniently close to the kitchen and generally furnished more durably than the living room. Many families eat most of their meals in the family room. The supper table pictured on our front cover was photographed in this room and shows the increasingly common kitchen pass-through.

At right is the dining side of the living room. This house has four places for dining, two of them outdoors. Outdoor dining is a tendency with Americans, no matter where they live.



Below is one view of the living room, showing paneled walls of Philippine mahogany plywood which occur also in entry, kitchen and family room. They are an available extra (\$300) and could be omitted.

**Builder: Place and Company, Inc., South Bend, Indiana**

bigger and to suggest that it is after all a rich man's villa in the suburbs. Just as in automobiles the fluffed-up outside somewhat hides the hard solid transportation value inside.

That's where the mass-market has its biggest effect on the house: Just like the car, it has become a much better value. It has become almost irresistible. If you have a house built on your own, it will cost you \$15 to \$18 per square foot, an average figure that's hard to beat and easy to exceed. To this must be added the cost of land and landscaping, architect's fee, assessments for streets, the cost of connecting up with water and sewers.

Levitt (the man who builds whole towns) delivers at \$10 a square foot a house complete with land, all utilities hooked up, streets (*Please turn the page*)





The builder house *continued*

PHOTOGRAPHS BY WILLIAM HOWLAND

finished and paid for, landscaping, lawn, shrubs and five and one-half trees (eleven trees for every two houses); equipped with two baths, dishwasher, clothes washer and dryer, garbage disposal, air-conditioning. This is exceptional, and to get it you have to live in Levittown, N. Y. or Levittown, Pa., or the coming Levittown, N. J.

But quite generally, the builder house, built by a big-time operator, runs about 25 per cent less than what you could build a comparable house for yourself by "normal" methods.

How can the builder keep the price so low? Many people think he must use shoddy materials and flimsy construction. "Those houses look good now, but they

will fall apart before the mortgages are paid off." You hear that often, but it's nonsense. The FHA must accept the house as mortgage-worthy, and it has inspectors. In fact, the workers themselves would talk, if a builder did anything shoddy. "We are like Caesar's wife," says Levitt. "Caesar's wife with private detectives on her tail."

The builder doesn't have to skimp on quality. He simply cuts out waste. An ordinary house contains waste in incredible amounts. It's wasteful in plan, wasteful in structure, wasteful in the way the men put it together. One man builds an expensive wall; the next man expensively breaks a hole through it to put a pipe through. The next day neither of them works because





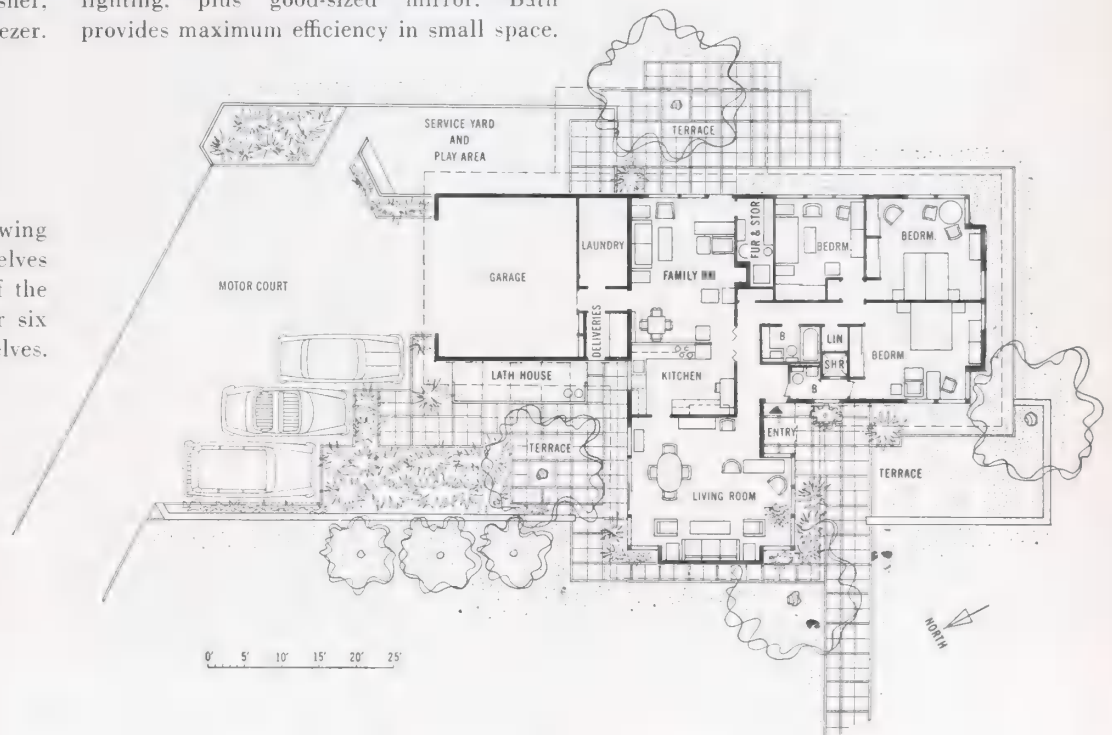
The kitchen in this ready-built house, which was bought by a professor, has the most modern labor-saving conveniences: built-in oven and counter cooking top, dishwasher, plastic counter tops, refrigerator-freezer.



Main bathroom has lavatory set in L-shaped plastic counter with ample storage cabinet below. Medicine cabinet integrates storage, lighting, plus good-sized mirror. Bath provides maximum efficiency in small space.

Floor plan of the \$28,000 house, showing how the three terraces arrange themselves around the house. Such development of the garden might take some owners five or six years, if they do the work themselves.

*Construction and furnishings details on page 289.*



the weather is bad. And there is nothing you can do about it—not as a one-shot customer who is having one house built.

The rule in building has long been: Stick to standard construction. If you figure out a cheaper, more efficient way, it will cost you extra. The contractor is afraid of the complications that might arise from the new method. And he is quite right. Also, he figures he'll have to be on the job himself all the time, supervising his men. Standard construction they can do by themselves. So, to play safe if it isn't standard, he bids extra high.

This is a terrific penalty on change. It has kept building methods frozen, in America at least, for 100

years. The American house of 1950 differed from the house of 1850 mostly in shape and equipment, but not in structure—and very little in the building procedure. You were paying twentieth-century wages for an nineteenth-century type of job. That's where the builder attacks.

You can't break out of this cage, but he can. He can make changes and bull them through. He can afford ten dollars' worth of engineering to cut the cost of a house by one dollar. He builds the house twenty or two hundred times. You'd be surprised how small the gains are that a builder goes after. He cuts out thirty minutes work per window or eight inches of pipe per bathroom. He uses two (Please turn to page 280)





Pool where adults and children alike congregate for fun and relaxation is the vital core of the Litsey house. All rooms give on this broad outdoor area, completely screened in aluminum. Note how the weathered pine beams soar against the sky, their ruggedness and strength consorting well with the coarse coral rock supports and fireplace facings, glimpsed through the open doorways.



**Alfred Browning Parker**  
Architect

The Litsey kitchen, compact as a galley, catches all the breezes while placement of equipment lets the cook indulge in outside activities. Formica counter serves parties, breakfast and snacks. All interior cabinets of red cypress and Persiana-shuttered doors were made by Capt. Litsey. Stools are standard-type tractor seats.



# Some people build their own houses with their own hands

By LAURA TANNER

**T**he vast majority of the homes that have been going up at the fantastic rate of more-than-a-million a year have, of course, been built by professionals. But here and there across the country are people who have been building their own homes with their own hands.

Most of these enthusiastic home-builders have sought to build more house for their money by investing their own spare time and energy. Some of them have experienced an incentive over and above the economic one, seeking the thrill and deep satisfaction of using their own hands in the spirit of America's pioneers.

Probably both of these motives inspired the Richard Litseys to build the house on these pages. Economically it meant a house (less architect's fee) which cost them a low \$15,800 with an additional \$5,500 for the new bedroom and bathroom wing. Their land cost \$2,000 for two acres. The value of their property today would be no less than \$35,000 with 40 per cent of this measured in terms of the Litseys' own labor.

But theirs is the strong emotional satisfaction, too, of knowing that they created their own home almost from scratch. (Richard Litsey is a pilot with considerable time between flights.) They "let out" only the contracts for lighting (*Please turn to page 326*)

New wing is insulated from all the noise and gaiety of the pool.

PHOTOGRAPHS BY EZRA STOLLER



Structural members and screening dominate pool-side of house.



Living room is shelter from sun in summer, snug against chill in winter. Easily-cleaned floor is brick, laid by Connie. Fireplace is of coral rock.

Connie and Dick Litsey can now enjoy their new air-conditioned bed-sitting-room-and-bath wing in quiet. As children grow up, this will be adult haven.





# AMERICA—

## Body and Soul

Once Columbus recovered as best he could from the shock of not finding India, he became, perhaps, the best prepared visitor America has known. For he was finally prepared for but one thing: a new world.

A new world! His contemporaries viewed America as nothing less.

We, too, who would discover America must first realize that our country is not a new Spain, a new France or even a new England. No more than it was—or is—a new passage to India.

America is more than ever a new world. It is more distinct from Europe in the Mid-Twentieth Century than it was in the Mid-Nineteenth. But to see this distinction we must learn to see America for what it is, not for what it is not.

There is a new civilization, a new culture, in creation among us. But we'll miss it as completely as Plato missed the Parthenon (did he ever even mention it?), if we keep looking for imitations of older cultures and civilizations.

One trouble with our critics at home, as abroad, is that they continue to look stubbornly for something to happen in America that occurred, often gloriously, in other times and other places. So they fail to find, because they fail to see, that which is occurring gloriously in America, which has never occurred anywhere else.

And what is it? If it can be briefly ex-

pressed or in any way summarized, it is this:

The step by step fulfillment of the democratic dream: an entire people freely enjoying an abundant life.

Other nations have been prosperous, some have been great, but never before have so many in all sectors of society shared so fully in the products of a prosperous civilization, or been invited to participate so widely in its greatness.

Yet there is more to the new abundant life than the visible increase in possessions, striking as that is.

Entering American life is a new and quite sudden mastery of possessions, of techniques for speed and comfort, of gadgets, if you prefer. Wisdom is beginning to appear in the way people use them to enhance life, in the individuality of their choice. There is a beauty in the objects themselves, in the integrity of their form and material to their purpose.

But it is a new beauty, a beauty new to the world, as new as the civilization it enriches. Its features are not Greek or Roman. Its proportions are not Classical. It may not even be "fine" art. In America the distinction between the fine arts and the useful arts is fast dissolving, as Emerson predicted it would. And as we turn the pages of this issue, we begin to understand why it should. Is the architecture of a fine house a fine or a use- (Continued overleaf)







*You park your car, you walk under cover and in beauty to the front door . . .*



PHOTOGRAPHS BY MAYNARD PARKER



*. . . you enter and see more beauty.*

**A home for all  
with dignity,  
style and repose**

*This home of two librarians, man and wife, symbolizes the new spirituality of contemporary American life. It is a house with a quiet splendor of its own, available to all in our classless society. Standing among the trees on its own private plot of ground, it is independent, individual and in harmony with man and nature.*





*"We have a new freedom from servants. Maids and mistresses are freed from each other to have a fuller life of their own."*



*In the distance, to the right, is the entry. Here, we are looking toward the kitchen, across the dining table, from the middle of the living area. The lady of the house can prepare meals and still be in touch with her guests or her family in this fashion.*

## AMERICA—Body and Soul *continued*

ful art? As a useful art what is finer? As a fine art what is more useful?

Beauty has escaped the museum and entered the home. It has fled the frame of the easel painting and found life in the walls themselves. It is no longer limited to a long dimly-lit gallery or isolated in a dusty display case. It reveals itself in the curve of a chair, the line of a spoon, the pattern of a fabric or a garden trellis. It has become human and companionable.

Democracy has become a way of life made beautiful.

The economy of democracy has at last produced a democracy of culture, and the new world has a soul for its body.

These are proud words. How might we test them?

Perhaps nothing is more revealing about a society than the questions its members ask of it. Behind each question are assumptions about the past and hopes for the future, which tell us a great deal about the present.

What bothers us these days?

What do we say to each other? What do we complain about as we sit among friends? What are our discontents?

"Democracy means nothing," we tell each other, "if it says nothing about the

quality of life for the 'common man'".

But now more and more of us are insisting, "Nor does it say much, if it speaks only of the 'common man'. For democracy to be democracy it must provide plenty of room for the uncommon man—the individual, creative, unorthodox man."

A good life for the "common man"? We now take this goal for granted. Possibilities for the uncommon man? That is the goal that is rising out of our complaints, for we now recognize that all men are individuals, unique and uncommon.

What else bothers us?

"What can we do with the new leisure that is ours?" we ask each other.

Behind this "problem" is the *fact* of leisure. Not too long ago the social problem was: How can we achieve leisure? It is a measure of our difference from other civilizations that the problem in America has risen to the higher level of asking what we can do with the leisure we now have. Life has gone from a brutish struggle for existence to a human search for significance.

Which leads to our next plaint:

"We are becoming too materialistic. Why don't we Americans realize that man does not live on bread alone?"

People asking for (Continued overleaf)







Architect: **Aaron Green**  
 Owners: **Mr. and Mrs. Allan M. Paul**

*Living rooms are really living areas often incorporating a dining area, as was shown opposite. Interior spaces flow together and even mingle with those outdoors.*

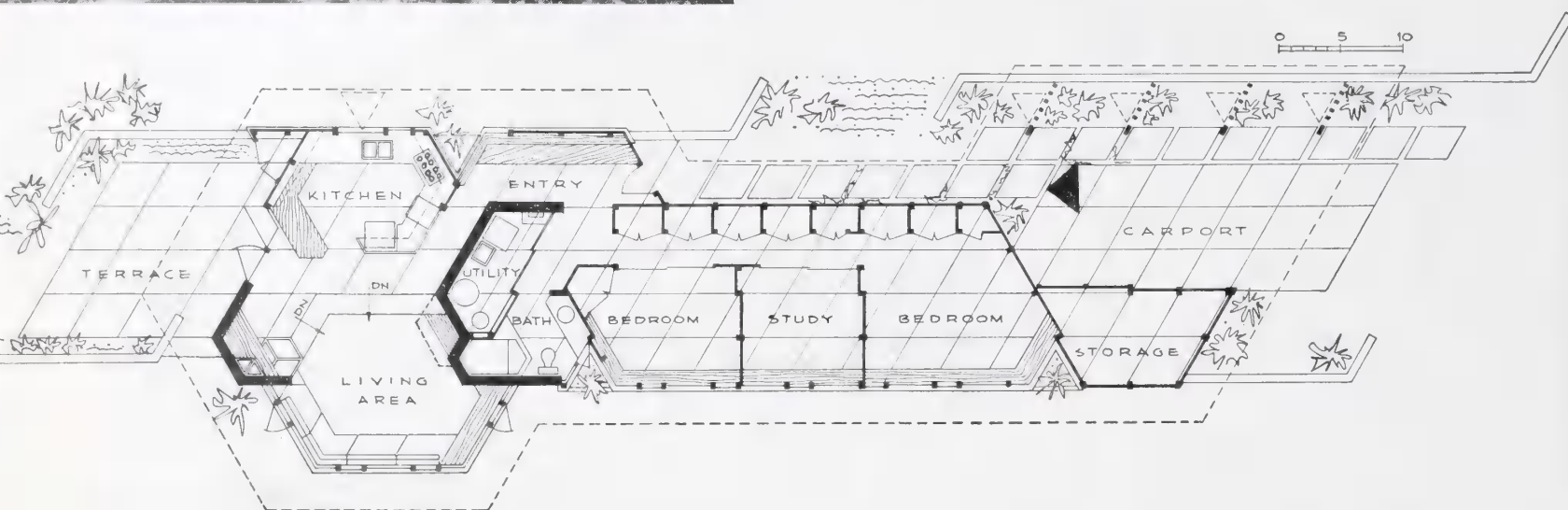


*Master bedroom and one of the two other bedrooms are shown here. They have the same quality as the rest of the house. Above is a storage wall.*





*There is pride and character in this small house, due to its integration with the land and the fine handling of its construction materials: concrete block and wood.*



Construction and furnishings details on page 279

*Costing only about \$22,000 to build, the house, thanks to its floor plan and usable outdoor spaces, has achieved the functional variety and big beautiful living areas of a far more expensive one. Note in plan how paved terrace extends living room.*

More pictures on 278

## AMERICA—Body and Soul *continued*

spiritual significance in their lives may be said to have found material abundance, although this is not always true—sometimes, as in areas of the Far East, the spiritual life may be sought as compensation for the lack of even subsistence living. In America it is sought as completion of a life already, for the most part, materially satisfied.

In this now common complaint lies our greatest hope and goal for the future.

The American search for the spiritual is even greater than the increasing numbers of people newly going to church and to synagogue indicate. As God's first temples were said to have been the trees, so today His first temples might be said to be man's home among the trees—on its own plot of land, independent, individual and in harmony with the restoring rhythms of nature.

That is the inner content of these houses. That is the meaning of this statistic:

Today 60 per cent of our families own their homes. (Please turn to page 272)





*Let every man see what there is in the world that is good and beautiful and satisfying, and he will chose it. That is the democratic faith. That is what has led to . . . .*

By LYMAN BRYSON

A cultural revolution is taking place in the minds and spiritual habits of the American people. But what happens in the inner life of millions of men and women is difficult to get at and those to whom it happens are scarcely aware of it. The changes are taken for granted. What can be seen, and even measured to a degree, are the overt actions that show what new satisfactions are being sought.

Take, for example, books. The cultural revolution in America shows itself in the hundreds of thousands of books that are now being bought and read. They may not all wear such sober and durable covers as the books of our grandmothers wore. Book covers, like dresses, are brighter and flimsier than they used to be. But what is published and sold now, much of it in paper backs, is a greater amount of substantial reading than was ever attempted by any previous generation.

The trend illustrates a principle, which is that most people will respond to better things than they are used to, if given a chance. Those who manufacture and sell the things that make our homes more beautiful and more comfortable have known that for a long time. And this exposure principle has always been a rule of action among educators. It has been much talked about recently among broadcasters. Now the book publishers are beginning to profit by it.

These publishers are the most conscientious, but not the most enterprising, of the dealers in the stuff of culture. Whether or not they now know that they are working by a new rule does not matter. What does matter is that readers are getting better chances to respond to better things. (Please turn to page 323)

*Increase in sales of adult general books, including book clubs during last 25 years.*

1929— 73,000,000 copies

1954—115,000,000 " — 57% increase

*Sales of adult paper-back books*

1929— 92,000,000

1954—190,000,000—210% increase

*Sales of juvenile, young-people's books*

1929—37,000,000

1954—95,000,000—157% increase

## A cultural revolution in popular reading

Weston Haven house, Berkeley, California Harwell Harris, architect.



MAYNARD PARKER





## We're constantly up-dating our old houses

By NANCY CRAIG

ALL PHOTOGRAPHS BY WILLIAM HOWLAND



This Connecticut farmhouse, built pre-1750, was remodeled in the American tradition to afford the best in modern living.

There is a compelling urge to change, improve and perfect our homes, which is inherent in our American character. It is due, in part, to the never-ending stream of new materials, labor-saving equipment and improved techniques in home-making which constantly suggest ways of doing things better. Once we see a new, improved way, we up and take it. We are never satisfied with the status quo.

One place we keep modernizing the most is the kitchen. Here, rapidly advancing technologies make us want to change. The building industry makes this possible by producing the varied parts and stock appliances which are so flexible that we can fit them together, in our own individual way, to meet our new, high standards for a pleasant and efficient kitchen.

Another contributing factor in the persistent up-dating of our old houses is this wood-frame construction, which has a much longer life than people abroad realize. More easily controlled than brick or masonry, wood lends itself to change and remodeling. It is easy to saw, to cut holes in it for windows. Partitions can be changed, rooms added with comparative ease. The early 18th-century Connecticut house shown on these pages is an excellent example of an old house which its owners have continued (*Please turn to page 311*)



Dining room was remodeled around original fireplace and old pine paneling. Wall covering is documentary print.

Simulated skylight of plastic panels now conceals fluorescent tubes that illuminate the cooking and clean-up centers (below).







Remodeled kitchen with glass doors and unframed window, which bring in outdoors, is a marvel of efficiency, belying age of house, yet in harmony with it. Note simple beauty of cabinet doors of natural plywood.



The spirit of the old house is carried into the spacious kitchen by virtue of the original hand-hewn oak post, uncovered when wall was demolished. Behind plywood doors in the background is large wall-storage unit.



*The key ingredient in America is*

## The Freedom to be Enterprising

*to create a new business, a new way of living*

ALL PHOTOGRAPHS BY MAYNARD PARKER





*Any direction you take—if you are  
good—leads you to success and self-fulfillment.  
That's why Americans are happy*

By FRANCES HEARD



AFTER



There are no rewards as satisfying as developing yourself to your fullest potential, of seeing your ideas come to triumphant fruition. This is the highest and purest meaning of success, in America.

The pictures on these and the next six pages give you a look at the home of John and Elinor McGuire who, in the space of only seven years, built a new and successful business from scratch. Their success is in no way unique. What they have done is completely in the American tradition of doing what you want to do to make a living.

The McGuires' reward is of two kinds: *tangible*, so they could financially afford this fine house; and *intangible*, involving satisfactions of the spirit, which cannot be shown in photographs, but are nevertheless very real. As John McGuire put it, "Our business has us by the nape of the neck, but we love it. It's so unlimited in every way. Success is always just somewhere else. But in the meantime we work like mad and enjoy the work."

The business the McGuires created is the manufacturing of rattan furniture for the decorator trade. There have previously been a number of companies making outdoorsy rattan furniture, but no company made it with enough quality and style to permit its being used in formal and elegant living rooms. Thus the McGuires created a new niche for themselves which had never existed before.

This is more interesting once (*Please turn the page*)



BEFORE





The freedom to be enterprising *continued*



The house the McGuires remodeled is 40 years old. Its interior spaces were pleasantly proportioned, but the details and equipment were drab and obsolete by today's high standards. The freshening consisted of removing old moldings, simplifying fireplace mantels, replacing bulky radiators with baseboard heating, shifting door openings to better positions, covering old floors with finer surfacings (such as black leather diamonds in the master bedroom here). It is very American to update our old houses by remodeling. This one was gloomy and depressing. Now it is fresh, cheerful, modern and convenient.

Architect for remodeling:  
**Germano Milano**  
 Consulting decorator:  
**Andrew Delfino**  
 Landscape Architect:  
**Thomas Church**





The new baby's nursery is all white (she is a girl), but its fragile, perishable look is thoroughly dirtproof. Floor is vinyl tile and the white upholstery is "Naugahyde," a plastic but "breathing" fabric. Spool crib is an antique, which will be replaced with full-size bed later.



The bedroom for the six-year old son, Don McGuire, is likewise sturdy, though handsome. Floor is vinyl tile; curtains and walls are of mattress ticking. All counter tops are laminated plastic, so impervious to most boyish accidents.

you realize that, when they started, they were both under thirty years of age, fresh out of the Navy (he was a naval pilot, she a WAVE lieutenant) with only \$3,000 savings between them and almost no commercial experience.

To do what they've done means they had to learn how to manufacture with both wood and rattan, how to finish, how to upholster, how to import raw materials from the Orient, how to design for the decorating trade, how to sell, how to run a wholesale showroom, how to finance and do accounting. Above all, they had to educate their tastes in design matters, so they could fill a need not being filled by companies already manufacturing furniture.

They did all these widely differing things so well that their volume has increased twenty times in seven years. They finally felt secure enough financially to buy an old house in the better residential part of San Francisco, remodel it and furnish it with their own furniture and the treasures they had collected in their travels all over the world.

The details of how they got started and how their business grew is the story of *(Please turn the page)*





## The freedom to be enterprising

*continued*



A new deck was built outside kitchen, which is one story above the ground, so that meals could be served outdoors without running up and down. Old kitchen was cut up into pantries, back porches, and was woefully inefficient.

The McGuires used stock kitchen cabinets, but resurfaced them with teak, which they import for their furniture factory. Double row of stainless steel strips are door pulls. All metal in room (counters, sinks, appliance fronts) is stainless.



As is usual, most of remodeling occurred in kitchen. All major appliances were built in—even freezer and refrigerator above. Exhaust fan is over cooking area.

Mr. & Mrs. Everybody of the U.S.A. . . . the story of Opportunity Unlimited, the story of deciding how and where you want to live and work and then proceeding to do so.

The story goes like this: After the war, while John was still trying to sell Elinor on the idea of marrying him, he was working for an oil company in the Philippines, looking for sites for gas stations. He saw the rattan furniture that was being made there and became interested in the workable properties of rattan: that it was nearly impervious to hard use, with great tensile strength, easily bent when steamed, would retain a shape when molded, was light in weight.

*(Turn to page 253)*





Center work-table of teak has partial top of marble for pastry making. Cabinet underneath is not attached, rolls around anywhere in kitchen. Posture chair was designed especially for the sit-down sink, is very comfortable.



An inkling of the chopped-up condition of original kitchen may be gained from this picture. Wall with window was pushed out to back of porch; kitchen is now six feet longer.



Storage cupboards and pass-through counter open into adjoining breakfast room. These counters are of white Micarta, a plastic. Colors are black, white and natural teak.

*Please turn the page*





The kitchen side of the pass-through, showing its relation to the deck and to the breakfast room. Black Japanese hikite are set flush in the sliding teakwood doors for finger grips.



Other side of the same storage cupboards, as they appear from the breakfast room side. Hardware here is from Mexico. Elinor bought the moon-gazing chair on her world trip.

## The freedom to be enterprising

*continued*



Convenient proximity of the deck to both the kitchen and the breakfast room make it pleasant to dine here. Here a rolling table is laid with a handsome plastic tablecloth by Dru Dunn. Table and chairs are of the McGuires' own manufacture. Needless to say, they used their own things wherever feasible, but did not let it become monotonous.





Intensive use of partitions for storage and utility purposes is becoming more and more a common practice. The prevalent American wood frame construction facilitates this.



Shallow drawers for table linen are built in under the counter, and are double acting from both kitchen and breakfast room. Two walls of this room are hung with Japanese shoji.

Like so many Americans, he had always been interested in hand crafts and all kinds of manufacturing processes. Like so many Americans too, he could look at a material and intuitively know what its potentials of workability probably were. He didn't like the heavy swirls and pretentious ornateness that were the prevalent idiom for rattan in the Philippines. He decided, "Here's a field in which somebody with a fresh eye could build a nice business!"

He came back to the States to learn about rattan in America. To do so, he got a job selling imported rattan furniture in San Francisco. (He and Elinor chose this West Coast city, because they had decided it was where they wanted to live; and they could start a new business anywhere.) Before long they were importing for themselves and had a wholesale showroom to display their wares.

But to the McGuires, this was just a toehold. They didn't like the designs they were importing, so they decided to get a designer (*Please turn to page 302*)

Breakfast room was also opened up at the rear to the deck. A pair of sliding doors replaced old short windows, which may be seen in photo above. Even remaining window was modernized with new narrowed sash.

*See plan on page 303*

#### BEFORE



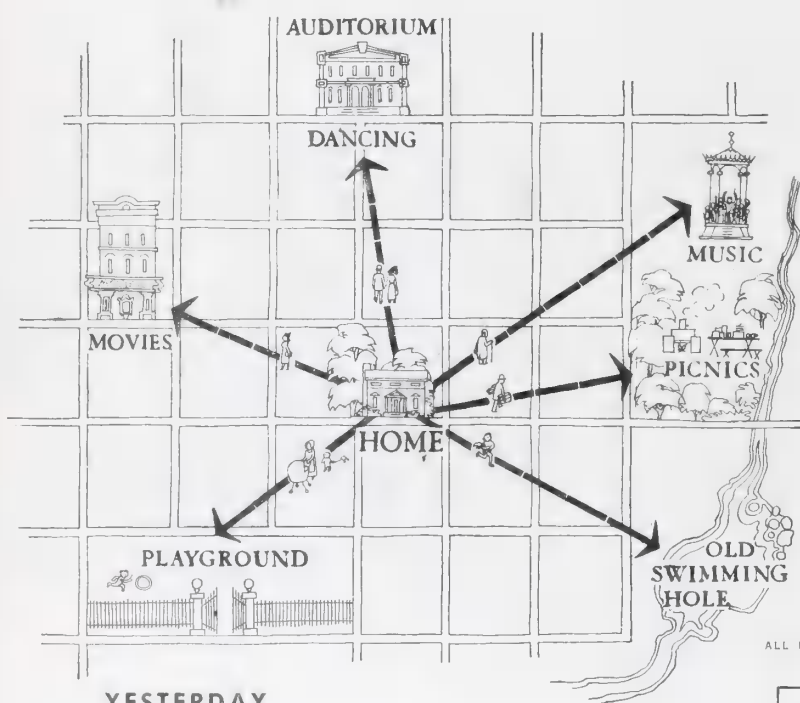
#### AFTER





# How our cars have changed our gardens

*Changes in our way of life, like changes in our personal health, come so slowly that we are hardly aware of them. Yet look at this parade of lovely gardens that show the new ways in which we handle the land our houses sit on—ways never dreamed of sixty years ago*

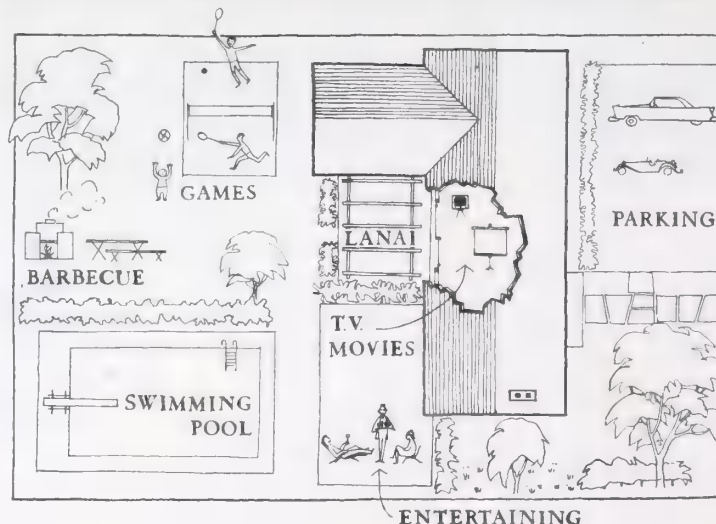


## YESTERDAY

We went all over town to find our pleasures, using horse-drawn carriages or walking through quiet streets. Watching those who passed in the street was considered a pleasure, but is not so considered today.

## TODAY

All the facilities that used to be scattered around the community we now want to exist on our own little piece of land. So the landscape problem is more complex, but more interesting.



When finally history sorts out the esthetic contributions of America to the 20th Century, it will probably say that one of the most notable was our landscape architecture. For we have done that typically American thing of coping with problems and turning the problems into assets by solving them.

Sixty years ago, before the automobile age, our gardens were primarily botanical exhibits. Our front lawns really belonged to the neighborhood street, and all the lawns were composed together to make a green parkway. Very little traffic passed by on these streets and what little there was we liked to look at from a front porch. It was an event to see who drove by.

It was also customary to find one's pleasures and relaxations by going away from home to the school, the park, the church, (Please turn the page)

ALL PHOTOGRAPHS IN THIS ARTICLE FROM GARDENS DESIGNED BY LANDSCAPE ARCHITECT THOMAS CHURCH





Designing for low maintenance can be visually pleasing. A curved line and three steps fading into a wall are more exciting than if this had been merely a rolling lawn. Only mowing is necessary here. No hand trimming is required.



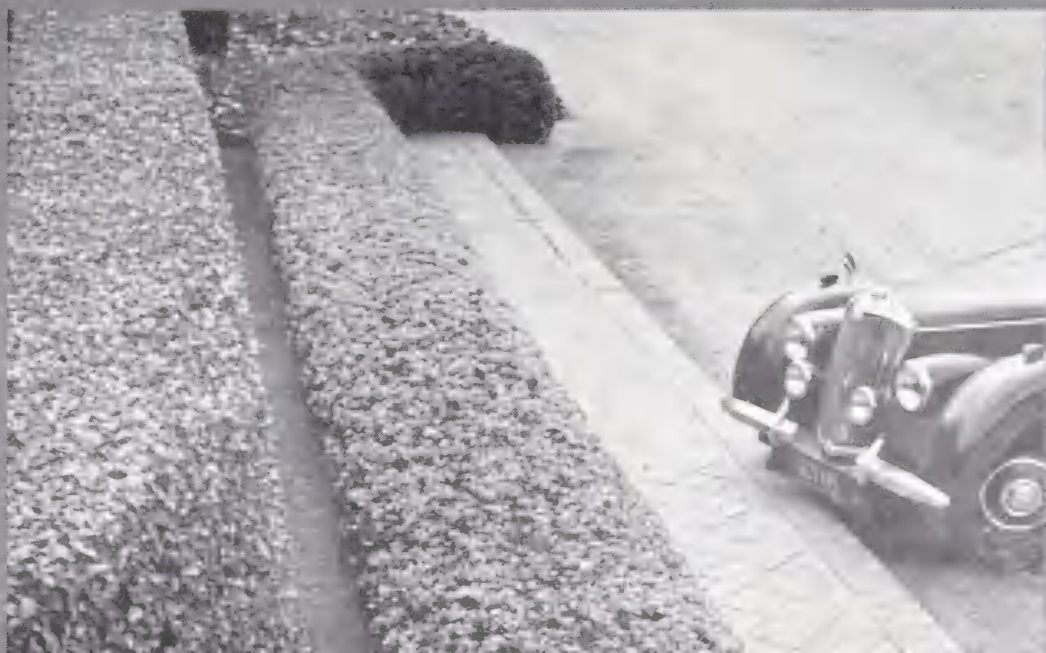
Low-maintenance front entrance. Ground covers of ivy and juniper, together with evergreen shrubs, create a pleasant atmosphere for all corners, while at same time they produce an effect of dignity and calmness, which looks equally well summer and winter.



We are learning how to prune so trunk patterns of trees count for much in esthetic whole. Everything in this lush scene is maintenance-free, except few pots of begonias on the wall.

Creating privacy was the goal in building these fences and lanais. Service yard of a close neighbor was screened and tree trunks dramatized.

Arriving by car, as we invariably do, caused us to create motor courts so guests can park off the street, leaving streets wholly free for traffic. Hedges are clipped with electric trimmers.

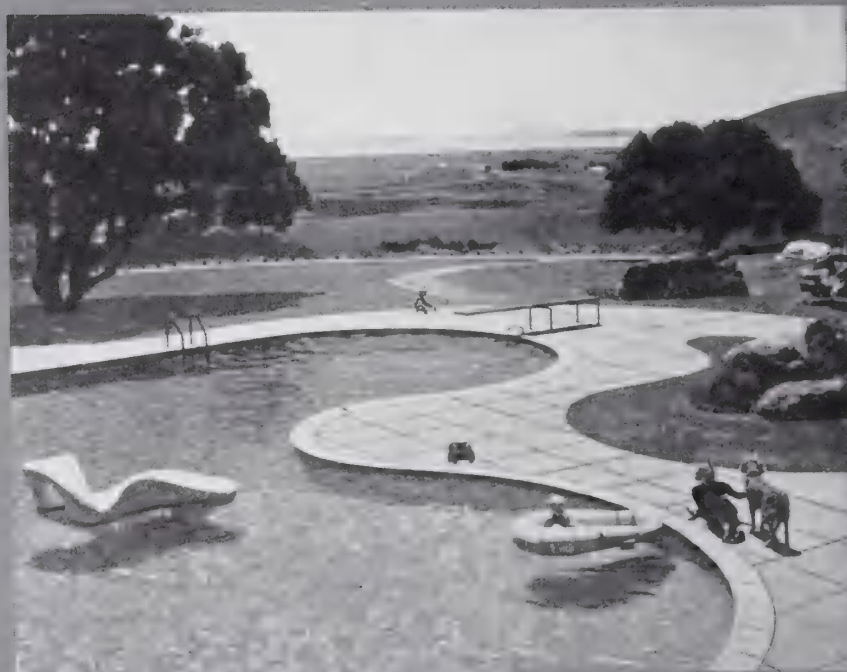




This deck lets you be out with nature, but with no other maintenance problem than to sweep deck. Ground cover is ivy.



Natural landscape takes kindly to curves, though man sometimes forgets it. Above, 17th-century French version of "English park." Again we are using curves, but with purpose, as in swimming pool of right.

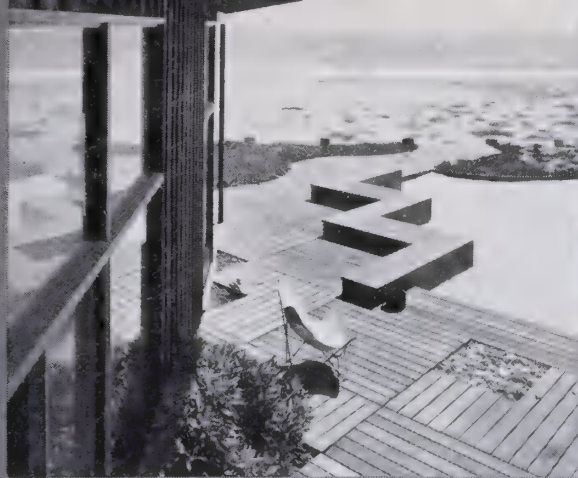


Serenity is keynote of this garden. Man has left his mark here, so feels more part of garden than if it were wild. Sun and shade determined paving.



People are integrating garden with interior views. Paving is like an extension of an interior rug and is lived on in the same manner. Side-line fence creates privacy.





Wood deck laid over sand. Lets beach house extend its living right out to beach—typical of trend to interpenetration of spaces in every way.



Triumph deck was put where best view could be had. Side of house behind common deck sets out open room to house by a path. An example of private viewing in open design relation.



## How our cars have changed our gardens

*continued*

the auditorium or the river for boating and swimming. But the motor age and the growth of our towns into cities changed the desirability of all this.

Today's crowded streets and fast-moving traffic make it less desirable to leave home, unless business requires it, or some long vacation trip lures us. For evening or week-end recreation we are happy to stay put. So we have provided ourselves at home with many of the pleasures formerly provided by the community.

The design of our gardens reflects this shift in values. Now plants have to be an adjunct and a frame, a background for a much larger, more complex composition than they were before. Our best gardens have integrated an intricate set of requirements into a calm, satisfying whole, while still having the result *look* like a garden and *be* a garden. Above all, we have sought a result which would have an air of serenity and produce a sense of peace and ease. For now more than ever we want the calming effect that the presence of nature has always had for mankind.

Thus the trend of the last fifteen or twenty years has been away from the "picture garden" to a new kind of residential landscape geared first of all to family requirements. We are abandoning the old unwritten laws about open front lawns, and no visual barriers between houses. Some parts of the country are slower in making this shift than others. But the speed-up in our changing attitude on this point since the end of World War II is very apparent to observers who watch this sort of social change. Privacy for the garden is rapidly becoming a must.

The most noticeable factor in our 20th-century home-site usage is the effect of the automobile, since nearly every family has one or more. The motor court, the off-street parking space for guest cars, ease for the owners to get from their own cars into their house—all these must be solved first, before any other landscape considerations can be taken up. The presence of whizzing cars on the streets also distracts from the peace and serenity that is wanted in the garden, so more and more we are erecting fences, shrub hedges, masonry walls, earth mounds and other such visual barriers between our yards and the street.

Another big factor that has changed our gardens is the lack of help. (Please turn to page 344)



A new elegance comes to the desert with this Arizona house, planned around an open portico. Its tranquil beauty results partly from modern materials, such as concrete blocks and steel framing, coming into their effective own.



ALL PHOTOGRAPHS BY MAYNARD

# The Look of American Life at the Top Level

*Two new houses by Frank Lloyd Wright*

*show the quality of life that is the American ideal*

By JOHN DE KOVEN HILL



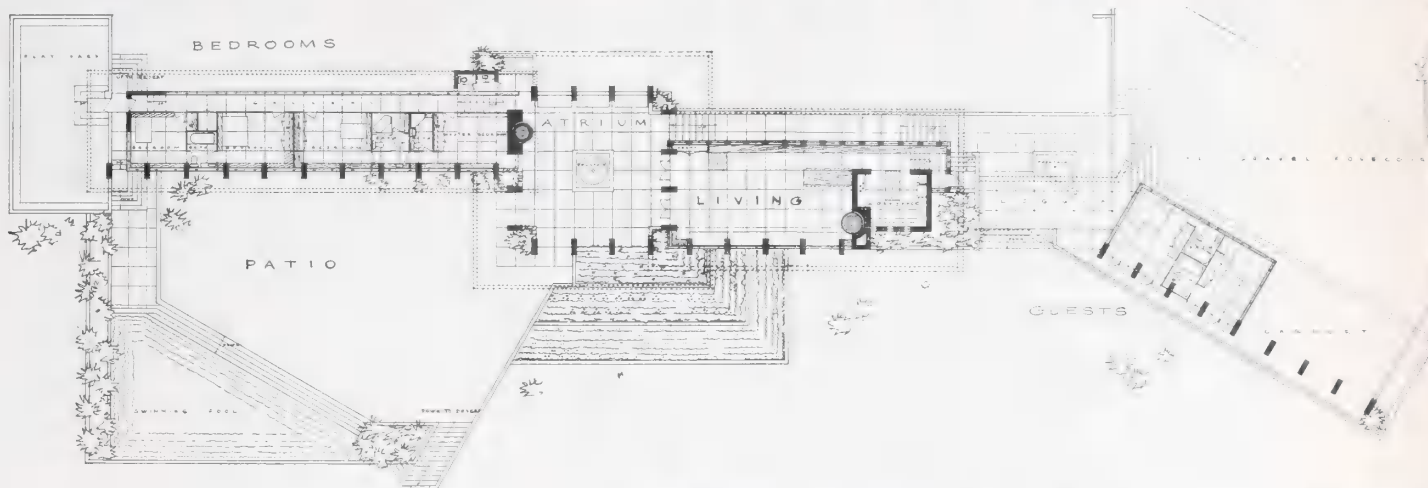
Patterns and textures of structural materials are augmented by refined details like colorful grillwork, embossed copper roof edge.

The two great houses shown on these eight pages are rich with the beauty that can be had in living at its best in America today. These houses are doubly significant, because they are the work of our greatest architect for the families of two leaders in industry. As family homes they express the taste and values of many of those who rise to industrial prominence in our society.

All across the country our living standard is high and rising higher. And the contribution a sympathetic dwelling can make to family life is increasingly appreciated on all levels.

In his buildings Frank Lloyd Wright continues to lead the way in showing us the beauty that can be ours, a beauty of our time and place. The house on this page and the next is truly a family gathering place, where children and grandchildren can come from different parts of the country to be together





and to enjoy the Arizona desert. In this wild countryside, with its extreme moods of violent storms and sweet clarity, this house takes its place as naturally as the cactus that grows against its walls or the ocotillo that silhouettes its angular branches against the sky.

Another building might make it possible for humans to live, as observers, in the desert. But this one makes it *desirable* to be there. It is a protecting shell that permits its human occupants to delight in the desert and savor its moods.

The enclosed rooms provide mechanical air-conditioned shelter from extreme heat and cool winter nights. But the main feature of the house is an open portico in the center—the atrium. By its very design, this room sets up its own breezes and creates its own climate, so the desert air and view can be enjoyed (*Please turn the page*)



Gracefully spreading roofs and delicate tracery of metal-work contrast with massive walls. Steps lead to entrance.



## American life at the top level

*continued*

more hours a day and many more days a year.

This *natural* air conditioning is brought about in several ways. Since the site is part way up the mountain slope, the room was made open on opposite sides to capitalize on the natural updrafts and downdrafts peculiar to mountains. These drafts, almost imperceptible out in the open, are drawn through the semi-confined space and speeded up into a real breeze, thanks to the suction created by the hole in the roof and the funnel action of the entire opening in the atrium.

The deep shade of the broad roof and evaporating moisture from the splashing fountain not only cool the air, but, in doing so, set up another inducement to air movement, due to temperature differential. The roof itself, supported on slender steel columns, floats above the masonry piers and adjoining roofs to permit a cooling wash of air under the ceiling.

Landscaping is a part of the concept, too. A band of green planting puts cool moisture into the dry desert air and replaces heat that desert rocks would otherwise reflect. *(Please turn the page)*

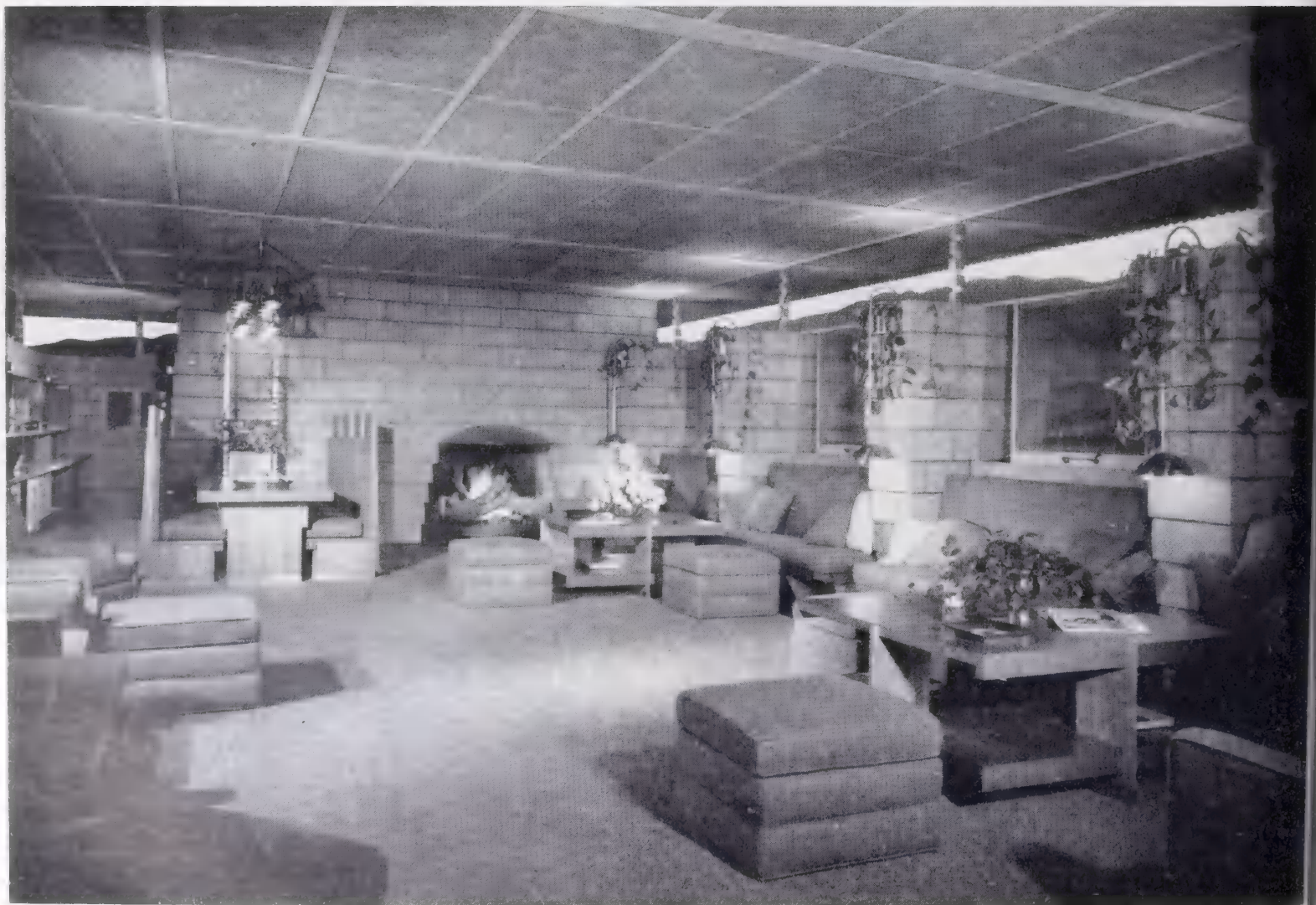


Atrium, under high roof in center, is feature of house. Adjoining walled garden and swimming pool provide oasis above the desert.



From within atrium, tapered columns and richly embossed copper on roof edges create bold patterns against the clear blue Arizona sky.

Living room is retreat for winter nights or summer days; profile of mountains is always visible through continuous glass above windows.







The atrium, a great open living room in center of house, overlooks desert valley, has natural air conditioning even on windless hot days, thanks to triple action of three design elements: breezeway; opening in roof, which creates suction; and evaporative cooling effect of column of water in the fountain.

Living room has quiet gray and blue color scheme deriving from the natural colors of concrete blocks and the precast roof slabs of wood fibers bound with cement. Light steel-framed roof seems to float, delicately supported on little metal posts above piers.





## American life at the top level

*continued*

### Another Wright house for an Oklahoma family

In contrast to the brilliant dryness and jagged profiles of the desert, life in the gentle hills of Oklahoma has a different quality. Here is another Wright house, for another family, that takes shape from a different set of problems. These spreading roofs and tawny walls are deeply colored like the red soil and blue sky of Oklahoma.

In winter this building is a warm retreat under a white covering of snow; in the rainy season, a glistening copper and ceramic shell. It acts in all ways as streamlined armour against the winds from the western plains. Yet, when Oklahoma is on its best behavior, this house can be opened wide to take in the great blue sky and the quiet slopes of the grassy hills. In other words, it affords all the necessary protection against a severe climate, winter and summer, and in addition it was designed to respond with equal positiveness to ideal days.

The look of repose in this building is not the result of arbitrary esthetic decision. It is the natural result of the architect's understanding of the local climate—how it could best be made delightful as a setting for the life of a young family. The actual look of the house derives directly from the kind of shelter it affords. The spreading roofs, necessary for protection from storms, are also needed as a defense against sky glare and are skillfully designed to give complete shade to all the glass areas during the hot summer months without cutting out the (Please turn the page)

Against the vast Oklahoma sky, warm coloring and quiet lines are appropriate to the low hills and level horizon. Modern plastics, glass and steel take a natural place with ancient materials, such as brick and copper.



ALL PHOTOGRAPHS BY MAYNARD PARKER







This living room takes in a great sweeping view, yet maintains a serene air of protective shelter. It affords repose and security without confinement, its spaciousness amplified by long vistas through many areas of the house as well as outward through the high glass doors. Storage cabinets for the family collection of fine paintings and prints have doors sloped to form an easel for changing displays. Cabinets also house "hi-fi" equipment. Balcony above fireplace is off master bedroom.







## American life at the top level *continued*

Furnishings, as works of art, are becoming more prevalent than ever in America's fine houses. Owners are commissioning artists to create highlights for the over-all scheme, like this entrance-hall rug designed by Mr. Wright and executed by Edward Fields, Inc.

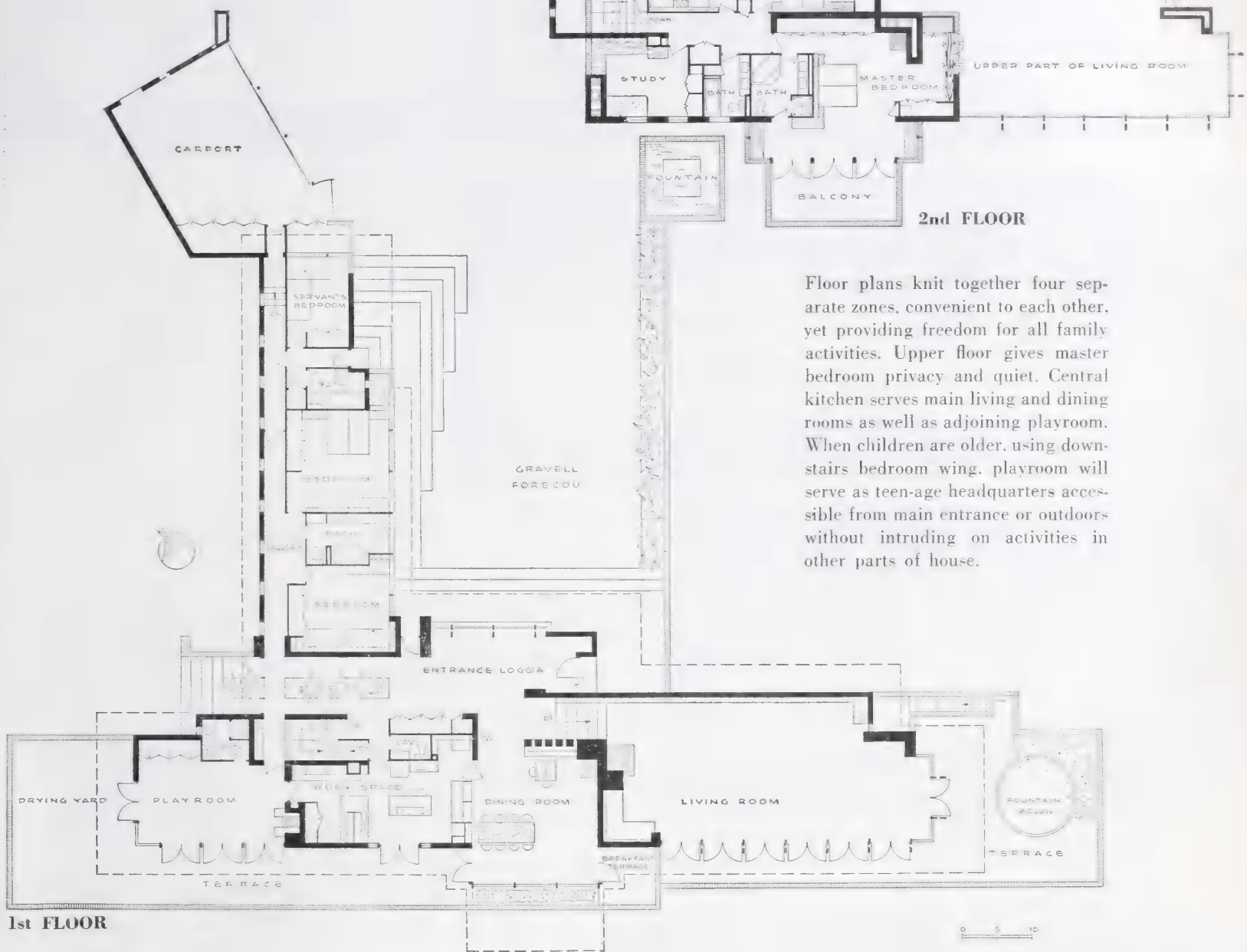


The entrance court fountain, a gracious greeting, glows at night with light inside the specially cast plastic hemispheres. Features such as this, designed as part of the architecture and landscaping, make their positive contribution to the pleasure of daily living.



Glass mosaic coffee table by Bruce Brooks Pfeiffer is another example of art work specially commissioned to bring an added refinement which contributes harmoniously to the total effect. Shimmering tesserae form rich feature in color scheme of room.





Floor plans knit together four separate zones, convenient to each other, yet providing freedom for all family activities. Upper floor gives master bedroom privacy and quiet. Central kitchen serves main living and dining rooms as well as adjoining playroom. When children are older, using downstairs bedroom wing, playroom will serve as teen-age headquarters accessible from main entrance or outdoors without intruding on activities in other parts of house.

lower sun, so welcome in winter. Further sun protection occurs in the deep fin-like mullions, which shield the elegantly high windows from the horizontal rays of the sun as it settles in the west.

Supplementing this shelter from above are solid brick walls at the base, lasting barriers against dusty, ground-hugging winds. Wherever full-length openings occur, they open onto defending terraces or balconies with solid parapets that deflect the wind upward or let it pass through beneath.

The floor plan is as thoughtfully arranged to make the necessities of living delightful. As you can see from the plans above, although this is a large house, the basic organization of the various rooms would be excellent in any scale.

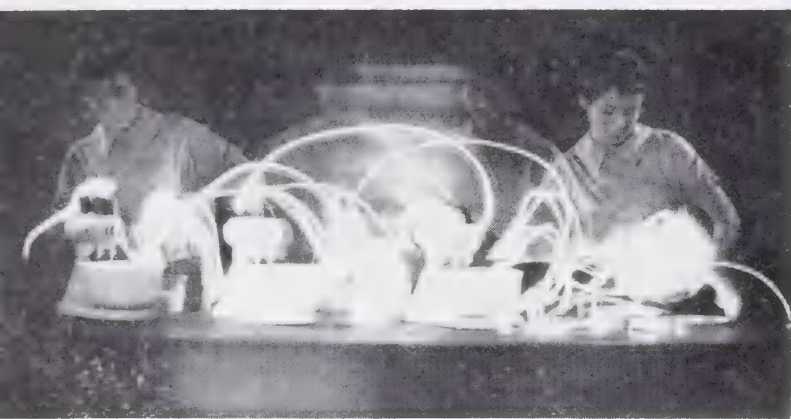
The plan consists of four separate elements clustered about the entrance loggia:

First, the main living and dining rooms for family life and entertaining; second, the children's playroom and yard, adjoining the kitchen, but also directly accessible from the center of the house and from outdoors; third, the main floor bedroom wing with a semi-detached servants' room at the end and bedrooms that now serve as guest rooms until the children are grown up (*Please turn to page 320*)



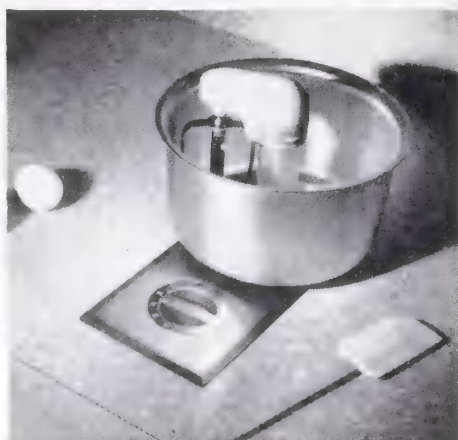
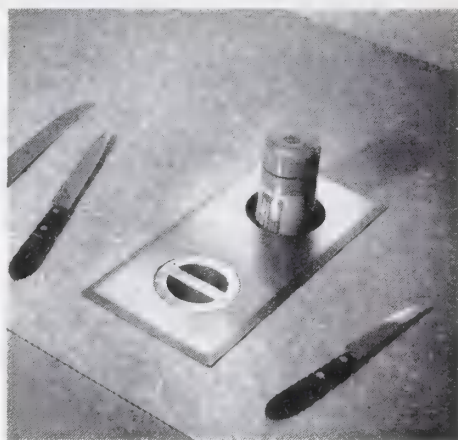
Appearance of house takes form from the kind of protection it affords—deep shade from sun and sky glare, solid outlying walls and parapets as defense against dusty ground winds. House looks intimate, inviting, even though extensive.





### How progress is unending in cake baking

How cake baking has changed in 20 years! These pictures were made by attaching small flashlight bulbs to a model's hands and then photographing her as she made three cakes, three different ways. The top picture records the steps she went through to bake a cake the old-fashioned way. In the middle picture she is baking a cake from Pillsbury's present formula; and in the bottom picture she is making a cake from a new Pillsbury one-step formula, which will be available this fall. Note the steady reduction in work.



### Anyone can make delicious corn bread

Our favorite hot corn bread is easier to make than ever before with the new mix packaged by Quaker Oats, which comes with its own mixing bowl and baking pan. Merely add one egg and a half cup of milk to contents of pliofilm bag, mix by working the bag with your fingers, empty into foil pan, bake and enjoy fine corn bread.

### One motor for several appliances

Taking the place of many individually powered appliances are units such as Nutone's built-in Food Center shown here. One motor operates blender, mixer, knife sharpener and juicer, with more attachments to follow. It's also available as free-standing unit. Another example is Oster's combination of chopper-slicer-juicer-blender.



## *What's American*

### *about American cooking?*

# So much, so good— with so little time and work!

By POPPY CANNON

House Beautiful's Food Editor

They say that people can never see the most notable things about their own age or their own nationality: that it must be left to the generations that follow to sort out what are the finest flowerings of one's own period.

This may well be so. But we strongly suspect that when Time sorts out the truth about 20th-century America, it will be clear that the unprecedented contribution of the American way may be that so many people ate so well, with such enjoyment and with so little effort expended in doing so.

The variety offered is so vast that even grocers and food editors can hardly keep up with what's available. We have obliterated the seasons, thanks to fast rail and air transportation and to the fantastic ability of the freezer to halt time altogether. We have inherited the earth, for we import the foodstuffs of the whole world. We have removed most of the drudgery from food preparation, thanks to the high percentage of work done by industry before it ever reaches our kitchens and to the battery of specialized kitchen equipment that is so widely owned.

In the food field, we have brought mass production, mass distribution and mass consumption to the highest level in the history of man. And it has produced a miracle! For what is most dazzling is the way in which *mass* has taken on *class*. We are rapidly becoming a nation of food connoisseurs, for as more people try more things they are developing discrimination, perception. Since more and more of the mindless work of cooking is done industrially, leaving the interesting and creative part for the cook in the home, it is developing a new kind of cook—the talented amateur. This new talented amateur has the time, the energy and the facilities to be concerned with the same gastronomic niceties as have motivated and occupied the great chefs and gourmets throughout the ages.

Describing American cooking cannot be done in terms of recipes. Naturally we have our regional ways and our

national foods, like hamburger and apple pie à la mode. But to look at these too closely, interesting as they are, would be not seeing the forest for the trees.

The American's supply of commercial foods is so diverse, and is broadening with such rapidity, that one could not eat one's way through all the possibilities in several years. If there is monotony in anyone's diet, it is one's own fault. For even people living in remote, out-of-the-way places may order enormous variety by mail and get it delivered by the postman. (A full report on this will appear in the December 1956 issue of HOUSE BEAUTIFUL.)

The effect of all this variety on our eating habits can hardly yet be estimated—probably not for another ten years. But it is the heart of the matter. Supermarkets dot the countryside everywhere, each ringed with parking space for from 100 to 5,000 cars. Visitors from abroad, who have shopped in our supermarkets for the first time, are amazed at the fantastic variety, the moderate prices, the ease and time-saving of being able to buy meats, vegetables, fruits, poultry, fish and even cleaning and drug supplies under one roof, instead of having to go to half a dozen stores.

Even in the smallest towns you find country stores which have taken on supermarket practices and carry thousands of items, ranging from a dozen fruit juice concentrates through to 20 kinds of breads and rolls.

Because so much variety is offered to everyone, it is creating the atmosphere and conditions for a phenomenal increase in the number of gourmets.

#### **The Gourmet and the Supermarket**

The supermarket has become more interested in serving and catering to the gourmet. Special sections are devoted to epicurean and novelty foods. Through all stores, there is evidence of the growing tendency to include the best of brands—luxury selections, foreign (*Please turn the page*)



## What's American about American cooking?

*continued*

imports, and exotic foods—all formerly quite hard to find.

In one small supermarket recently, we found products from a dozen countries, ranging from English crackers and marmalade to Holland hams, Spanish olives, Belgian biscuits, French mustard, Norwegian flatbrød, Italian tomato paste, Israeli cookies, East Indian chutney, West Indian pepper sauce, South African lobster tails, sardines from Portugal, herring from Sweden, frozen rainbow trout from Iceland and coconut chips from Hawaii. Not to mention coffees, teas and spices from South America, Asia and Africa. As a result, people not now gourmets are exposed to new items, are tempted to try, and soon become broader, more knowledgeable and more worldly in their eating habits.

The most stirring accomplishment, perhaps the most exciting development in the whole history of gastronomy, is taking place right here and now in the field of frozen prepared specialties. This was the dream: that some day the great prepared dishes of the whole world would be made available in all their finest perfection through canning and freezing. Now it is actually beginning to happen.

"If packages could talk," someone remarked recently, "the freezer cabinet in any shop would sound like the Biblical Tower of Babel"—Italian ravioli, lasagna, manicotti, eggplant Parmigiano, Polish pierogi, Hungarian stuffed cabbage, Chinese egg rolls and chow mein, kosher blintzes and potage St. Germain. In the beginning many of such items were intended for the foreign groups in our midst, but they are entering the broader main stream of American eating. We are turning from provincials into cosmopolitans.

This did not come about easily. Despite amazing advances in canning techniques, there remained a great deal to be desired in the freezing of pre-cooked foods. Historically, the first commercially-frozen cooked foods were disappointing. In many cases the quality was poor, the packaging inept, the prices out of line. Industry became discouraged.

Then the woman in the home showed the way. Quietly, spontaneously, there began, in widely separated homes, a practice which HOUSE BEAUTIFUL reported on four years ago and named "Chain Cooking". This is a *modus operandi* by which women linked their stoves and ovens to their freezers, and stocked their zero-degree larders with their own best cooking—soups, roasts, casseroles and cakes.

Over a period of years, quite independently on their own, these women discovered what would freeze and what would not, how to wrap it, how long to keep it, how to thaw it and how most conveniently and easily to get it on their tables.

The lady led; industry followed. Then famous restaurants like Chambord, Howard Johnson and Stouffer began to freeze their specialties too. Chambord specialties (*le coq au vin*, etc.) are in the best French tradition. Since Stouffer has always been noted for a cozy domestic quality, their lists of frozen foods include lobster newburg, Welsh rarebit, macaroni and cheese, scalloped chicken with noodles, salmon loaf, potatoes hashed in cream and potatoes au gratin. Desserts are staunchly American: apple and cherry cobbler, and that typically midwestern invention—an upside-down pineapple skillet cake.

Contrary to what you would expect, all these ready-to-eat and semi-prepared foods have led to:

### An American Renaissance in Cooking

With so much of the back-breaking mindless drudgery removed from food preparation, we have been freed to take a new interest in food and cooking. In the last decade food and cooking have become as much a part of American conversation as they were in the gourmet heydays of France. A publisher noted rather wistfully, "There is a new cookbook printed every day, but," he brightened, "there's still plenty of people to buy and read them."

Practically every church group, town, county, state and region has its local collection of "receipts" for which attics have been ransacked, old journals perused and faded handwriting carefully copied. Not hundreds but thousands of people are cookbook collectors with libraries ranging from a dozen or fifty to a thousand volumes. Acres of paper are devoted to receipts, not only in books and in magazines, but in leaflets, folders, labels on packages.

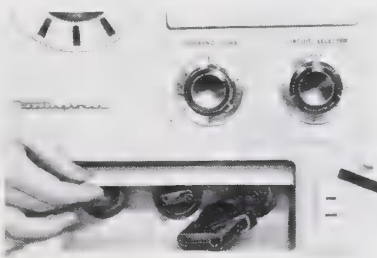
If all the recipes printed in America were strung together, they would circle the globe many times—literally. One large company has had its representatives in France, Italy and Scandinavia for several years to collect recipes which have been adapted and translated into American terms to be distributed by the millions in booklets and also in bags of flour.

Many reasons could be given for this growth of cosmopolitanism—the sojourns of American troops in far-off lands, the great increase in travel abroad, vicarious travel through books, magazines, movies, the theater, radio and television. All these undoubtedly have played a part. Probably just as important are factors which have operated at home, conditions which might seem at first to delay the growth of an epicurean attitude. What has not been realized, because it has come about so (*Please turn to page 329*)



### New thermostatic appliances advance our skills

With more than five million of the new thermostatically controlled frypans in current use, and production at an all time high, American cooking reaches a new state of perfection. The Sunbeam automatic frypan, pictured here, one of many on the market, demonstrates why an amateur can now cook like a professional. In clear view on the handle is the temperature guide. Set the control to the suggested correct heat on the calibrated dial and you are assured of perfect results, achieved automatically.



### Cooking center for specialized electrical appliances

Fast-growing use of specialized electric equipment calls for more house-power and outlets than most kitchens now provide. "Appliance Centers" by Westinghouse and Globe American supply additional outlets for same or extra current. Westinghouse Center shown has total capacity of 7400 watts, with controls for automatic start-and-stop cooking and timing. Each 115-volt outlet has its own circuit breaker. Picture above shows three cords retractable on reels.





## So good —for so many!

Any study of American culture must include the objects in daily use: telephones, table service, chairs, sofas, and all the rest. Not only do they constitute the bulk of what we see around us; they also disprove a wide-spread error about mass production.

That error goes like this: mass production is necessarily based on mass appeal; anything with mass appeal must have a low level of taste; therefore, mass production, like mass culture, is deliberately designed for low-level or debased taste.

This is a theory that's been bandied about since democracy first became a real possibility in human affairs. It can finally be tested by the facts of American experience. Throughout this issue evidence is offered to the contrary in architecture, cooking, literature and music. *Democracy is high-brow*: exposed to the best, eventually people want it and buy it. Now study the photo below: furniture, fabrics and flooring are mass-produced. Their design is good. Sales of the sofa alone were \$500,000 in the past three months. (Please turn to page 299)

EZRA STOLLER







PHOTOGRAPHS BY WILLIAM HOWLAND

For \$2 anyone can own eight 16-ounce glasses, so clean in design, so lovely in the way they catch light, so pleasant to hold in the hand, that their daily use is a delight. Machine-formed rims are rounded to prevent chipping. Libbey "Tempo." Glass.

## So much—for so little!

Here is a sampling of inexpensively priced objects for everyday living—the kind of household necessities one sees, touches, uses day in and day out. By any standard, they are bargains, representing such technological research, such design study, such exploration and experiment in chemistry and physics that no one could afford to buy a single one of them, if it had to be made to his specific order. But by the economic phenomenon of mass production, quantities of these things are in American stores from coast to coast, marked with a price that millions can afford to pay and the most design-conscious can salute.

They are, moreover, the kind of bargain Americans take for granted—a synthesis of good design, durability and easy maintenance. Note especially that they are unquestionably beautiful in design—an immediate refutation of the critics who claim that mass production lowers the taste. (Please turn to page 295)



Pretty enough to be "best" dinnerware. Homer Laughlin's "Polka Print" earthenware costs \$6.95 for 16 pieces. \$12 buys a 5-piece place setting of International Silver's stainless steel flatware. Mat. 39¢.

This everyday tablecloth has the elegant look of lace and cutwork, yet it wipes clean with a damp cloth, could even be discarded without extravagance, for it costs only 89¢. It's polyethylene plastic, by Melatex.



## AMERICA—BODY AND SOUL

CONTINUED FROM PAGE 242

In 1940, it was 43.6 per cent. In 1950, 55 per cent.

To own one's home! Has this not been part of the democratic dream? Not only for the landlord, the seigneur, the shop owner, but for the clerk, the factory worker, the carpenter. To have a good life while knowing the same good life is being enjoyed by most of the people around you. Here is a moral basis for civilization that has never before existed on so grand a scale.

Here is where we begin to understand that we are exploring a civilization new to the world, an industrial civilization whose machines are making possible a new harmony between man and nature, between man and fellow man. Here is a spirituality of a new sort—nobility for all men.

AMERICA does not know the immoral, deadening effect of one small class having leisure and plenty at the expense of a far larger class fixed in servitude, forever condemned to subsistence living and earning. The moral equivocation of such a situation would dampen our whole spirit and make us cynical of the notion of democracy, instead of loudly, boisterously, even obnoxiously proud of it and its accomplishments for us. We are just plain exhilarated with the sensation of seeing a whole population rise together toward new heights in living.

But there are complaints about all this, too!

"You can't find a servant any more," one woman tells another, and sighs for the good old days when she could.

However, most people don't regret the passing of servants—least of all former servants and the vast majority who *never* had them to begin with.

Where once Socrates and Cicero depended on slaves to have the freedom and leisure to reflect on a philosophy of freedom, we do not. We have a machine-based, gadget-based freedom, surely providing a far more humane and far more wholesome setting for reflections on freedom.

If anything, we have a new freedom from servants; both maids and mistresses are at last freed from each other, free to make certain elementary discoveries of human values considered lost in a machine civilization.

Those many women who used to be servants are now cooking for their own families on their own electric ranges, instead of running other women's coal stoves.

And those fewer who once had

servants are learning anew the real values, the true pleasures of life, once assigned by them to their servants. In caring for their children, they are having them for the first time. In running their homes, in cooking with dispatch and discretion, they are fulfilling themselves with a womanly art.

And their husbands, too, are arriving at the basic human pleasures described by Cervantes, as planting a tree, building a house, having a child.

Together, men and women are finding that the sought-for freedom from child-care, gardening, cooking, was to plunge into a lifeless vacuum of monotony, boredom and trivia. So they are returning to them with new understanding.

Never has there been so much labor-saving equipment for the home and never has there been so much pleasure in working around the home. Those of us who would know America must be ever prepared for these paradoxes.

A gadget does not eliminate work: it makes work more pleasurable. In the home, as in the new factories, whatever is dull, exhausting, repetitive and mindless, whatever, in other words, can best be done by a machine, is being done by a machine, leaving human beings for human uses. The most important product to come out of our factories is our worker; the most important thing in our homes is the family.

ONE FURTHER thought: The new gadgets—the blender, the freezer, the electric fryer—are not simply new ways of doing old things; they are new instruments for new ideals. They are making wholly new things newly possible.

As we look at the well-equipped, well-planned kitchens of the houses here, all our reflections about servants and servitude, about new ideals for old, help us to understand what we are seeing.

What else bothers us?

"We are living in an Age of Anxiety."

These are the words of an English poet now living in America, W. H. Auden. So we are, replies American anthropologist Margaret Mead. We have gone from an Age of Fear, of Poverty, to an Age of Anxiety. No longer is it physical fear of an enemy, a master, a bandit; no longer is it dread of starvation, of endless unemployment, that haunts us.

Ours is now an age of human problems on the level of Hamlet. There is anxiety about the meaning of life, the use of leisure, so that each might reach the fullest growth he was created capable of. Ours is the anxiety that produces a civilization and a culture worth being anxious about. It is the kind of anxiety that rendered Beethoven dissatisfied not only with his First Symphony, but with his Ninth too.

Ours is an open, restless society. It is full of social movement, of people advancing from one group to another, and on to another. Being restless, it is not very restful, and this has made the security and stability of home life all the more desirable. It has given the American family a new importance and vitality, more than equal to meeting the challenge of industrialism.

This, too, is part of the pictures of the homes on these pages, part of the picture of the new world.

What are some of the other elements that persuade us that it is indeed a new world, and not primarily a further development of an old one, that we are looking at?

Our statistics are full of them, once we recognize what they represent in human experiences, as in the case of home ownership by 60 per cent of all American families.

Over a million of these homes are being built every year. In almost every home there is at least one room for each member of the family. There is not quite a television set in each home, but we are rapidly getting there with our current 37 million sets, in addition to 125 million radios and 50 million telephones, that, together, are obliterating space and time and the distinction between farmer and metropolitan sophisticate.

SPEAKING of space and time, seven out of ten families own one or more pleasure cars. The very expression is significant: *pleasure cars!*

The next twelve months each car will have traveled almost 10,000 miles in pursuit of pleasure at an average speed of roughly 50 miles an hour. And there will have been enough room left over in the back seats to take every man, woman and child of Great Britain, France and Italy along, together with the entire American population in the front seats.

The automobile alone might be taken as the symbol of the newness of the new world we live in.

Pause a moment to think about the design of the new American home and how much of it involves the automobile: the driveway and off-the-street parking space, direct delivery from grocer's truck to kitchen, garage and storage for quantity buying, the assumption that the front door is where you arrive and park your car.

We in America take all this for granted. But the non-American is ever astounded by it, and sometimes repelled. It has given our homes a new kind of form, unfamiliar and so unacceptable, although if it were but understood, it would be found reminiscent of the great houses of England and France, with their carriage courts.

Here is where our gadgets combine to give us a new way of life: We pick up the phone (73 out of 100 homes have them) and order food for a week or longer from the grocer, who delivers them by car. This means hours saved from daily shopping, the possibility of living beyond the confines of a tight community, where house elbows house.

THE AUTOMOBILE has changed American life as much as anything has. It has done for the average citizen what domesticating the horse did for ancient man. It has destroyed cities with more efficiency than gunpowder, which un-walled medieval towns; than the long bow, which unhorsed knights. It has, indeed, knighted man himself and made him a lord of life.

The automobile as it is used in America, is no more a horseless carriage than we Americans are merely mechanized Europeans.

It is something qualitatively different, on the evolutionary order of man developing the dexterous use of thumb and forefinger, of rising erect from all fours. It has changed our attitude toward the possibilities and varieties of life—where we work and where we live, how we live and how we play.

Once workers were restricted to living within walking distance of where they worked. In many parts of the world they still live within the range of a subway or a bicycle, or are tied to the schedule of a company bus and so limited to living collectively. The automobile is upsetting all this in America. It has become the vehicle of decentralization, of real individualism.

All this is contained in one single statistic: Seven out of ten families in the United States have one or more pleasure cars.

There are other statistics which reveal the new character of America. (Please turn to page 274)





**Wouldn't you know she'd choose a Bigelow...** She may be buying pedigreed mink for a coat...an exquisite period piece for her drawing room. Each time her taste will be superb. When she buys broadloom, too, how well this instinct for elegance serves her. She chooses Bigelow broadloom. Designed by leading carpet stylists, loomed of finest yarns, Bigelow is the most prized of all broadlooms. Bring quiet and lasting comfort to your home. Carpet it with beautiful Bigelow... the kind that stays beautiful for so long.

*From top to bottom: Driscoll, Beauvais<sup>®</sup> and Contemporary. See these and other luxurious Bigelow carpets at leading stores now. Costume by Larry Aldrich.*



**Bigelow**

*Number 1 name in Carpets*



No unsanitary film on glass that touches baby's lips



NEW FOR YOUR ELECTRIC DISHWASHER!

Sparkling glasses . . . your assurance  
that everything comes out spotless and  
sanitary with new **DISHWASHER all**®

The special sparkle to  
glasses washed with new  
**DISHWASHER all** proves  
*this* is the detergent that  
gets dishes clean . . . *sanitary*  
clean!

that with new **DISHWASHER**  
**all** in your electric dish-  
washer, glasses, silver,  
dishes come out gleaming  
... free from unsightly film  
and spots that can harbor  
germs.

How reassuring to know



Now! **DISHWASHER all**  
contains DC-T (controlled  
chlorination) to help pro-  
tect your family's health.

Ordinary dishwasher de-  
tergent leaves glasses spot-  
ted or streaked. They look  
unsightly and unsanitary.

**DISHWASHER all** leaves  
glasses spotless, sparkling!  
They look clean. They are  
clean . . . *sanitary* clean.

**DISHWASHER all** IS A PRODUCT OF MONSANTO . . .  
WHERE CREATIVE CHEMISTRY WORKS WONDERS FOR YOU  
*all* is a registered trademark of Monsanto Chemical Company



## AMERICA—BODY AND SOUL

CONTINUED FROM PAGE 272

ican life and, more importantly,  
indicate its promise of abundance  
for the near future. Of the 48,  
500,000 homes of America:

- 96% have radios
- 94% have electric lights
- 75% have washing machines
- 73% have telephones
- 73% have television
- 57% have vacuum cleaners
- 31% have mixers
- 25% have electric ranges
- 23% have portable electric heaters
- 14% have freezers
- 9% have ironers
- 4% have garbage disposal units
- 4% have air conditioners (room units)
- 3% have dishwashers

Several factors illumine these figures. To begin with, the rate of increase: "In 1940," Morris Ernst has recently written, "Only 83 per cent had radios, only 17 per cent had electric lights." Moreover, nearly three million vacuum cleaners, more than one million electric stoves, and 1 230,000 air-conditioning units were sold in the single year 1954!

We might put it another way. The luxury item of *yesterday*, owned by the richest few—washing machine, vacuum cleaner, refrigerator—is the necessity of *today*, owned by the many. The luxury item of *today*—automatic ironer, dishwasher, air-conditioner—will be the commonplace possession of *tomorrow*. Nothing in American life seems surer. It is why the term *consumer* or *people's capitalism* is so often applied to our economy.

Let's take the 85 per cent with refrigerators (in 1940 it was only 44 per cent) and the 14 per cent with freezers. In America of the 1900's (and in the vast majority of the world today) "people were virtually without fresh fruit and green vegetables from late autumn to late spring." Mr. Allen's *The Big Change* reminds us. "The result was that innumerable Americans were in sluggish health during the months of late winter and early spring, when their diet was short of vitamins."

**T**ODAY that is no longer true. We have these vegetables and fruits all year round. What if the freezing and processing of them means that they lose some 10 per cent of their food value? Increase in the quantity of our consumption has more than made that up. What is history-

making here is the real possibility of buoyant health for an entire population—a health not known previously by even the wealthiest.

To live life abundantly, one must have the physical capacity, the state of buoyant health necessary for it; otherwise any discussion of the abundant life is academic and uninformed.

Who knows, in this connection, whether or not the bleak pessimism of one postwar philosophy derives more from the malnutrition and vitamin deficiency of its philosophers than it does from a clear view of the actual condition of man? In any event, it's doubtful if its philosophers, who decry the materialism of American life, have experienced the unexpected spirituality of a more than adequate diet.

We return again and again in this article to the spiritual meaning of our material civilization. For more and more it has become the new promise of American life.

For instance, Mr. Ernst, in the work from which we have quoted, significantly titled *Utopia 1976*, does not stop with citing figures for the increased consumption of food or the rapid rise in construction of houses.

"It seems to me," he writes, "that the prime reason for man's labor is far beyond the battle for food and shelter. We live fully only when we attend to the needs of the spirit, and aspire to a creative life."

**S**IMILARLY, Mr. Lyman Bryson in *The Next America* reports on the cultural revolution already occurring in American life, "the creation of a national community in which energy is more and more shifted from material and practical anxieties to the doing of things for the sake of greater human experience."

"We shall be doing things for their own sake," Mr. Bryson prophesies confidently. "which means for the developing experience they give, for the demands they make on personalities for greater power and sensitiveness. And it is part of our recovered wisdom to know that we live not to pile up comfort nor ornaments, but for the quality of experience itself."

These men, like most Americans, are optimistic about the future. It is perhaps one of the attitudes most characteristically American.

(Please turn to page 277)



Like  
walking  
on a  
path  
of  
pine needles



Colors shown above: Rosso Di Levanto and Paisley with Black Feature Strip and Black Kencove

Put *sPRING* in your step with long-wearing **KENRUBBER** tile floors

Ever walk on a forest path cushioned with Nature's own resilience...remember how buoyant, how springy, how quiet your step? KenRubber places this feeling of quiet restfulness under your feet every day in the year...with a look of luxury preferred in the finest homes in America.

Made in the luxury tradition, KenRubber offers you glorious clear-through colors that won't wear off...each tile is as strong, as resilient as though it contained a thousand tiny rubber springs that won't harden or become brittle through long years of service. You can tell at a touch KenRubber's mirror-smooth, pre-waxed beauty will

always clean easily, seldom need waxing. See KenRubber at your Kentile Dealer's today. (He's listed under FLOORS in your Classified Telephone Directory.) You'll be delighted to learn it costs so little...for example, you can install Standard Gauge KenRubber yourself in an average 8' x 10' room for as little as \$37.75.

**KENRUBBER®**

...by the makers of **KENTILE FLOORS**

KENTILE • KENCORK • KENRUBBER • KENFLEX • KENFLOR • KENROYAL  
COPYRIGHT 1956 KENTILE, INC., 58 2ND AVENUE, BROOKLYN 15, N.Y. REG. U.S. PAT. OFF.



Designed to be  
lived with...



**U. S. Naugahyde® and U. S. Koylon®**  
the finest in vinyl upholstery      the finest in foam cushioning



The elegance of traditional design combined with the modern care-free comfort of U. S. Naugahyde make this striking room setting (shown left) by designer Jay Setlow of Moore's Interiors, Miami, Florida, a prize winner in the recent nation-wide "Designed to be Lived With" contest! The graceful Provincial chairs and the bench cushions will stay bright and beautiful, even under hardest wear because they're upholstered with long-lasting Elastic Naugahyde. This over-all vinyl material resists soil, wipes clean with a damp cloth. Next time you're furniture shopping ask, too, to see Breathable U. S. Naugahyde (shown draped over chair in foreground). It gives you all the airy comfort of open-weave material plus the durability of vinyl! You'll find furniture upholstered with U. S. Naugahyde and cushioned with U. S. Koylon Foam at leading stores throughout the country. For further information write: United States Rubber, Coated Fabrics Dept., Mishawaka, Ind.

Chairs by **Hickory Chair Company**, upholstered with Elastic U. S. Naugahyde in Cerulean Burnished Antique. Bench cushions in Clover Pink and White. Breathable U. S. Naugahyde, draped over chair, in blue Pylon, black Flair and red Sequin patterns • Both Elastic® and Breathable® U. S. Naugahyde come in a variety of patterns and colors. \*Pat. App. for



**United States Rubber**

Rockefeller Center, New York 20, N. Y.



CONTINUED FROM PAGE 274

It is based, in part, on the clearly visible progress we have made from the past. And, in larger part, on their confidence in the individuals of a democratic society.

More important than the physical resources of America is this confidence in the inner resources of dynamic, democratic man. If it were simply a matter of our continental richness, then Brazil, China or even Siberia, with their own vast resources, would be among the leading areas of the world in standards of living, which, of course, they are not. As H. G. Wells has pointed out, primitive man froze to death on a ledge of coal. Natural resources exist only for those who develop them.

Industrially this seems beyond argument. In the home the same story is unfolding. The new democracy of culture, like the new economy of democracy, has meant new richness of experience, of living, of taste, of adventure in creativity. Contrary to the dismal vision of Ortega y Gasset, democratic man has not become mass-man. The despised "common man" has demonstrated uncommon potentiality, once he has been exposed to uncommon possibilities.

ELSEWHERE in this issue, Mr. Bryson describes the result of this principle of exposure in the field of popular reading, where the public demand for better and better books has created a revolution in publishing. In like manner, Mr. Richard Williams tells the story of another revolution—in musical taste, appreciation and desire.

Both articles are concrete, specific evidence of what has happened in a country, where, for the first time, culture has become the province not of a few, but of the many. Instead of declining to a common denominator of tastelessness, it has risen—and, more wonderful to relate, is still rising—to unexpected heights. Both articles are heartening proof of the strength and soundness of the democratic faith: Once men are exposed to the best, they recognize it as the best, and want more.

There is other evidence in the pages of this magazine. It can be seen, most of all, in the architecture of houses for people with average incomes, in their furnishings and possessions, particularly if one is familiar with their remarkable improvement in recent years.

All this is producing change

faster than it can be recorded. It antiquates any book on America in less than ten years. And it makes those who are comfortable only in stable, traditional situations terribly ill at ease with the spectacle of America vibrating with activity and energy and turbulence. They call it youthful, when they don't call it infantile.

ACTUALLY it is misleading to call America a youthful nation, whether historically or culturally. It implies inevitable middle-age and eventual tiredness—an end of the American dream as the years pass, rather than the progressive realization of it. It also implies that other nations, being older, have everything to teach America and nothing to learn from it.

In truth America is the oldest country in the world, as an American living in Paris, Gertrude Stein, penetratingly remarked. America was the first to enter the Twentieth Century and slowly the rest of the world is following.

America, to put it somewhat differently, was the first to enter the new world, to make it a way of life and to make that way of life a beautiful one. It was the first to meet with the problems of modern industrialism on so vast a scale and is perhaps the first to have learned to master them. It was the first to have a philosophy of change and is the first to have found stability in change; to have learned the democratic secret that change can be an improvement, and not a disturbance of life, that change can mean growth and progress.

Nor is America the oldest country in the world in the sense that it is the "last flower to bloom on the outmoded tree of European history, doomed to perish in a common totalitarian holocaust." It is something new and different. And we have only begun to understand all the differences. It is different from Europe and Asia to the extent that Europe and Asia will shortly differ from themselves. Change is the order of the day for the entire world, and that change must be met and mastered.

What has often been decried as the Americanization of the world is actually the belated entry of most of the world into the promises and problems of industrialization. The great lesson of the American experience is not mechanization, but humanization; not change, but how

(Please turn to page 279)

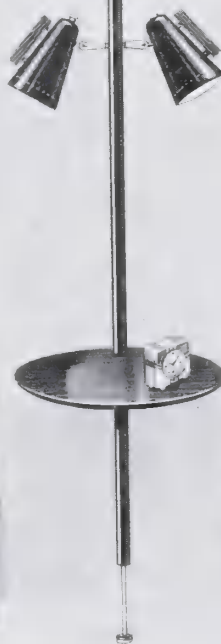
*The Newest Fashion  
in Lighting!*

# STIFFEL

TWIN-LITE

## Lampole®

**Creates a  
Custom "Built-in" Look  
from Floor-to-Ceiling  
in just seconds!**



### A STIFFEL NEW CONCEPT DESIGN

The Twin-Lite Lampole adds the lavish custom "built-in" look. Always portable . . . always secure. In four smart decorator colors—oyster white, black, turquoise, and rose, with striking brass trim—enhanced by an adjustable walnut finish tray. Adjustable metal shades with rich walnut handles, and naturally, Stiffel's convenient 3-way E-Z Light Switch.

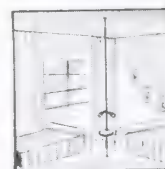
At fine stores everywhere.

(as illustrated) .....about \$54.\*  
(without tray) .....about \$39.95\*

**Avoid inferior imitations. Always insist  
on Stiffel for the finest in quality and  
craftsmanship.**

Write for Free Lamporama Brochure

The STIFFEL Company  
525 W. Superior St. Chicago 10, Ill.



\*Slightly higher  
west of the Rockies

Patents Pending



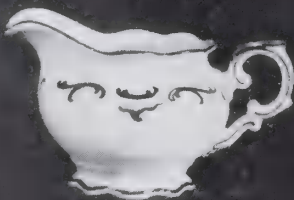
Also available in  
Tri-Lite Lampoles.  
Resinite tray is  
Alcohol, burn and  
dent resistant.  
Lampole with tray,  
about \$54.95\*





## "Platinum Elegance"

*a synonym for beauty*



Schumann of Bavaria has created this unique pattern for distinguished table settings.

The genuine platinum complements the clarity and translucence of the brilliant white china.

Five-piece place setting; thirteen dollars.

Ask to see "Platinum Elegance" at your favorite dealer. If he does not carry "Platinum Elegance", write to Dept. HB-11 for an illustrated leaflet and the name of your nearest dealer.

Imported exclusively by

**EBELING & REUSS CO.**  
Established 1886

707 Chestnut Street  
Philadelphia 6, Pa.

## AMERICA—BODY AND SOUL

CONTINUED FROM PAGE 242



This view of the Paul house, taken from a street above, shows how snugly it fits into its sloping site. On the near side can be seen three skylights in the roof, illuminating the kitchen below. Here, too, you can see the private terrace which is conveniently right off the living area.



It is in the nature of the American home to incorporate anything and everything that one has learned to like. Here we see a sunken tile bath, which the Pauls had admired during their stay in Japan. Why not, then, include it in their own home when they build it? Which they did! To the right is a shower.

MAYNARD PARKER



Architectural interest enters every part of the house, including the kitchen, actually part of the open living area. It is day-lighted and night-lighted (electrically) by skylights, in addition to window light. Kitchen equipment shown here is rapidly becoming standard everywhere.



to meet change, how to have change with built-in stability. We have learned how to achieve full growth as individuals in a society based on mass-production. It is the most priceless knowledge we have. It is beyond our industrial know-how.

This understanding of how to meet change and translate it into progress in terms of human life, not merely in terms of material possessions, is our most important modern discovery. It is the most valuable thing we can contribute to a rapidly changing world, about to undergo experiences we've already assimilated.

Perhaps no one has expressed it better than Margaret Mead in her latest book, *New Lives for Old*, wherein she tells the story of a primitive people willingly changing their old ways for new ones: "The precious quality which Americans have developed, through three and a half centuries of beginning life, over and over, in a virgin land, is a belief that men can learn and change—quickly, happily, without violence, without madness, without coercion, and of their own free will.

"For three centuries, men of vastly different ways of life have come to America, left behind their old language, their old attachments, old land and river, their betters and their subordinates, their kin and their icons, and have learned to speak and walk, to eat and trust, in a new fashion.

"As we have learned to change ourselves, so we believe that others can change also, and we believe that they will want to change, that men have only to see a better way of life to reach out for it . . .

"We do not conceive of people being forcibly changed by other human beings. We conceive of them seeing a light and following it freely."

If the visitor to America were to see nothing more than this American attitude toward change, he will have seen and recognized a new world, expanding, growing, moving upward as a whole nation, meeting the challenge of endless change with a responsive civilization and culture, all aimed at nothing less than the fulfillment of every man, every day of his life.

\* \* \* \* \*

Following is a list of construction information and furnishings of the Paul house in Stanford, California, shown on pages 238-242.

#### Construction Information

**FOUNDATIONS:** Reinforced concrete.  
**FOUNDATION WALLS AND EXTERIOR**

**MASONRY WALLS:** "Cal-Stone" concrete block, Calstone Co., Inc., San Carlos, Calif.

**STRUCTURE:** Redwood framing, California Redwood Assoc., San Francisco, Calif. Hemlock Sheathing, West Coast Lumberman's Assoc., Portland, Ore.

**EXTERIOR AND INTERIOR WALL SURFACES:** Redwood plywood, M & M Woodworking Co., Portland, Ore.

**ROOFING:** "Certigrade" cedar shingles, Red Cedar Shingle Bureau, Seattle, Wash.

**WINDOWS, DOORS AND SCREENS:** Custom-made of redwood, California Redwood Assoc., San Francisco.

**SHOJI SLIDING PANELS:** In bedrooms and utility room, custom designed by the architect and made by San Antonio Mill, Palo Alto, Calif.

**GLASS:** 1/4" polished plate glass, Libbey-Owens-Ford Glass Co., Toledo, Ohio.

**PAINT FINISHES:** All exterior wood surfaces, Cabot's Creosote Shingle Stain, Samuel Cabot Co., Boston, Mass.; and Thompson's "Water-Seal," E. A. Thompson Co., San Francisco, Calif. All ceilings and soffits, Cabot's Stain Wax, Samuel Cabot Co., Boston, Mass.

**WEATHER STRIPPING:** Chamberlin Co. of America, Detroit, Mich.

**TILEWORK:** Unglazed porcelain ceramic tile in bath, American-Olean Tile Co., Lansdale, Pa.

**FINISH HARDWARE:** Lock and latch sets, Schlage Lock Co., San Francisco, Calif. Cabinet hinges, Washington Steel Products, Inc., Tacoma, Wash. Cabinet door pulls, Peabody Hardware Co., Los Angeles, Calif.

**CONCRETE FLOOR FINISHES:** "Colorundum" concrete color, "Homlux" concrete sealer and concrete wax, all by A. C. Horn Co., Long Island City, N.Y.

**PLUMBING FIXTURES:** Crane Co., Chicago, Illinois.

**WATER HEATER:** "Day and Night," Carrier Corp., Syracuse, N. Y.

**HEATING:** Forced hot water radiant panel system, copper tubing, American Brass Co., Waterbury, Conn., Division of Anaconda Copper Co. Boiler, Crane Co., Chicago, Ill.

**BATH ROOM HEATER:** Norris-Thermador Corp., Los Angeles, Calif.

**KITCHEN VENTILATION:** "Trade-Wind Clipper," Trade-Wind Motorfans, Inc., Rivera, Calif.

**ROOF INSULATION:** 3/4" fiber board, The Celotex Corp., Chicago, Ill.

**COOKING EQUIPMENT:** L & H Range top and thermador oven, both by Norris-Thermador Co., Los Angeles, Calif.

**LAUNDRY EQUIPMENT:** Washer, Hotpoint Co., Chicago, Ill.

#### Furnishings

**FURNITURE:** Tansu stools, chairs and tables, John Stuart, Inc., New York.

**FABRICS:** Linen for curtains and bedspread, Menlo Textiles, Menlo Park, Calif.

**ACCESSORIES:** Zabutons and sofa cushions, Dean Trimble Imports, San Francisco, Calif.

## CONNOISSEUR GLASSWARE

  
Founded 1742



### "DARK MAGIC"

Clear crystal vases, dramatized by deep cutting and bold sweeps of black.

Five and eight inches tall.

If KOSTA is not available at your favorite store, write to Dept. HB-11 for the name of your nearest dealer.

Distributed by

**Ebeling & Reuss Co.**

Since 1886

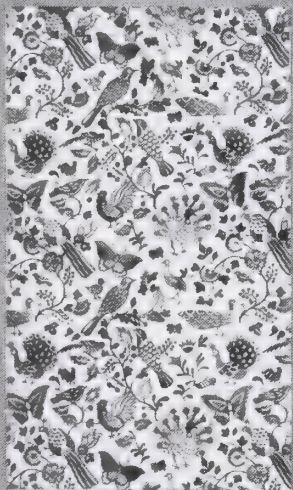
707 Chestnut Street  
Philadelphia 6, Pa.



AND  
ALL THROUGH  
THE  
HOUSE...

FABRICS  
CARPETS  
WALLPAPERS  
from

*Schumacher's*

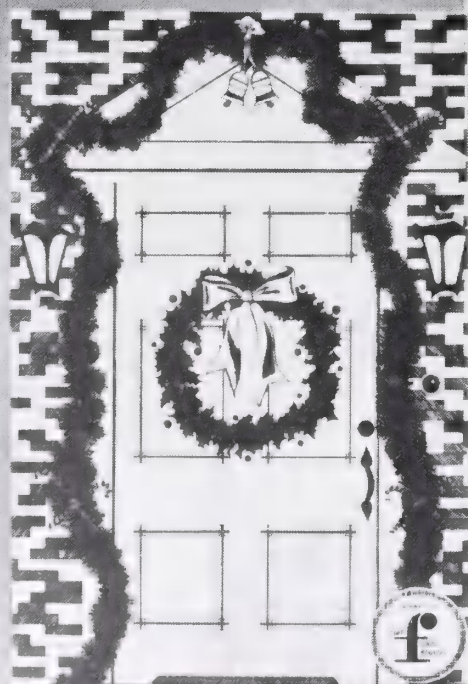
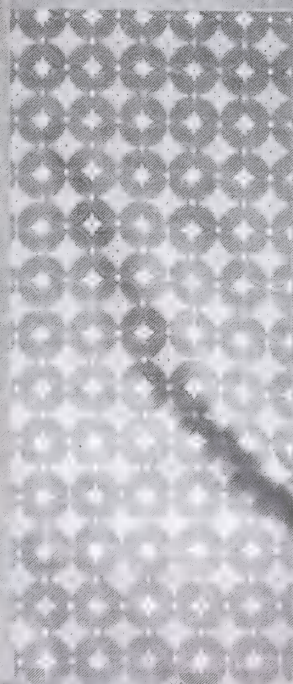


There's still time to **DRESS UP**  
your home for Christmas!

Surprise Santa with refreshing new slipcover and drapery fabrics, carpets, wallpapers.

Ask your decorator to show you Schumacher's modestly priced collections that fit even pinched Christmas budgets.

*"Quality is a  
Schumacher Tradition"*



7 SCHUMACHER • 20 00 W. 40TH ST. N.Y. 18 • FABRICS • CARPETS • WALLPAPERS • WAVERLY FABRICS

## THE BUILDER HOUSE

CONTINUED FROM PAGE 235

six-foot lengths, because in lumber length costs extra. Then, again, he covers a wall with broad sheets of plywood instead of narrow boards, because it goes on faster. One builder watched his plasterers spend time moving stepladders around. He put them on stilts.

As he looks around inside the house with a cost-cutting eye, he sees plenty to cut. For example, a window: It's just as good, and cheaper, to make it go all the way up to the ceiling. You cut out one horizontal beam and, above it, a piece of wall that's small and therefore extra expensive to build. The same with a door: Why not let the door-opening go all the way to the ceiling and close the top part off with a sheet of plywood? The

kitchen sink: If the drain hole is in the usual place, in the middle of the basin, the drain pipe makes the space under the sink useless for storage. Put the drain in one corner, and you gain space for a whole storage cabinet. So it goes.

A more hidden cost-cutting item is a "module." This is something you don't see. It means you design the whole house strictly to a sort of rhythm. Levitt, for instance, uses a standard window unit. He combines several such units to form the sort of window he wants. Now three of his unit windows, arranged above each other, are exactly as high as his door is. This means one beam can be laid across the top edge of door and windows. Next, (Please turn to page 282)



General Electric wall-hung refrigerator (installed as an extra for \$595) is combined here with standard cabinets and desk-top, hung from slotted standards in panelized wall system, creating a custom-like pantry and household office corner which doubles as third indoor dining area for children's meals.







Service entry doubles as "receiving room" for laundry, cleaning, and grocery deliveries, etc. Thus when door to corridor is bolted and service-entry door to terrace is left unlocked, housewife is free to be away from home when deliveries are made. Also nicely located for coats and overshoes.



Bath, located between entry and bedroom serves as private bath for bedroom and as guest powder room. It has extra-large, fully-tiled shower with aluminum door. Note that "Moduflex" wall panel system can create custom-planned look, giving no hint of "standardized prefabrication."

**NOW!** Two table sizes  
three chair styles, four  
upholstery patterns, eleven  
color combinations!



Ladder-back gatefold chair, **\$8.95** (\$9.75\*); 31"-square table, **\$11.95** (\$12.95\*);  
complete set, **\$47.75** (\$51.95\*)

**COSCO®**

## "Fashionfold" CARD TABLES AND CHAIRS

● Now the "Smartest Set in Town" is smarter than ever . . . yours in a wide, wonderful selection of models, colors and prices! Chairs have contour-curved backrests; seats are all-steel, extra-wide, comfort-cushioned . . . and saddle-shaped! Table legs are flared for added style and sturdiness. Hidden leg locks: no unsightly braces. Chip-resistant, baked-on enamel finish in ebony or metallic tan. Duran upholstery in four striking patterns: Tweed and Antique Leather on all models, Wicker Weave chair upholstery, and Cork table covering. At department, furniture and hardware stores. Choose yours now!



Padded-back gatefold chair, **\$9.95** (\$10.75\*); 35"-square table, **\$14.95** (\$15.95\*); complete set, **\$54.75** (\$58.95\*).



Conventional folding chair, **\$7.45** (\$7.95\*); 31"-square table, **\$11.95** (\$12.95\*); complete set, **\$41.75** (\$44.75\*).

\*Price Colorado and West.

**HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA**

Makers of **COSCO** Metal Household Furniture





METAL FURNITURE

### lovelier...by design

Furniture that defies wear,  
denies time and remains  
lovely for years.  
Choose yours from dozens  
of enchanting  
color combinations.



For copy of illustrated brochure, name of nearest dealer write:  
Molla, Inc. Dept. B12 171 Madison Ave., New York 16, N. Y.

## THE BUILDER HOUSE

CONTINUED FROM PAGE 280

the shingles that cover the outside wall of his house are of such size that three rows of shingles equal, in height, one window unit; nine rows of shingles, a door; and so on. There is no time wasted sawing, butting, fitting, filling odd spaces. The basic "module" in this system is four inches; everything in the house is four, eight, sixteen, etc., inches broad, high or thick. Everything comes out even with every-

thing, like boys' building blocks. Kitchen stove, furnace, washing machine are thirty-two inches each and fit into the room exactly, without squeeze, without waste of space. But you can imagine the man-hours of engineering it takes to put a house on a module.

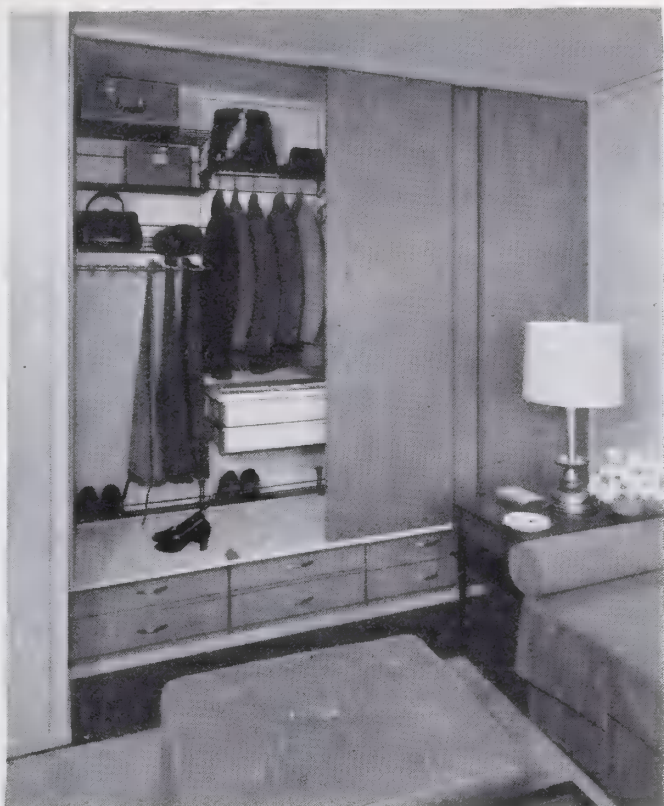
From there, the builder's attention shifts again to construction. What is the most economical way (Please turn to page 288)



Prefabricated "Moduflex" wall-panel system used for most interior walls is joined by vertical slotted steel "splines," which hold standard fittings supporting variety of useful accessories. Book shelves are used in combination with chest, but could be changed as needs or desires changed.







Wardrobe closets are fitted with clothes-hanging rods, shoe and pants racks, shelves, and plastic drawer units, all of which can be adjusted or re-arranged to accommodate men's, women's or children's clothing, thus wasting no usable storage space. Equipment is included in the base price.

*Please turn the page*



Another application of this flexible wall-hung storage system is found in the furnace room. Deep shelf units provide for cushions, luggage, etc., and are placed so as to leave plenty of room on the floor for bulky items, but could be installed easily along the whole wall if needed.



**micarta**

gets along with kids...

*it's party-proof!*

Micarta-surfaced furniture understands children. It shrugs off nicks, scuffs, scratches and stains . . . survives hundreds of inevitable accidents. And Micarta never needs polishing or refinishing—for its lustrous beauty is locked beneath a tough transparent glaze. The simple flick of a damp cloth will always restore its original charm.

Get Micarta's beauty and utility on all the furniture you buy.

For names of manufacturers, write United States Plywood Corp., P. O. Box 126, New York 46, New York

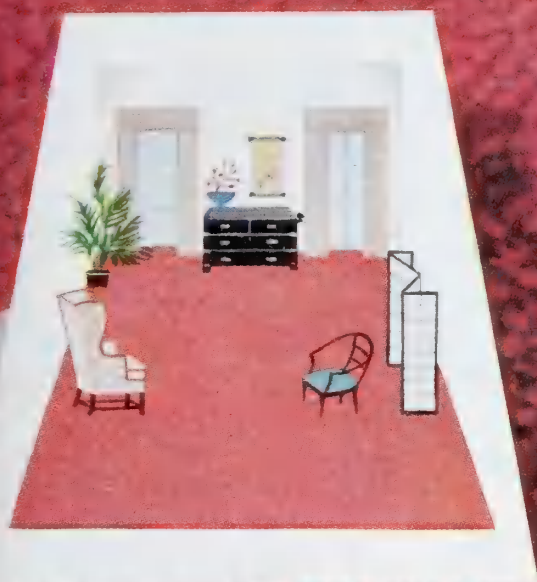
**Westinghouse**   
**micarta** <sup>®</sup>  
DECORATIVE SURFACING

distributed by UNITED STATES PLYWOOD CORPORATION largest plywood organization in the world









**AVISCO®**



This carpet has  
superb good looks,  
quality all the way through  
—**AVISCO** is the reason

That lush texture (deep and resilient as moss underfoot) and those sparkling colors could only come from Avisco rayon fibers planned for carpet use!

You don't have to be a carpet expert to know you're getting splendid value. Just look on the underside of that three-quarter-inch, springy cut pile and find the Avisco Integrity Tag. That label alone assures you of quality maintained from the original fiber to the carpet proudly laid on your floor.

"Superlative"® is the fitting name Barwick has given this carpet made with 80% Avisco rayon and 20% nylon.

Get it room size or wall to wall in 14 colors that keep their vivacity through home or commercial shampooing. \$10.95.

American Viscose Corporation,  
350 Fifth Avenue, New York 1, N. Y.

**AVISCO**  
INTEGRITY  
TAG





## **"Mommy's taking a sleep preview of Daddy's Christmas Present"**



**Here's the secret of Stratolounger's remarkable relaxing effect**

With the patented mechanism, developed through experiments made by the famous scientist, Lorenz—this unique chair holds the body in a floating-in-water position. This position has been scientifically proven to bring the highest degree of comfort and relaxation to the human body.

"Mommy says just a few minutes rest on Daddy's new Stratolounger is almost like a full night's sleep"...the Stratolounger may be Daddy's Christmas present but you can be sure the whole family will enjoy the comfort of the world's most comfortable chair.

Tension just floats away after a few minutes in the wonderfully comfortable, foam rubber Stratolounger. You'll feel so relaxed, so rested . . . so ready to go.

The new Stratolounger adjusts automatically to the position you find most comfortable . . . for watching TV, for reading or a quick cat-nap.

Visit your nearby Stratolounger dealer and see the many decorator styles in a wonderland of new fabrics and colors. Prices from \$8995 to \$17950

***Stratolounger®*** the world's largest selling reclining chair

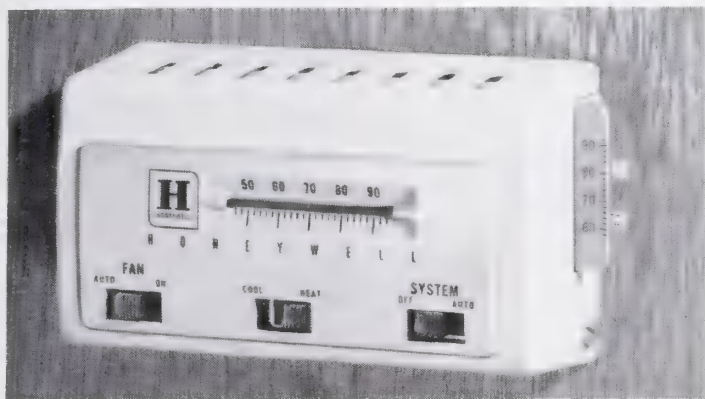
**STRATOLOUNGER, INC.**

Division of Futurian-Stratford Furniture Co., 932 American Furniture Mart, Chicago, 11

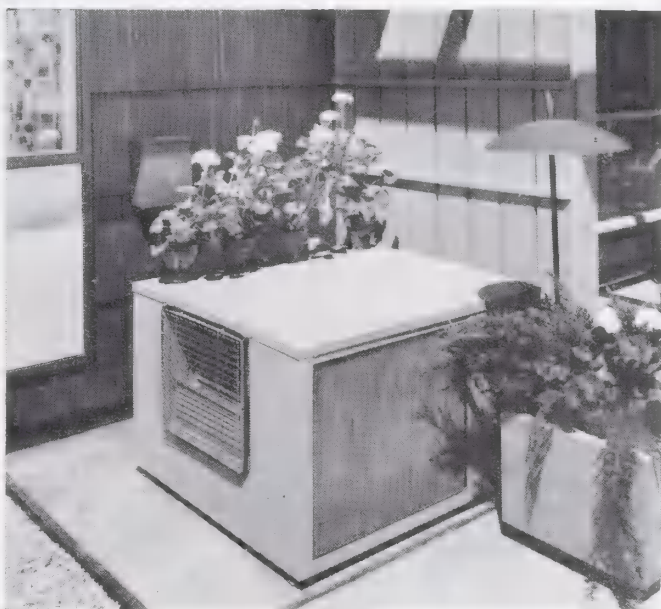


## THE BUILDER HOUSE

CONTINUED FROM PAGE 284

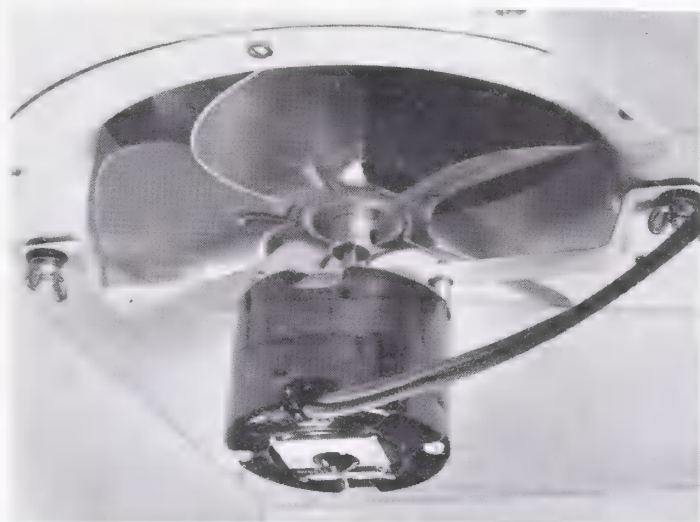


Forced-air perimeter heating system (included in base price), coupled with three-ton air conditioner, has year-round heating and cooling control provided by thermostat located in living room.



Packaged summer air-conditioning compressor unit is placed outside of house, where the heat it produces is dissipated. Fence section and plants screen compressor unit, which is painted to match house.

*Please turn the page*



This picture, taken looking up under the range hood in kitchen, shows exhaust fan which is turned on by thermostatic switch placed on unit so as to start it whenever a burner on the cooking top produces heat.

Is it possible—  
a **complete hi-fi system** in  
such a **beautiful console**?



48 $\frac{1}{4}$ " x 33 $\frac{1}{8}$ " x 17 $\frac{5}{8}$ "

**\$695** mahogany; **\$720** walnut and blonde

Prices slightly higher Texas and West Coast

# Telefunken

HIGH-FIDELITY SOUND SYSTEM

## "OPUS ROYALE"

exclusively imported from West Germany by  
**AMERICAN ELITE, INC.**

The blank, bare boxes and scattered wires of ordinary hi-fi are not decorative. But now Telefunken combines West German electronic genius and custom design to offer you the Opus Royale—in mahogany, walnut or blonde custom cabinets! On FM, AM or Short Wave, you enter the thrilling world of *Omniphonic* sound, full range, through a six-speaker system: two electrostatic "tweeters," two mid-range speakers and two dynamic "woofers." These are sealed in an exclusive, perfectly insulated, isolated *Speaker Vault* that wholly eliminates outside interference. Also exclusive is *Selectovox* push-button control of desired tonal emphasis. There are record storage space and jacks for tape recorder, extra speakers and antennas. And the marvelous Telefunken record changer\* has been built into the Opus Royale! The same masters who built the Opus Royale have applied their talents to smaller Telefunken systems. Seriously consider them, too.

**Telefunken Opus 7**—complete high-fidelity table model, delivering *Omniphonic* sound through 6 speakers on FM, AM, and Short Wave. *Selectovox* tone control system. Jacks for phonograph, outside antennas, tape recorder, extension speaker. Your choice of three superbly crafted cabinets: modern, traditional and blonde. Dimensions: 25 $\frac{1}{2}$ " x 16 $\frac{1}{2}$ " x 11".

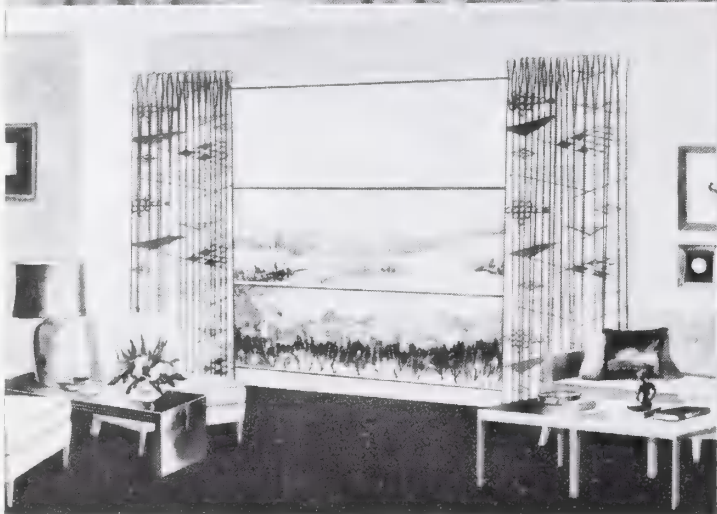
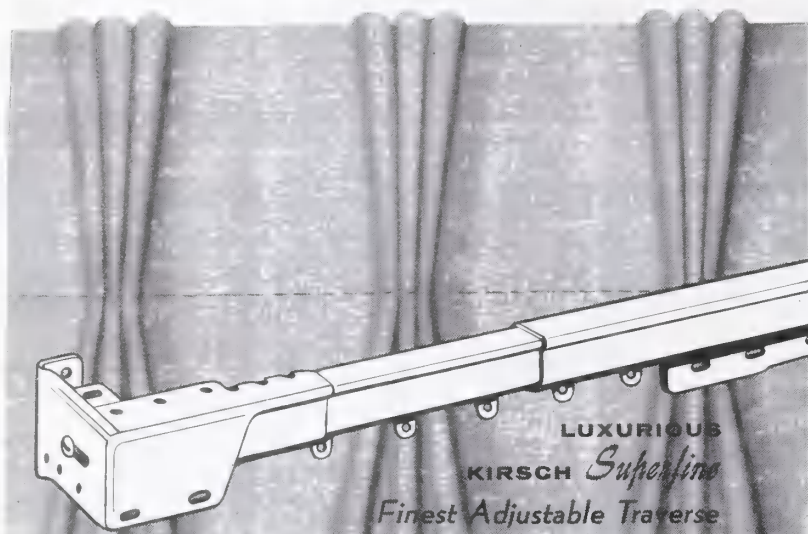
\***Telefunken Record Changer** in the Opus Royale features a Sonotone ceramic pick-up cartridge with a diamond and a sapphire stylus. Plays ten 10" and 12" intermixed records, at 78-45-33 $\frac{1}{2}$  r.p.m., changing automatically, swiftly, safely. Needle pressure is amazing—less than  $\frac{1}{2}$ -ounce! Automatic "anti-hiss" filter. Motor is powerful, smooth, silent.

Hear Quality Speak—See your dealer, or call or write

**AMERICAN ELITE, INC.**

7 Park Avenue, New York 16, N. Y., Tel.: MU 3-3490





For Windows that

*Sing Your Praise...*

**START WITH KIRSCH!**

It's exciting! You can create so *much* fresh beauty and charm in your home—for so *little* money and effort—when you start at the windows. For effects *sure* to win praise, depend on Kirsch window styling ideas, and then bring them to life with fine Kirsch drapery hardware.

Make no mistake, drapery hardware is NOT "all alike"! You pay no more to enjoy the *extra* beauty, durability and smooth performance of rugged Kirsch *Superfine* traverse (above) and hundreds of other fine Kirsch products at your command. So "choose the name you know" . . . always look for—and ask for—Kirsch!



**A FULL-COLOR BOOK OF WINDOW STYLE IDEAS FOR YOU**

"Window Inspirations" contains 64 window treatments . . . hints on fabrics and fixtures . . . and a fascinating color-selection guide! Only 50¢. At your Kirsch dealer, or write: Kirsch Company, 522 Prospect, Sturgis, Michigan

## THE BUILDER HOUSE

CONTINUED FROM PAGE 282

to form a wall, a roof, a partition, a foundation? Some build "post-and-beam" in the Japanese style: only a few uprights, a few strong horizontal beams, the rest a "curtain wall" of some light material. Some build "pre-fab"—the builder prepares the site, the house comes in gigantic trucks, panel by panel, direct from the factory. Or a builder may build his walls flat on the ground, then tilt them up. He builds roof "trusses" bridge-like, also on the ground, then sets them on top to form a roof that spans the whole house. Then, while the interior is still one big hall, he puts the finish on floors, ceilings, walls. Then he builds the partitions—again flat on the ground—and tilts them up.

WHEN the builder's attention shifts to another angle: Who, on a building job, does what, when, where? Big gains can be made here. Levitt, for instance, builds a structure which is surprisingly little changed from the 100-year-old pattern of the American wooden house. The difference is that he has several hundred houses sprouting at once, each at a slightly more advanced stage of completion. He sets up a local work yard where he pre-cuts every piece of lumber to exact size, pre-bends every piece of tubing, pre-mixes his paint. Trucks then go down the line and dump at every house site exactly the right bundle of material at the right time. Then to each site at the right time, comes the right crew and does one job. As the plumber leaves, the electrician comes in and so on to the man who installs the doorknobs.

Which method a builder thinks best depends on the size of the operation, the size of the house, the locality, the attitude of the labor unions, and so on. What's important is not this or that new method, but that new methods are being tried, by all sorts of men, in many different combinations, with many different personal touches. Where there used to be a 100-year freeze, there is now wonderful turmoil.

This is the style in which Americans have done some of their best work—many minds working on the same problem, half in competition against each other, half parallel with each other, but without central co-ordination other than those noisy Annual Conventions, where experiences are exchanged. It is sometimes called the Multiple Effort. It has done miracles in the



So Sure...  
So Easy...  
**TO MAKE PLEATS  
WITH THAT**

*"Professional Look"*

**Kirsch**  
*Easypleat*

Tight, even pleats are easy, *without* complicated figuring or measuring! You simply stitch the firm Kirsch *Easypleat* tape to the drapery heading, then insert *Easypleat* hooks to form pinch or box pleats.

Genuine *Easypleat* is made only by Kirsch; it's handiest, most complete! The strong tape is Sanforized or pre-shrunk; the distinctive "1066" Kirsch hook (above) ensures *tight* pleats and *erect* headings.

**NEW!**

**"Pinch-Rite"  
EASYPLEAT HOOK**

Kirsch also makes several *wire Easypleat* hooks. Two, like "Pinch-Rite" at left, lock or pinch your pleats firmly in place. For finest results, insist on Kirsch *Easypleat*!





oil industry, where thousands of independent adventurers, working in this style, have found oil and more oil and still more oil in country that had already been explored and drilled and should by rights have been exhausted. The same method is likely to produce cheaper and better and still cheaper houses in the decades to come.

All this also benefits the wealthy man, who can now buy builder houses of great size and luxury. It also benefits the man who wants to have his own built individually to his own dreams. He now can find a contractor who is not afraid of, say, post-and-beam. He, too, can buy the sink with the drain in the corner, the new rubber floor tile, the furnace that goes in the attic, the plastic waterpipe that doesn't burst when it freezes, the low-cost air-conditioning machine. Most of these things would not exist, or would be very expensive, if Mortgage Insurance had not created this vast popular market. This is a thing that has been often observed in American developments. Without Fords there would not be many Cadillacs, nor many filling stations, nor decent roads. The Few don't really get going until the Many start to move.

Following is a list of construction materials and furnishings used in the house built by Place Homes, Inc., South Bend, Indiana, as shown on pages 230 through 235. (This house was also featured in HOUSE BEAUTIFUL, September 1956, pages 116 through 121.)

## CONSTRUCTION INFORMATION

**ROOFING:** Roof sheathing, Georgia-Pacific Plywood Co., Portland, Ore. Asphalt roof shingles, The Philip Carey Mfg. Co., Cincinnati, Ohio.

**EAVE SOFFIT SHEATHING:** The Upson Co., Lockport, New York.

**EXTERIOR WALL SURFACES:** Cedar shingles, "Pryme-Shakes" by Creo-Dipt Co., Inc., North Tonawanda, N. Y.

**INSULATION:** Fiberglas for walls and ceilings, Certainteed Products Corp., Ardmore, Pa. Vapor barrier for concrete slab, The Visking Corp., Plastics Division, Terre Haute, Indiana.

**WINDOWS:** Window frames and sash, Wadsworth Millwork Corp., Wadsworth, Ohio, built of redwood, The California Redwood Association, San Francisco, Calif.

**GLASS:** "Twindow," Pittsburgh Plate Glass Co., Pittsburgh, Pa.

**ALUMINUM SCREENS:** Durall Products Company, York, Pa.

**DOORS:** Aluminum sliding door between living room and adjacent terrace, Glamour Glass Wall-Dor Corp., Chicago, Ill. Interior and exterior flush panel mahogany doors, Mohawk Flush Doors, Inc., South

Bend, Ind. Shutter doors in family room, Decor at Grand Rapids, Inc., Grand Rapids, Mich. Combination aluminum storm doors, Warrenville Window Co., Warrenville, Ill. Garage door and hardware, Overhead Door Corp., Hartford City, Ind.

**DOOR FRAMES AND TRIM:** Continental Millwork Corp., South Bend, Ind. **WEATHER-STRIPPED EXTERIOR DOOR SILLS:** Macklanburg-Duncan Co., Oklahoma City, Oklahoma.

**INTERIOR WALL AND CEILING MATERIALS:** Philippine mahogany plywood wall paneling in living room, entry, kitchen, and family room, Roddis Plywood Corp., Marshfield, Wis. "Moduflex" wall panels in bedrooms, baths, corridor, and utility rooms, Mohawk Flush Doors, Inc., South Bend, Ind. "Moduflex" panel facing, "Masonite," The Masonite Corp., Chicago, Ill. Ceiling sheathing and inside face of all exterior walls where mahogany plywood is not used, plasterboard, National Gypsum Co., Buffalo, N. Y. Shower and tub enclosures, glazed ceramic tile, The Mosaic Tile Co., Zanesville, Ohio.

**FLOORING:** In baths, Ken Rubber #443, in kitchen, family room, laundry and service corridor, Kentile Corktone, #804, both by Kentile, Inc., Brooklyn, N. Y. All other areas, carpeting.

**ROUGH HARDWARE:** Steel nails, American Steel and Wire Co., Chicago, Ill. Aluminum nails, Nichols Wire and Aluminum Co., Davenport, Iowa. Truss connectors, F. D. Kees Mfg. Co., Beatrice, Neb.

**FINISH HARDWARE:** Door latch and lock sets, Dexter Lock Co., Grand Rapids, Mich. Wardrobe sliding door hardware, Leigh Building Products, Division of Air Control Products, Inc., Coopersville, Mich.

**INTERIOR PARTITION PANEL SYSTEM:** Two-foot wide "Moduflex" panels joined with steel splines by "Adjust-a-bilt," L. A. Darling Co., Bronson, Mich.

**ADJUSTABLE SHELF AND CLOSET HARDWARE ACCESSORIES:** Used in connection with the spline and panel wall systems, "Adjust-a-bilt," L. A. Darling Co., Bronson, Mich.

**FIREPLACE AND CHIMNEY:** The Majestic Co., Inc., Huntington, Indiana.

**HEATING AND SUMMER AIR CONDITIONING:** Chrysler Airtemp Division, Chrysler Corp., Dayton, Ohio. Floor registers, Standard Stamping and Perforating Co., Chicago, Ill. Transite heat ducts, Johns-Manville Corp., New York, N. Y.

**WATER HEATER:** A. O. Smith Corp., Milwaukee, Wis.

**PLUMBING FIXTURES:** American Radiator and Standard Sanitary Corp., New York, N. Y.

**BATHROOM ACCESSORIES:** General Chrome, Inc., Bridgeman, Mich.

**LAVATORY COUNTER TOP:** In bath off corridor, Formica plastic laminate, The Formica Co., Cincinnati, Ohio.

**MEDICINE CABINETS:** In bath between bedroom and entry, The Philip

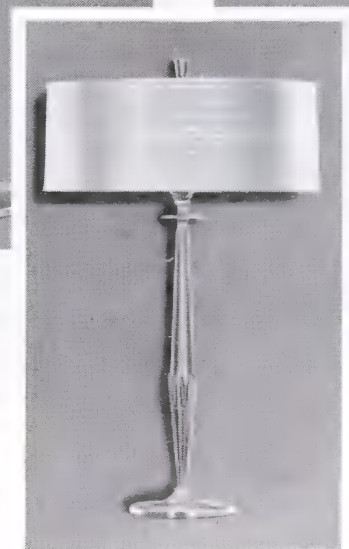
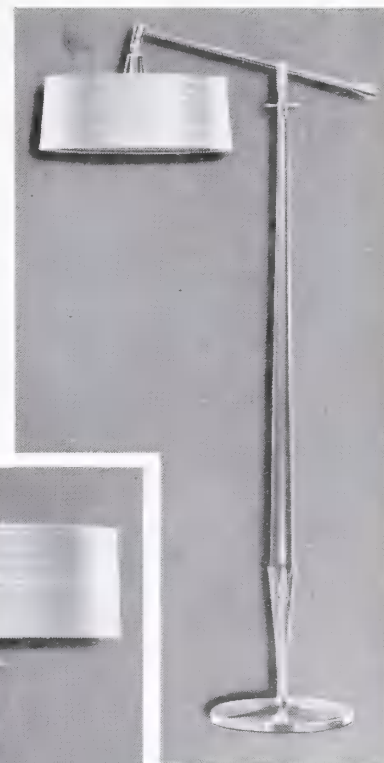
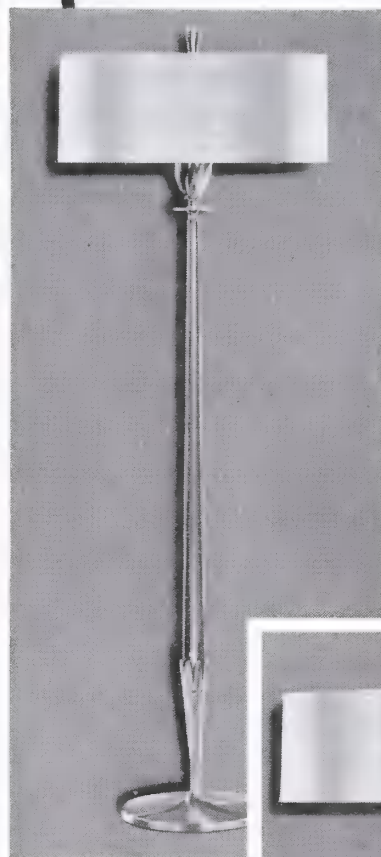
(Please turn the page)



## Excerpt from a Home-Maker's Diary

"... and for lighting our home we have selected Rembrandt Masterpieces. You can't imagine how beautiful these lamps are... and as for style, I've never seen their equal."

The 3-lamp ensemble shown here is a delightful composite of style and design, so typical of all Rembrandts—The Style Leaders of America.



Bases finished in highly polished brass and walnut. Shades are imported beige-down over fiberglas. May be purchased singly or as an ensemble—in a wide range of colors. See your Rembrandt dealer.

Height  
Table Lamp, 31½"  
Bridge Lamp, 55"  
Floor Lamp, 58"

Rembrandt  Lamps  
Masterpieces

REMBRANDT BUILDING, CHICAGO 11, ILLINOIS



# fashion

## set to music!



**P**ictured is one of the new fashion series of *Forward Sound* Everetts . . . A gracefully small piano with the tone freedom of a grand! Priced only slightly more than conventional spinet models. Write for the name of your nearest franchised dealer.

*dyna-tension*  
**EVERETT**

*coffee-walnut*

is one of Everett's new finishes in the fashion series . . . A medium-light shade of walnut as inviting as that first morning cup of coffee. May we send you a free catalog of color pictures?

Everett Piano Co., Division of Meridan Corp.,  
South Haven 2, Michigan

## THE BUILDER HOUSE

CONTINUED FROM PRECEDING PAGE

Carey Mfg. Co., Cincinnati, Ohio. In bath off bedroom corridor, Place Homes, Inc., South Bend, Ind.

**KITCHEN EQUIPMENT:** Range vent-hood, Universal Blower Co., Birmingham, Mich. Cabinets, The Kitchen Maid Corp., Andrews, Ind. Cabinet counter tops, fabricated of Formica plastic laminate, The Formica Co., Cincinnati, Ohio, by Cincinnati Builders Supply Co., Cincinnati, Ohio. Wall refrigerator, counter top range, dishwasher, built-in oven, General Electric Co., Louisville, Kentucky.

**LAUNDRY EQUIPMENT:** General Electric Co., Louisville, Ky.

**LIGHT FIXTURES:** In bedroom corridor storage closet, J. C. Virden Co., Cleveland, Ohio. All others in house and garden by Lightolier, Inc., Jersey City, N. J.

**PAINT FINISHES:** On exterior wall shingles, primer and finish coats, Creol-Dipt "Fynal Kolors" by Creol-Dipt Co., Inc., North Tonawanda, N. Y. All interior walls and ceilings (except mahogany plywood) "Kolorfleck," The O'Brien Corp., South Bend, Ind. All other interior and exterior paints by the O'Brien Corporation.

### FURNISHINGS

All furniture by member companies of Grand Rapids Furniture Guild, Grand Rapids, Michigan.

#### Living Room and Dining Room

**FURNITURE:** Oval dining table, tambour front cabinet, two-tier server and 4 chairs, Grand Rapids Chair Co., Grand Rapids, Mich. Two-tier wood and brass table, Johnson Furniture Co., Grand Rapids, Mich. Lamp tables beside sofa, Baker Furniture, Inc., Grand Rapids, Mich. Cocktail table, John Widdicombs Co., Inc., Grand Rapids, Mich. Sofa, Schoonbeck Co., Grand Rapids, Mich. Tub chair and Lawson chair, Ralph Morse Furniture Co., Grand Rapids, Mich. Club chair, Mueller Furniture Co., Grand Rapids, Mich.

**FLOOR COVERING:** Carpet "Emberglow," James Lees & Sons, Bridgeport, Pa.

**LAMPS:** Blue and white lamps by sofa, Abels Wasserberg & Co., Inc., New York. Pewter lamp on two-tier table, Frederick Cooper Studios, Inc., Chicago, Ill.

**FABRICS:** Draperies, "Flora Borealis" printed cotton, Jofa, Inc., New York. "Poodleglas" and "Fiberglas" glass curtains, Cameo Curtains, Inc., New York. Linen sofa pillow coverings, F. Schumacher & Co., New York. Blue herringbone covers for 4 chairs and sofa, butterfly damask cover for tub chair, J. H. Thorp & Co., Inc., New York. Changeable blue cover for Lawson chair and club chair, Cheney Greeff & Co., Inc., New York.

**ACCESSORIES:** Sofa pillows, "Lazyback," Nettle Creek Industries, Richmond, Ind. Painting over sofa, "Three Portuguese Fishermen" by Leonid, Durlacher Brothers, New York. Framed print, "Flowers" by Picasso, New York Graphic Society, Greenwich, Conn. Opaline box, 2 ash trays and cigarette cup, Evans lighter in crystal, 2 sapphire decanters, Warren Kessler, New York. Two antique mahogany and brass boxes, Flint & Bradley, Inc., New York. Blue stoneware vase and black tray, America House, Ltd., New York. White bowl on cocktail table, Ries Furniture Co., South Bend, Ind. Plates and gravy bowl in cabinet, "Blue Danube," Lipper & Mann, Inc., New York. Two crackleware ginger jars, 2 pewter canisters in cabinet, 2 brass Benares-ware covered boxes on server and brass compote, The Fan Co., New York. Head (Gothic reproduction), Museum Pieces, Inc., New York. Plant, Joseph L. Bauman, Landscape Architect, South Bend, Ind. Sapphire blue finger bowls, blue tile, marble compote and pewter plates, Blarney Cottage, South Bend, Ind. Blue goblets, Imperial Glass Corp., Bellaire, Ohio.

#### Master Bedroom

**FURNITURE:** Springs and mattress, "Beautyrest," The Simmons Company, New York. Bed frames, Harvard Mfg. Co., Cleveland, Ohio. Chests and bed chests, Baker Furniture, Inc., Grand Rapids, Mich. "Patrician" caned headboard and desk, Grand Rapids Chair Co., Grand Rapids, Mich. Chair and ottoman, Ralph Morse Furniture Co., Grand Rapids, Mich. Leather-covered table, Imperial Furniture Co., Grand Rapids, Mich. Desk chair, John Widdicombs Co., Inc., Grand Rapids, Mich.

**FLOOR COVERING:** Fibre E Broadloom, "New Yorker E Line" carpet, Spinning Wheel Rugs, Inc., New York.

**FABRICS:** Printed Fortisan and cotton "Bed of Roses" drapery fabric, F. Schumacher & Co., New York. Glass curtains of white Dacron, Robertson Factories, Inc., New York. Bedspread fabric, taffeta cover on desk chair, cover for chair and ottoman, J. H. Thorp & Co., Inc., New York, N. Y.

**LAMPS:** Bed lamps, Warren Kessler, Inc., New York. Lamp on chest and desk lamp, Frederick Cooper Studios, Chicago, Ill.

**ACCESSORIES:** "Lazyback" pillows on bed, Nettle Creek Industries, Richmond, Ind. Portable television set, General Electric Co., Syracuse, N. Y. Transistor radio, The Magnavox Co., Ft. Wayne, Ind. Clock, Warren Kessler, Inc., New York. (Please turn to page 293)





A DAY IN THE LIFE OF COHAMA UPHOLSTERY OF 100% SARAN FIBER  
*Chem<sup>®</sup> thread*



These fine upholstery fabrics come smiling through the day. Food, drink, even ink cannot mar their beauty. Sponge them off with soap and water, detergent, or chlorine bleach. That's all there is to it! Whites, brights, pastels, and deep colors stay ever-fresh in a rich variety of textures suitable for contemporary or traditional use. Wear resistant, moth and mildew proof, flame resistant. Available on fine furniture or by-the-yard.



COHAMA  
*Chem<sup>®</sup> thread*

For illustrated brochure and swatch, write to

COHN-HALL-MARX CO. UPH. DEPT. • 214 MADISON AVENUE NEW YORK • Division of United Merchants and Manufacturers Inc.



# Country Garden

by

Stangl

## Colorful and Unusual

In Country Garden pattern, Stangl has gathered together a galaxy of flowers that brings your garden into your home.

The beauty of the shapes, the sweep of the bread tray, the colorful casseroles, the stately shape of the coffee pot and the attractiveness of all the accessory items will help make your table most decorative. Select the pieces you desire at your dealer's.



Like all Stangl patterns, Country Garden is practical; each piece is hand carved, hand decorated under the glaze. Colors are permanent. They will not be affected when washed in a dishwasher. Open stock, or Single Service of dinner plate, cup, saucer, bread and butter, just \$3.95. Starter Set of 4 each of these pieces \$14.95.

STANGL POTTERY, TRENTON 7, N. J. *One of America's Oldest and Finest Potteries. Est. 1805*



## THE BUILDER HOUSE

CONTINUED FROM PAGE 290

White porcelain cigarette lighter, Evans Case Co., No. Attleboro, Mass. Blue ash tray and green stone box, House of Italian Handicrafts, Inc., New York. Antique lacquered box and inkwell, Flint and Bradley, Inc., New York. Mille Fleurs bottles and foxhead stirrup cup, Mottahedeh Creations, Ltd., New York. Needlepoint book ends, Blarney Cottage, South Bend, Ind. Black lion book ends, Interiors Import Co., Inc., New York. Window blinds, Venetiannaire Corp. of America, Mt. Vernon, N. Y. White shell ash tray, House of Italian Handicrafts, Inc., New York. Plant, Joseph L. Bauman, Landscape Architect, South Bend, Ind. Picture, "Ile de la Cité" by Jean Dufy, New York Graphic Society, Greenwich, Conn.

### Guest Study

**FURNITURE:** Desk, chest and ottoman, The Widdicomb Furniture Co., Grand Rapids, Mich. Headboard, Kindel Furniture Co., Grand Rapids, Mich. Cocktail table and tub chair, Baker Furniture, Inc., Grand Rapids, Mich. Desk chair, Brower Furniture Co., Grand Rapids, Mich. "Beautyrest" springs and mattress, The Simmons Co., New York, courtesy of Ries Furniture Co., South Bend, Ind. Bed frames, Harvard Manufacturing Co., Cleveland, Ohio, courtesy of Ries Furniture Co., South Bend, Ind. Lamp tables, Imperial Furniture Co., South Bend, Ind.

**FLOOR COVERING:** "Sunburst" rug, Karastan Rug Mills, New York, N. Y.

**FABRICS:** "Tassarac" draperies, L. Anton Maix, New York. "Bali Stripe" cover for tub chair, Boris Kroll Fabrics, Inc., New York. "Boltaflex" cover for desk chair, Bolta Products Div., The General Tire & Rubber Co., Lawrence, Mass. "Cohama" bedspread fabric, Cohn-Hall-Marx Co., New York, N. Y.

**LAMPS:** Brass table lamps, Frederick Cooper Studios, Chicago, Ill. Lampole, The Stiffel Co., Chicago, Ill.

**ACCESSORIES:** "Lazyback" pillows, Nettle Creek Industries, Richmond, Ind. Portable typewriter, Royal Typewriter Co., New York. Wall clock, Warren Kessler, New York. Weathervane, "Sacred Cod," The Downtown Gallery, New York. Pewter candy box, brass and wicker cigarette box, Richards, Morgenthau & Co., New York. Black penholder and ash tray, Peb's, Ltd., New York. Evans lighter, Evans Case Co., No. Attleboro, Mass. Pencil cup, The Fan Co., New York. White ceramic cigarette box on desk, 3 covered jars and pewter coffee service, America House, Ltd., New York. "Head of Young Athlete," Museum Pieces, Inc., New York. Black and white Egyptian ash trays, Interiors' Import Co., Inc.,

New York. Table radio, General Electric Co., Syracuse, N. Y., courtesy of Englewood Electrical Supply Co., South Bend, Indiana. Black tray, Enchanted Cottage, South Bend, Ind. Cups and saucers, Bonniers, Inc., New York. "Silver Spray" spoons, Towle Mfg. Co., Newburyport, Mass. Pictures, "Flowers" by Moura Chabor, Art for Interiors, New York. "Portrait of Dr. Cachet" by Van Gogh, N. Y. Graphic Society, Greenwich, Conn.

### Girl's Room

**FURNITURE:** Chest, night chests and headboard, Johnson Furniture Co., Grand Rapids, Mich. Round table and two arm chairs, Grand Rapids Furniture Co., Grand Rapids, Mich. Tub chair, Mueller Furniture Co., Grand Rapids, Michigan.

**FLOOR COVERING:** "Debonair" carpet, Trend Floorcoverings, Inc., Chicago, Illinois.

**FABRICS:** Sheets and pillowcases, Wamsutta Mills, Inc., New Bedford, Mass. "Poodleglas" and "Fiberglas" curtains, Cameo Curtains, Inc., New York. Taffeta cover for tub chair, J. H. Thorp & Co., Inc., New York. Antique satin of bedspread, F. Schumacher & Co., New York. Stripe trimming on bedspread and on armchairs, Jofa, Inc., New York. Blanket, North Star Woolen Mill Co., New York.

**LAMPS:** Table lamps, Frederick Cooper Studios, Chicago, Ill. Brass floor lamp, Warren Kessler, New York.

**ACCESSORIES:** Window blind, Venetiannaire Corp. of America, Mt. Vernon, N. Y. Mirror, courtesy of Ries Furniture Co., South Bend, Ind. Pictures of musical instruments, New York Graphic Society, Greenwich, Conn. Antique box, Flint and Bradley, Inc., New York. Pear pin cushion, peach tree pin cushion, watch dish and clock face dish, Peb's, Ltd., New York. Antique music rack, Yale R. Burge, New York. Recorder and metronome, Elbel Brothers Music Store, South Bend, Ind. Violin made by Johann Tentzel, 1776, courtesy of Robert Van Stryland, South Bend, Ind. Wooden dish, America House, N. Y.

### Guest Bath

**FURNITURE:** Wicker chair, courtesy of Ries Furniture Co., South Bend.

**FABRICS:** "Luxor" towels, Wellington Sears Co., N. Y. Shower curtain, I. B. Kleinert Rubber Co., N. Y.

**ACCESSORIES:** Glass and soap dish, Enchanted Cottage, South Bend, Ind. Covered brass box and Mille Fleurs bottle, Mottahedeh Creations, Ltd., New York. Talcum powder shaker, Peb's, Ltd., New York, N. Y. Hammer, National Vulcanized Fibre Co., Wilmington, Delaware. Framed butterflies, Feika Imports from Marion Gibney, New York.

(Please turn the page)



CONTRAST makes an important buffet setting  
4-piece Basic Setting  
\$18.75 tax incl.

a  
bold  
new  
creation  
for  
dramatic  
contemporary  
table settings

# CONTRAST

*sterling with ebony nylon handles*

*Lunt* **STERLING**

For information write: Lunt Sterling, Dept. A-15, Greenfield, Massachusetts



# West Bend Flavo-matic in beautiful Chrome



## Flavo-matic®

**AUTOMATIC COFFEE MAKERS**

*compliment the beauty of your table service*

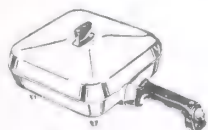
It's time you, too, were enjoying the pleasure of delicious coffee brewed automatically — and the elegance of a West Bend Flavo-matic — elegance you would expect in more expensive percolators. Clear, shining chrome reflects the beauty of your table service and stays new and sparkling.

You'll always serve coffee with superb flavor, too — flavor that is insured automatically! Gentle percolation is the secret, with a combination of exclusive and patented features that provide correct timing and temperature control. Choose the beautiful 6 to 8 cup model or the 2 to 5 cup size. Better yet — own both Flavo-matics to make just the right amount of delicious coffee for any occasion (from 2 to 13 cups or more). Also available in copper color and in polished aluminum.

	2-5 cup	6-8 cup
gleaming chrome .....	\$17.50*	\$18.95*
copper color aluminum .....	\$12.95*	\$13.95*
polished aluminum .....	\$11.50*	\$12.95*

**WEST BEND**

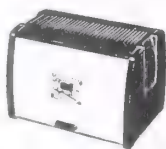
**WEST BEND ALUMINUM CO., Dept. 64b, West Bend, Wisconsin**  
at housewares, hardware, gift and appliance stores; prices slightly higher in Canada



**AUTOMATIC SKILLET**  
with pol. aluminum cover \$22.95\*  
with copper color cover \$23.45\*



**CANISTER SET**  
aluminum \$8.50  
copper color \$9.95



**BREAD BOX**  
aluminum \$11.95  
copper color \$12.95



**TRIG TEA KETTLE**  
\$4.95  
\*INCLUDES CORD AND EXCISE TAX

## THE BUILDER HOUSE

CONTINUED FROM PRECEDING PAGE

### Master Bath

**FABRICS:** Curtains, Bates Fabrics, Inc., New York. Towels, "Martex," Wellington Sears Co., New York, N. Y.  
**ACCESSORIES:** Hamper, National Vulcanized Fibre Co., Wilmington, Del. Framed butterflies, Feika Imports from Marian Gibney, New York.

### Activities Room

**FURNITURE:** Low chest, Baker Furniture, Inc., Grand Rapids, Mich. Lamp tables, extension card table, chair and two ottomans, Widdicomb Furniture Co., Grand Rapids, Mich. Two-door server, Kindel Furniture Co., Grand Rapids, Mich. Cocktail table, Imperial Furniture Co., South Bend, Ind. Open arm chair, John Widdicomb Co., Inc., Grand Rapids, Mich. Sofa, Ralph Morse Furniture Co., Grand Rapids, Mich. Caned back arm chairs, Brower Furniture Co., Grand Rapids, Mich. Bookcase, courtesy of Ries Furniture Co., South Bend.

**FABRICS:** Blue and white glazed drapery chintz, Arthur H. Lee & Sons, Inc., New York. Curtains, white Dacron, Robertson Fabrics, Inc., New York. Cover for cane-back arm chairs, Bolta Products Div., General Tire & Rubber Co., Lawrence, Mass. "Trade Winds Blue" leather cover for open arm chair, Blanchard Bros. & Lane, Newark, N. J. Fabric on sofa, chair and two ottomans, Boris Kroll Fabrics, Inc., New York, N. Y.

**LAMPS:** Antique French bracket lamp, courtesy of R. W. Dunfee, Interiors, South Bend, Indiana. Lamps, Abels Wasserberg & Co., Inc., New York.

**WALL COVERING:** "Knott Weave" ceiling paper, Katzenbach and Warren, Inc., New York, N. Y.

**ACCESSORIES:** Record player, courtesy of Ries Furniture Co., South Bend, Ind. Rooster weathervane, The Downtown Gallery, New York. Painting, "Teignmouth Ferry" by Helen Marshall, courtesy of Durlacher Bros., New York. Lion plaque, white stone ash trays and key, Interiors' Import Co., Inc., New York. Sake jug and brass compote, The Fan Co., New York. Shell-shaped vase and model cannon, Blarney Cottage, South Bend, Ind. Round wooden cigarette box and coffee service, America House, Ltd., New York. Cups and saucers, Bonniers, Inc., New York. Green stone cigarette box and ash tray, House of Italian Handicrafts, Inc., New York. Black and white marbelized cachepot and wall clock, Mottahedeh Creations, Ltd., New York. Brass olive oil canister, Peb's, Ltd., New York. Picture, "Fruit" by Hofer, New York Graphic Society, Greenwich, Conn. Television set, The Magnavox Co., Fort Wayne, Ind., courtesy of Ries Furniture Co., South Bend, Ind. White bowl, courtesy of Ries Fur-

niture Co. Blue glass apothecary jars, courtesy of R. W. Dunfee, Interiors, South Bend.

### Kitchen

**FURNITURE:** Wicker chairs, courtesy of Ries Furniture Co., South Bend, Ind. "Cosco" electric utility table, Hamilton Mfg. Corp., Columbus, Ind., from Ries Furniture Co.

**FABRICS:** Curtains, Bates Fabrics, Inc., New York, N. Y.

**EQUIPMENT:** Electric coffee pot, "Coffee-matic," Universal Electric Appliance Co., Inc., Landers, Frary & Clark, New Britain, Conn. Toaster, hand mixer, electric tea kettle and table clock radio, General Electric Co., Bridgeport, Conn., courtesy of Englewood Elec. Supply Co., Inc., South Bend, Ind. Black muffineer, Peb's, Ltd., New York.

**ACCESSORIES:** White bowl, courtesy of Ries Furniture Co., South Bend, Ind. Picture, "Clown" by Kutter, New York Graphic Society, Greenwich, Conn. Two "Counterpane" ceramic buckets, Glidden Pottery, Inc., Alfred, N. Y., from Richards, Morgenthau & Co., New York. Black and white teapot and cups and black and white vase, The Fan Co., New York, N. Y. Casserole and Dutch oven, DRU-Iron enameled cast-iron, Evans International, Inc., Acton, Mass.

### Terrace Outside Activity Room

**FURNITURE:** All wicker furniture and folding aluminum table, Ries Furniture Co., South Bend, Ind. Copper chaises, Saran webbing, Arvin Industries, Inc., Columbus, Ind.

**ELECTRIC ICE CREAM FREEZER:** Silex Co., Hartford, Conn.

**ACCESSORIES:** Mexican pitcher and glasses, Enchanted Cottage, South Bend, Indiana.

**PLANT MATERIALS:** Joseph L. Bauman, Landscape Architect, South Bend.

### Table Setting Shown On Our Cover

**FABRICS:** Tablecloth, Simtex Mills, New York, N. Y. Napkins, Enchanted Cottage, South Bend.

**ACCESSORIES:** Glassware, Imperial Glass Corporation, Bellaire, O. "Silver Spray" silverware, Towle Manufacturing Co., Newburyport, Mass. China, Bonniers, Inc., New York. Candles, Will & Baumer Candle Co., Inc., Syracuse, N. Y.

### Terrace Outside Living Room

**FURNITURE:** Molla, Inc., New York.

### Potting Shed

**ALL EQUIPMENT:** Courtesy of Joseph L. Bauman, Landscape Architect, South Bend, Indiana.

### Garage Shot

"Sky Hawk" sports car and "Pinehurst" station wagon, Studebaker-Packard Corp., South Bend, Ind.



## SO MUCH—FOR SO LITTLE

CONTINUED FROM PAGE 271



Ready-made drip-dry café curtains: Bartmann & Bixers' flocked tambour sheer, \$2.95 in nylon; \$3.95 in Dacron. From J. C. Penney. Eyelet pattern cotton, \$1.98.

level of everything manufactured. For manufacturers could not afford to put such fine design on the market unless they knew that millions would buy it.

These things also work well and durably. The glasses have non-chipping rims; the plastic handles of the flatware are permanently welded to their stainless steel shanks; the dinnerware is designed to withstand the scalding water and detergents of the dishwasher.

They eliminate much dreary housework: The plastic tablecloth

wipes clean with a damp cloth; the fragile-looking sheer curtaining, the figured drapery and the tufted bedspread wash well and dry without ironing.

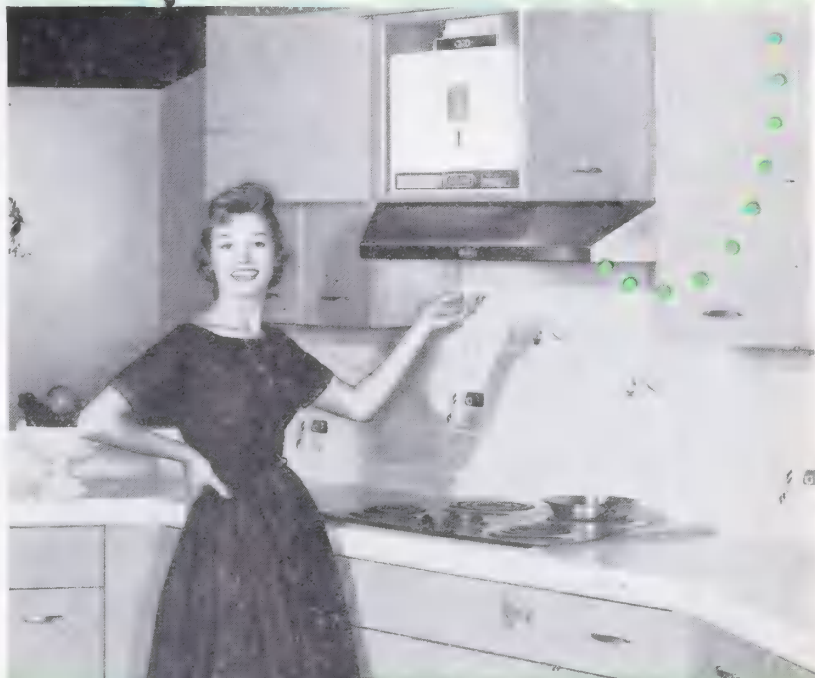
This is a great bounty of goods, in the real sense of the word, which our machinery is pouring out. The sampling shown here is only a token of millions of similarly well-made and beautiful products at low prices which stock the shelves and counters of department stores, specialty shops, "dime stores" and

*(Please turn the page)*



At \$1.40 a yard, sheer dotted Swiss by Travis would look like extravagant frou-frou, made up into curtains or ruffling, but it's tough, needs no ironing.

*There it goes!*



## *Trade-Wind* VENTILATORS

Cooking heat, grease and odors  
have been whisked away with  
the quiet, efficient Trade-Wind Ventilator.  
Keeps the kitchen and entire house  
free from heat and odors.  
Trade-Wind is the only *complete*  
kitchen ventilating system.

*Mail the coupon today for full color brochure*

### **TRADE-WIND MOTORFANS, INC.**

7755 Paramount Blvd., Dept. HB, Rivera, Calif.

*Please send me complete information on all Trade-Wind Ventilator Models.*

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## there is a difference in HIGH-FIDELITY Equipment!

Electro-Voice superiority in high-fidelity equipment is beautifully and brilliantly expressed in this CENTURION. 4-way reproducer . . . gives wide-range response from below 35 cps to beyond audibility . . .

Hear it! See it!

It's

**ElectroVoice®**

music in vivid, lifelike fidelity. Three drivers (one coaxial) divide the audio spectrum into four sections with smooth transition from one to the other, assure clean, distortion-free reproduction. Level controls adjust "presence" and "brilliance" to balance room acoustics.

Send 25c for quick facts on true high-fidelity speaker systems. Specify Catalog No. 117-HB611.

Electro-Voice, world's largest manufacturer of high-fidelity products, offers you the world's most complete line, available everywhere.

THE SENIOR CENTURION IV ENCLOSURE, 42" x 29" x 22 1/2". Includes Model 105 deluxe 4-way system. Mahogany, Net \$195; Blonde (Lined Oak), Net \$405. Walnut, Net \$413.80.

THE CENTURION IV ENCLOSURE Includes Model 117 4-way System. Mahogany, Net \$325; Blonde (Lined Oak), Net \$335; Walnut, Net \$343.80.

CENTURION ENCLOSURE "DO-IT-YOURSELF" KIT. Model KD6. Net \$87.00.

MODEL 105 DELUXE 4-WAY COMPONENT PACKAGE. Driver Components only for 4-way system. 15WK 15-component Package, Net \$145.

MODEL A20CL 20-WATT "CIRCLOTRON" AMPLIFIER. Incorporates preamp, music control center. Net \$124.50.

ULTRA-LINEAR CERAMIC PHONO CARTRIDGE with diamond stylus. Model 84D Net \$23.10.

\*Slightly higher in the West.

**ElectroVoice**

ELECTRO-VOICE, INC.  
BUCHANAN, MICHIGAN

CANADA: E-V of Canada Ltd., 1908 Avenue Road, Toronto, Ontario  
EXPORT: 13 East 40th Street, New York 16, U. S. A.

ENJOY THE DIFFERENCE SOON!

### ELECTRO-VOICE HIGH FIDELITY EQUIPMENT IS AVAILABLE AT:

#### ALABAMA

TUSCALOOSA: Scott Recording Laboratory, Municipal Airport

#### ARKANSAS

LITTLE ROCK: Moses Melody Shop, 311 Main

#### CALIFORNIA

HOLLYWOOD: Hollywood Electronics, 7450 Melrose  
Western States Electronics, 1509 N. Western  
Newark Electric Co., 4736 W. Century  
LOS ANGELES: Crenshaw Hi-Fi Center, 107 Santa Barbara Plaza  
Henry Radio, 11240 W. Olympic  
Midway Electronic Supply, 2817 Crenshaw  
OAKLAND: Coast Electronics, 4156 Broadway  
PASADENA: High-Fidelity House, 536 S. Fair Oaks  
SAN FRANCISCO: San Francisco Radio Supply, 1284 Market

#### COLORADO

COLORADO SPRINGS: Deits Bros., 119 E. Pikes Peak  
DENVER: Allegro Music Shop Inc., 262 Fillmore  
The Chas. E. Wells Music Co., 1629 California

#### CONNECTICUT

NEW HAVEN: David Dean Smith, 262 Elm Radio Shack, 230 Crown

#### DELAWARE

WILMINGTON: Radio Electric Service, 3rd & Talmall  
Wilmington Electric Specialty, 403 Delaware

#### DISTRICT OF COLUMBIA

WASHINGTON: Electronic Wholesalers, 2345 Sherman N.W.

#### FLORIDA

GAINESVILLE: Goddard-Gainesville, Inc., 1031 Main  
MELBOURNE: McHose Electronics, 640 New Haven  
MIAMI: Flagler Radio, 1068 Flagler  
High Fidelity Associates, 3888 Biscayne  
ORLANDO: Goddard-Orlando, 631 W. Central  
TAMPA: Goddard-Tampa, 601 S. Morgan  
WEST PALM BEACH: Goddard Distributors, 1309 N. Dixie  
The House of High Fidelity, 205 Datura

#### ILLINOIS

BROADVIEW: Hi-Fi Unlimited, 1305 Roosevelt  
CHICAGO: Allied Radio, 100 Western Electronics Expeditors, 2905 Devon  
Newark Electric Co., 223 W. Madison  
Schwarz Bros. Hi-Fi Studios, 1215 E. 63rd  
Voice & Vision, 927 N. Rush

#### LOUISIANA

BATON ROUGE: Louisiana Radio & TV Distributors, 1645 Plank

#### MAINE

PORTLAND: Canfield Flexitone, 57 Portland

#### MARYLAND

SALISBURY: Radio Electric Service Co. of Delaware

#### MASSACHUSETTS

BOSTON: Cramer Electronics, 811 Boylston  
De Mambro Radio, 1095 Commonwealth  
Lafayette Radio, 110 Federal  
Radio Shack, 167 Washington  
Yankee Electronics, 257 Huntington  
CAMBRIDGE: Hi-Fi Labs, 1077 Massachusetts  
FRAMINGHAM: Hi-Fi Studios, 277 Worcester  
HOLYOKE: Tel-O-Wire Sound, 37 Railroad  
LAWRENCE: Young and Young of Lawrence, Inc., 198 Broadway  
SPRINGFIELD: Soundco Electronics, 147 Dwight  
WORCESTER: Fred G. Walters Co. Inc., 1308 Gratton

#### MICHIGAN

BATTLE CREEK: Electronic Supply Corp., 34 Hamilton  
BIRMINGHAM: McCallum & Dean, 409-411 East Maple  
DETROIT: Audio House Inc., 19771 Conant  
Hi-Fi Studios, 8300 Fenkell  
K.L.A. Laboratories, 7375 Woodward  
Pecar Electronics, 10729 Morang  
Sihler's Radio Shop Inc., 15822 Grand River  
LANSING: Tape Recording Industries, 3335 E. Michigan  
SAGINAW: Audio Communications, 1511 James

#### MINNESOTA

MINNEAPOLIS: Audio King Co., 1827 E. Lake  
Hi-Fi Sound, 69 South 12th

#### NEW JERSEY

MOUNTAINSIDE: Federated Purchaser Inc., 1021 Highway 22  
NEWARK: Federated Purchaser, Inc. 114 Hudson  
Hudson Radio & TV, 35 Williams  
Radio Wire T.V., 24 Central  
PLAINFIELD: Radio Wire T.V., 139 W. 2nd

#### NEW MEXICO

ALBUQUERQUE: Hi-Fi Equipment, 816 San Mateo S.E.

#### NEW YORK

ALBANY: Hi-Fidelity Center, 324 Central  
BROOKLYN: Benray Electronics, 485 Coney Island  
JAMESTOWN: Warren Radio, 31 Forest  
NEW YORK: Federated Purchaser, 66 Day  
Harvey Radio, 103 W. 43rd  
Hudson Radio & TV, 48 W. 48th  
Hudson Radio & TV, 212 Fulton N.  
Leonard Radio, 69 Cortlandt  
Radio Wire TV Inc., 100 6th

Sun Radio & Electronics, 650 6th  
Terminal Radio, 85 Cortlandt  
UTICA: Electronics Labs & Supply, 1415 Oriskany W.

#### OHIO

CANTON: George F. Ebel, 3017 Cleveland, N.W.  
CLEVELAND: Audio Craft, 2915 Prospect  
Progress Radio Supply, 413-415 Huron  
COLUMBUS: Shaffer Music, 849 N. High  
DAYTON: Custom Electronics, 1000 S. Main  
Stotts-Friedman, 135 E. Second  
TOLEDO: Jamesons' High Fidelity, 840 W. Central

#### OREGON

PORTLAND: L. D. Heater, 1001 S.W. Morrison

#### PENNSYLVANIA

ALLENTOWN: Federated Purchaser, 1115 Hamilton  
Radio Electric Service, 1042 Hamilton St.  
CHESTER: A. C. Radio Supply  
EASTON: Radio Electric Service, 916 Northampton  
ERIE: Warren Radio, 1315 Peach St.  
LANCASTER: George D. Barbey, 622 Columbia

LEBENON: George D. Barbey, 821 Kenton

MEADVILLE: Warren Radio, 1057 S. Main

PHILADELPHIA: Almo Radio, 509 Arch

A. C. Radio Supply, 1539 W. Passyunk

Radio Electric Service, 709 Arch

Radio Electric Service, 3412 Germantown Ave.

Radio Electric Service, 5930 Market St.

POTTSTOWN: George D. Barbey, 205 N. York

READING: George D. Barbey, 2nd & Penn

WYNNEWOOD: Shryock Hi-Fidelity Radio & TV, Bonwit-Teller Bldg.

YORK: Radio Electric Service of Delaware

#### RHODE ISLAND

PROVIDENCE: Audionics Company, 790 North Main

#### TEXAS

BEAUMONT: Thompson Audio Center, 1090 Alma at Park

DALLAS: Crabtree's Wholesale Radio, 2608 Ross

HOUSTON: Wrye Co., Ltd., 2410 W. Alabama

SAN ANTONIO: High Fidelity House, Vandergriff Audio Co., 4160 San Pedro

#### WASHINGTON

SPOKANE: House of High Fidelity, 20th Century Sales Inc., 1021 W. First Ave.

#### CANADA

ONTARIO: OTTAWA: Canadian Electrical Supply, 636 Somerset W.

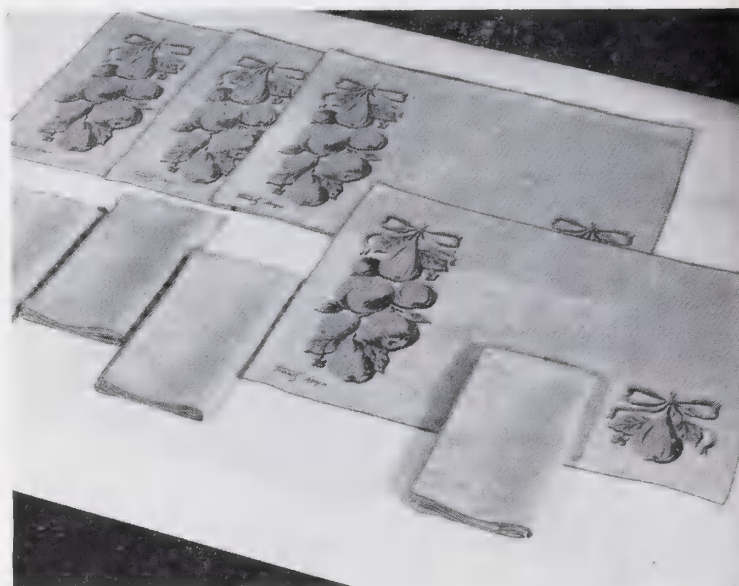
TORONTO: Canadian Electrical Supply, 522 Yonge St.

QUEBEC, MONTREAL: Canadian Electrical Supply, 275 Craig St. W.

Excel Distributing, 690 St. James St. W.

## SO MUCH—FOR SO LITTLE

CONTINUED FROM PRECEDING PAGE



Four linen place mats with a hand-screened fruit print come with four napkins—a striking example of mass production individualized by handwork. Great value for \$5.95, Lord & Taylor.

supermarkets, not just in a few big towns, but everywhere.

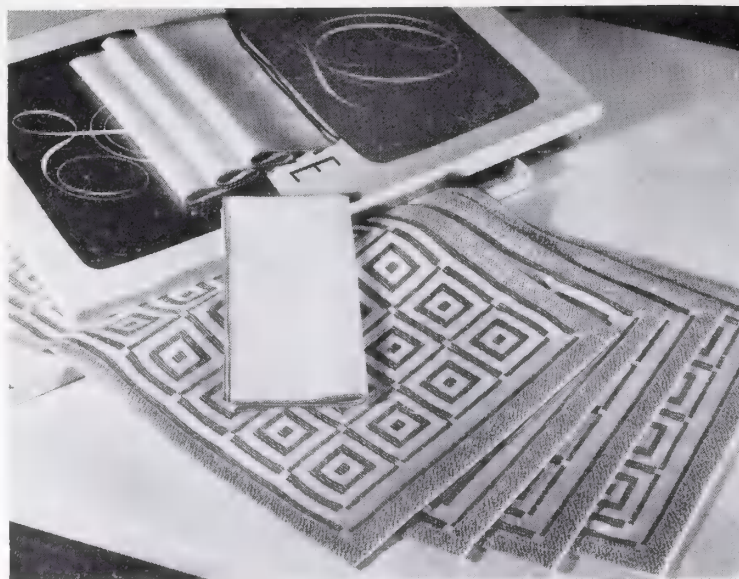
The same low-priced glassware, the same ready-made curtains are being used in the homes of white-collar workers and denim-clad laborers as well as the well-to-do, just as these homes of varying incomes own the same brands of refrigerators. In other words, they are good, they are plentiful and they are cheap.

There is a myth current among those who don't really know: that mass-machine-production means uniformity and, therefore, practically no variety. Nothing could be further from the truth.

The tumblers on page 271 are

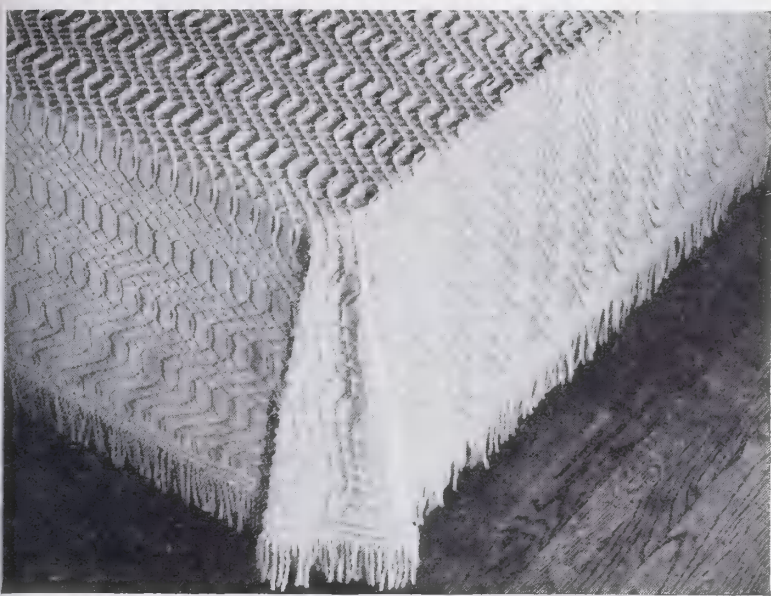
but one choice in literally hundreds—almost all well designed, almost all good values. The textile world has thousands and thousands of samples for the homemaker to compare, make color schemes with, do anything she wishes. All the pages of this magazine for a year might not be sufficient to show a fraction of all the possibilities in furniture, even if limited to chairs alone.

The nature of our industrial production is such that national prosperity depends on satisfying an infinite variety of consumer demands, because small as they are in any particular region, they add up to a considerable potential in



Patterned in squares of silky, lacy drawnwork, this set of four place mats and napkins is stylish and easily washed—a bargain at \$6.95. Made by Quaker Lace Company.





A big buy in beauty and easy housekeeping: a tufted cotton bedspread by Cabin Crafts. All-over pattern won't show wrinkles, needs no ironing. Single or double size, \$9.95.

our national market of close to 170,000,000. Besides industries that cater to millions, such as the automobile concerns, there are others responding to the thousands and the hundreds, such as the handmade, one-of-a-kind ceramic, weaving, and similar kinds of smaller operations. Somewhere in the great panoply of production is something for everybody's taste and need.

Let any of those who believe that mass-machine-production means less and less variety compare shops in New York with those in London, Paris or New Delhi. The evidence is overwhelming, dizzying.

But even more wonderful, in all this quantity there is an increasing quality. Not because there are self-sacrificing manufacturers who are idealistically interested in elevating public taste. But because the public is demanding better and better merchandise.

If the quality of mass-produced objects is steadily improving, it is because there is a market for them. Why? Because in a society based on mass production, it is the people themselves who decide what the machines will produce. They exercise the real critical power of a free economic society: that of buying or not buying. And this power has more than academic meaning when the market offers a vast variety of good, bad and indifferent products from which they are free to choose.

Manufacturers are keenly aware of this. Their economic existence depends upon their producing bet-

ter goods for more people at lower prices, so they'll not lose the sales to some competitor. So they are constantly working to improve the materials, processes and machinery that produce their goods. A great chemical company supports an enormous laboratory as large as a little town where chemists and physicists concentrate solely on research in pure science for the purpose of turning up discoveries which may eventually create new fibers, new resins, new finishes or new dyestuffs or methods of improving the products already on the market.

There is hardly a manufacturer of any size who does not support his own testing laboratories. The great stores and the huge mail-order houses (which are the manufacturer's link to the individual customer) similarly test, investigate, choose and discard from the stream of manufactured goods that are made for consumer use.

There has never been greater concentration on design. The manufacturer must, these days, keep constantly in touch with the steadily rising taste of masses of consumers, while he constantly studies the technological problems involved in getting his product made at a price millions can afford.

All of this is accomplished in a highly competitive market, in a sort of race to get to the consumer first, with the most acceptable.

But it is accomplished all the time. For never have so many had so much, for so little money!

for  
an  
imaginative  
gift  
dial  
"D"  
for  
**Detecto!**



#### bathroom scale

Looking for a thoughtful and useful gift? A handsome, practical Detecto Bathroom Scale is just right. And this beautiful, trim Detecto will never get the wrong number—because accuracy is sealed right into the mechanism. What's more, you can see even the slightest weight variations on the famous Magnif-Eye Dial. Insist on Detecto, the scale that's precision-engineered right down to the tiniest gear. Lifetime Service Guarantee. Available in white, black, pink, green, blue, maize, gray and turquoise. At better stores everywhere.

**\$7.95** Slightly higher west of Mississippi and Canada.

**FREE!** Invaluable guide to your ideal figure. Send for your Detecto Charm Book now...this free offer expires Dec. 31, 1956. Write Dept. F

Detecto Scales, Inc., 540 Park Avenue, Brooklyn 5, N. Y. • Since 1900



## THE PEOPLE'S CAPITALISM

CONTINUED FROM PAGE 226

## Less "GUEST WORK"



**MASSLINN®**  
non-woven  
**CLOTH**

Luxurious as linen!  
Disposable, too—  
or useful as dust cloths, later.

See the new Masslinn  
Initial Line—now napkins and  
towels decorated with your  
own golden initial.

*At Better Stores Everywhere*

TOWELS  
NAPKINS  
TABLECLOTHS

If the business is not done this way, it has to be done some other way. It is a safe guess—this being earth and we being human—that none of the ways will be perfect. In this fair spirit, let us, then, turn our back on caricature and suspicion, and let us look at capitalism as (1) a method of creating goods, as (2) a method of distributing them, as (3) a climate of opinion for enjoying what we make and get.

**1. Production.** As a method of getting foods grown and goods produced, capitalism finds its genius in individual savings turned to corporate use, and it achieves its easiest justification in the superior quantity of goods that get produced. We speak of it as "large-scale" production, which it is. But it is so because it encourages private effort, it stimulates individual savings, and it rewards in investment with interest or dividends. By pooling our personal savings, we make "capital" available for doing things in a big way: inventing machinery, erecting factories, constructing warehouses, promoting railroads and highways, and, in a thousand ways, turning individual

energies to public account as well as to further private profit.

President Eisenhower (then General Eisenhower) quotes Marshal Zhukov as saying about our system—though he made it as a charge—"that we induced a man to do things by telling him he might keep what he earned, might say what he pleased, and in every direction allowed him to be largely an undisciplined, unoriented entity within a great national complex." It is so, much as the Marshal says.

This is only one of the ways of handling production. Another way is much simpler: a productive system, for example, where one does everything, or most things, by hand. Such machinery as there is among many backward peoples is made by hand and is operated by hand, with hardly more product than two hands can wrest for hungry mouth from reluctant soil. If mouths come too fast, as they often do, the hands cannot keep up with hunger; and famine or war takes off the surplus of bodies which the productive system could not sustain.

Those are only two ways, but  
(Please turn to page 314)



**Pickard CHINA**

**GOLDEN MAGIC**  
Spray motif of berries and leaves in gold, enriched and highlighted by delicate black tracings. Traditional ivory rim shape, banded with gold. Five piece place setting—\$18.50

**AVENA**  
Flowing grain in charcoal gray accented with platinum on ivory coupe shape. Platinum also band. Five piece place setting—\$16.75

**TIMELY and Timeless**  
The timeless beauty of lovely Pickard China makes the design of your choice as perfectly in tune with today, as it will be with all the tomorrows. Created by the makers of the famous Pickard Gold China, Pickard is truly America's Most Exquisite Dinnerware. So supreme is its hand-crafted quality and design, it will give your table forever the aura of truly gracious good taste.

See PICKARD CHINA at these great stores... or write for name of nearest store and pictures of other exclusive patterns. **PICKARD, INC., Antioch, Ill.**

Chicago, Ill. . . . . Carson Pirie Scott & Co.	Los Angeles, Calif. . . . . Barker Brothers	Providence, R. I. . . . . Tilden-Thurber
Cleveland, Ohio . . . . . The Higbee Co.	Memphis, Tenn. . . . . Geo. T. Brodnax, Inc.	San Francisco, Calif. . . . . Gump's
Denver, Colo. . . . . The Denver Dry Goods Co.	Milwaukee, Wis. . . . . Geo. Watts & Son	Tampa, Fla. . . . . Adams-Magnon
Houston, Texas . . . . . L. Lechenger, Jeweler, Inc.	Philadelphia, Pa. . . . . Bailey, Banks & Biddle Co.	Wilmington, Del. . . . . Grace Lloyd Collins



# SO GOOD—FOR SO MANY

CONTINUED FROM PAGE 270

In that photo on page 270, you might note these elements which characterize the furnishings as being of good, contemporary design:

First, they have a cleanness of line. The busy, vulgar ornament of yesterday's popular furniture has given way to cleanness, directness and simplicity. (An example of the type of sofa mass-produced in the 1910's is shown in contrast with one of today on page 301. There is also an analysis of the improved construction of today's sofa.)

Second, they are not all looks and no performance. They are made of extremely durable and easily cleaned materials: Curtains are of sturdy but handsome glass-fiber, virtually foolproof and permanent; sofas and chairs are covered with leather-like vinyl plastic (thus the pure white sofa can be wiped pure and white by a damp cloth); the flooring is of vinyl tile and equally washable; and the tops of the cocktail table and the four servers (or stools) at both ends are of highly resistant plastic laminate that can also be wiped clean with a damp cloth (table and four stools sell for \$120).

Returning to the white sofa, there is a very interesting and significant story to be told about it, one that in itself might prove the case for the rapid rise in the level of public taste:

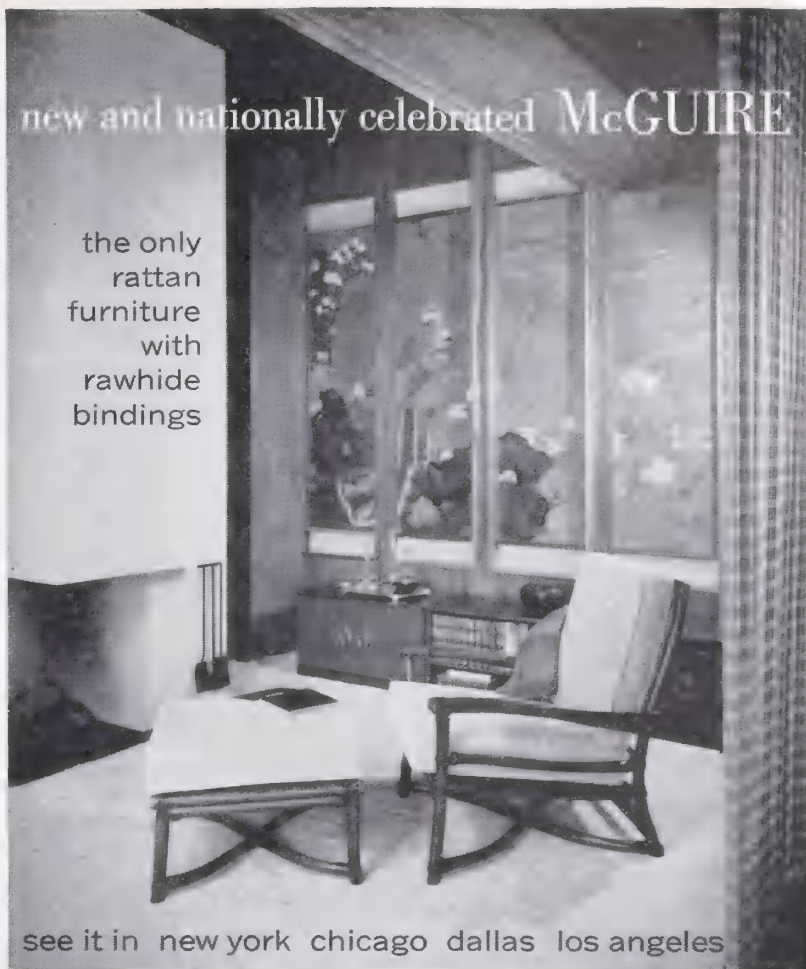
The sofa with which it is contrasted and the type of furniture which it represents not so long ago accounted for approximately 90 per cent of the sales of most mass-producers of furniture. Only 10 per cent was of what might be called good design. Today, it is just the opposite: 90 per cent of the furniture sold is typified by the new white sofa and only 10 per cent is the soap-coupon type.

Here the experience of the Kroehler Company, manufacturers of both sofas, is revealing, for they will do a yearly volume of \$80 million. The new sofa is one of their best-selling items (retails at about \$160 as shown or in nylon). Since it was made available, only a few months ago, it has sold to the tune of roughly \$500,000.

Now, compare the room on page 270 in your mind's eye with any décor of several decades ago in (Please turn the page)

new and nationally celebrated **McGUIRE**

the only  
rattan  
furniture  
with  
rawhide  
bindings



see it in new york chicago dallas los angeles

SEND 10c FOR ILLUSTRATED BROCHURE TO DEPT. B

**THE McGUIRE COMPANY**  
HOTELING PLACE AT JACKSON SQUARE SAN FRANCISCO 11



## the city

The newest wall mural from the *James Seeman* studios

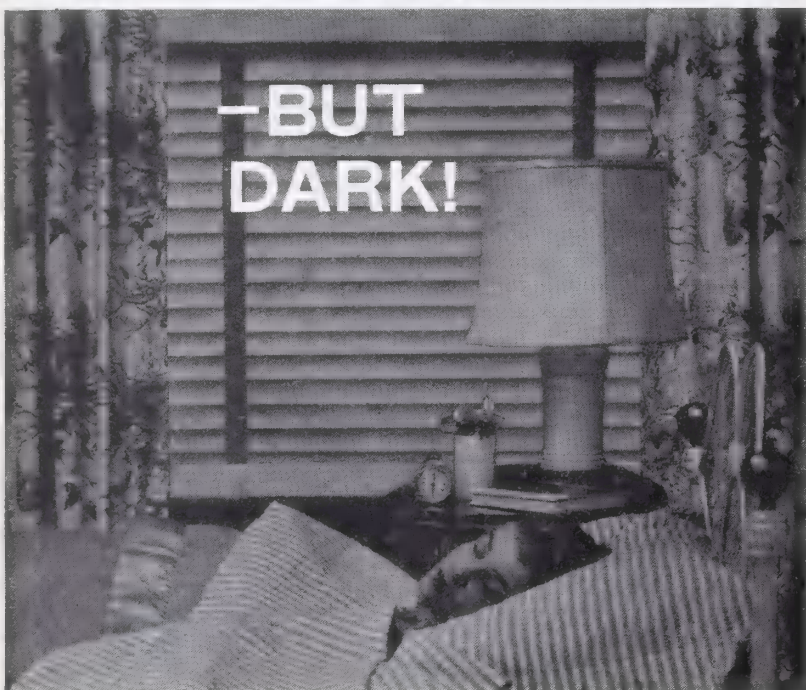
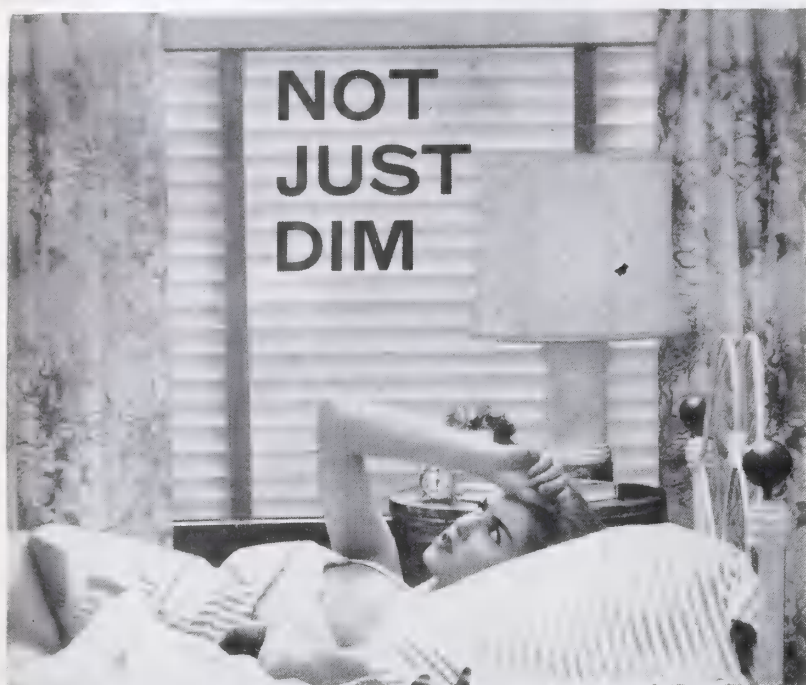
The complete mural covering 11' 8" of wallspace; \$72.00

For full color 60 page Idea Book illustrating the complete line of murals, plus valuable decorative suggestions, send fifty cents to:

*James Seeman* STUDIOS Dept. H 116  
134-12 Atlantic Ave. • Richmond Hill 19, New York



## Now! A blind to make your room



### New *Flexalum* TWI-NIGHTER® keeps out 6 times more daylight\*

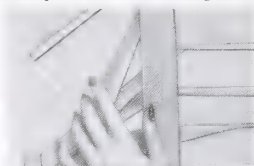
Only the new Flexalum Twi-Nighter gives you such complete light control, privacy, ventilation—and at no extra cost! New Flexalum design keeps out 6 times more daylight than conventional blinds—turns day into

night with the flick of a cord. Lets you sleep later in the morning. Helps along baby's nap. And no one can see in, from any angle. All the other famous Flexalum features, too!

*\*Independent laboratory test*



**WIPE-CLEAN PLASTIC TAPES.** A damp cloth is all you need to wipe them clean. Even sticky jam vanishes right off the non-porous surface. These Flexalum tapes won't fade, fray, shrink or stretch.



**SNAP-BACK ALUMINUM SLATS.** Bend them—abuse them. Flexalum aluminum slats are spring-tempered to snap back ruler-straight every time. Mar-resistant finish won't rust, chip or peel.



*Flexalum*

FLEXALUM DRAW DRAPERIES

FLEXALUM ALUMINUM AWNINGS

FLEXALUM VENETIAN BLINDS

FLEXALUM AUDIO-VISUAL BLINDS

**FREE DECORATING BOOK**, in full color . . . by well-known decorator Marvin Culbreth. For your copy, write to Hunter Douglas Aluminum Corp., Dept. A-5, The Chrysler Building, 405 Lexington Ave., New York 17, N.Y. (In Canada: Hunter Douglas Ltd., Dept. AC-5, 9500 St. Lawrence Blvd., Montreal, Quebec.)

## SO GOOD—FOR SO MANY

CONTINUED FROM PRECEDING PAGE

most of the houses of that period and you'll probably come to the same conclusion as professional designers and critics: Taste has improved; by and large people are discarding what is not good for what is. In other words, eventually, democracy is highbrow. Give people enough time; show them the best, make it available to them at prices they can afford and eventually they will recognize it and choose it for themselves.

We at HOUSE BEAUTIFUL are constantly impressed by the rising level of popular taste. For six years we have been asking the leading manufacturers of home furnishings—fabrics, wallpaper, carpeting, as well as paint—to show us the top three best-sellers for each year.

We have collected actual samples of these top winners in a special room, where they are hung on the walls, grouped by year, by industry, by company, by product type. They represent more than three billion dollars worth of sales.

They are eloquent proof of a fact that is becoming more and more recognized by responsible manufacturers in America: public taste is much better than its critics say it is, and it is improving all the time. There is not a single bad design among these best-sellers and the majority of them are outstanding.

Never have so many wanted so much and of such good quality.

And never has industry supplied so much of it.

For foreigners or for those who are too young to have witnessed for themselves this rise in the level of public taste, a comparison of the Sears Roebuck or Montgomery Ward catalogs of today and 25 years ago would be immensely informative. They should look at pictures of the clocks, toasters, chairs, stoves, sewing machines, plumbing fixtures, and what not, offered, say, in 1925 and those offered today.

Here is proof in terms of mass-produced and mass-desired merchandise of the rise in public taste, which we have been describing.

Commenting on this phenomenon, industrial designer Henry Dreyfuss has written:

"Given an opportunity to have fine things, people generally choose them. As a result, the American home and office have become standards of good taste throughout the world. . . .

"As more products of American design find their way into the

shops and homes of Europe, or are imitated by European manufacturers, the same metamorphosis will occur there as has taken place here [a great rise in public taste]. At last we are repaying the debt of culture to the Old World with well-designed, mass-produced goods.

"Someday, the housewives of the world may join American women in keeping house with less physical effort, surrounded by objects that will sharpen their over-all taste."

In conclusion, Mr. Dreyfuss says:

"I believe that man achieves his tallest measure of serenity when surrounded by beauty. We find our most serene moments in great cathedrals, in the presence of fine pictures and sculpture, on a university campus, or listening to magnificent music.

"Industry, technology, and mass production have made it possible for the average man to surround himself with this serenity in his home and in his place of work. Perhaps it is this serenity which we need most in the world today."

It is comforting and encouraging for all those who have faith in the democratic process to know that it works as effectively in the market place as it does in congress.

In the long run, people can be trusted to lift themselves higher and higher, if the way is open—and kept open—to them. And in doing it, they will be creating a contemporary culture with a liveliness and vitality far beyond the frozen forms and patterns of more traditional and conventional societies, where the people are not so trusted or widely encouraged.

\* \* \* \* \*

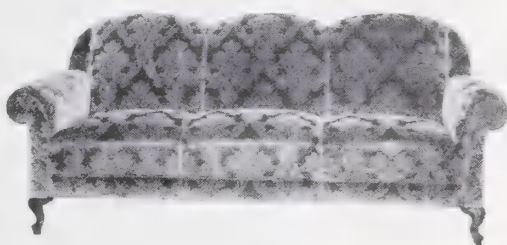
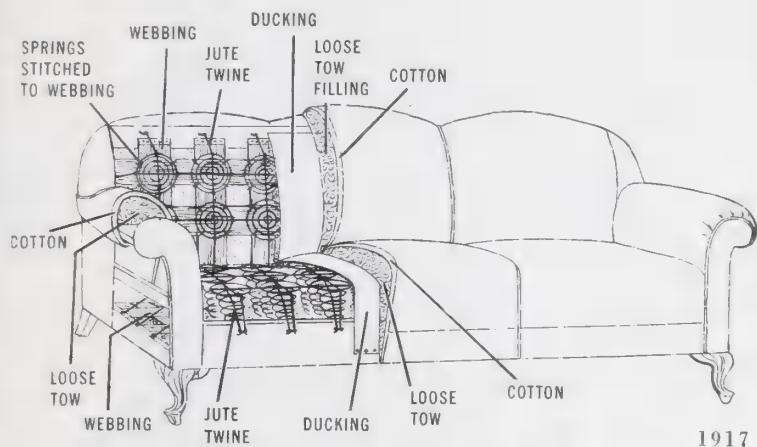
Following is a list of items shown in the room on page 270:

**FURNITURE:** Arm-chairs and sofa by Kroehler Manufacturing Co., Naperville, Ill. "Boltaflex" vinyl plastic upholstery, Bolta Products, Div. of The General Tire & Rubber Company, Lawrence, Mass. Cocktail table and four stools all with St. Regis Panelyte tops, American Furniture Co., Martinsville, Va.

**CURTAINS:** Curtains made of "Velglas," by Thortel Fireproof Fabrics, Inc., New York, from Fiberglass Fabric Shop, New York.

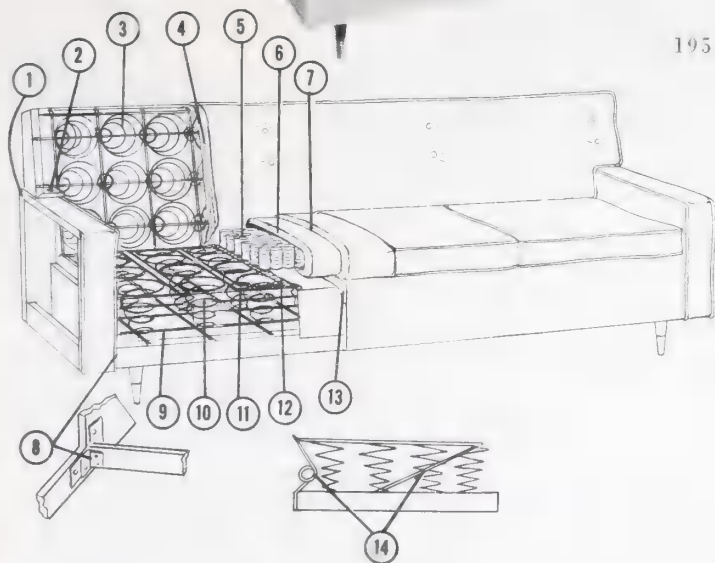
**FLOOR COVERING:** "Boltaflex" vinyl tile, Bolta Products, Div. of The General Tire & Rubber Company, Lawrence, Mass.



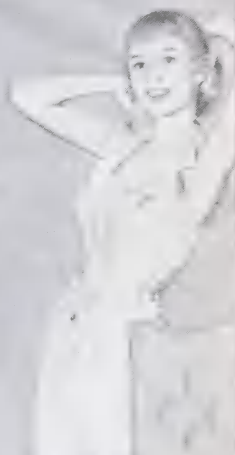


Compare sofa made in 1917 with one below made today by same Kroehler Company. Note improved quality of design. Note also that for equivalent price, today's sofa offers more material value

too. 1917 sofa had webbing which sagged, jute which broke, loose cotton which matted, and no separate cushions (you sat directly on the seat's base springs). 1956 sofa, as cut-away sketch shows, has: 1. Better wood and joining. 2. Back bolted to arm and screwed to uprights. 3. Back springs of 30 single-coned premier wire, fastened and stabilized to prevent sagging. 4. Covering of burlap and 4 heavy layers of felted cotton. 5. Separate cushions of 63 individually muslin-pocketed units, double-coned premier steel springs. 6. Cotton felt. 7. 100% latex foam rubber. 8. Steel tie-plates joining front rail and stumps. 9. Crossed crimps supporting and locking seat springs. 10. 40 single-coned-wire-balanced under-construction. 11. Premier edgewire attached to springs with metal clips. 12. Rubberized sisal insulator. 13. Seat roll of rubberized sisal, fiberboard and upholstery, machine-wired-stitched and anchored to pre-formed edge. 14. Stabilizers adding tension to front corners and preventing floating and shifting of springs, as in 1917 sofa.



*Over 100 Years  
of Supreme  
Sleep Comfort...*



# OSTERMOOR

AMERICA'S QUALITY MATTRESS SINCE 1853

For over a hundred years Ostermoor has brought the precious gift of better sleep to thousands, to tens and hundreds of thousands—and today's greatest Ostermoor is in this fine tradition. You've never known sleep so relaxing—comfort so complete. Never—until you lie down on an Ostermoor!

LOOK FOR THIS  
SEAL OF QUALITY



**Built—not stuffed!** And what a difference it does make! Ostermoor's exclusive way of building a mattress and box spring assures you years of sleeptime comfort.

**OSTERMOOR & CO., INC.**

348 George Street,  
Bridgeport 4, Connecticut  
2329 Calumet Avenue,  
Chicago 16, Illinois

*It costs no more  
for an OSTERMOOR*



Cadillac Quik-Vac  
makes fast work of  
cleaning jobs . . . from  
floor to ceiling.

Like  
having a  
maid  
in your  
home!

It's a smart home-  
maker who employs  
this willing electri-  
cal servant to keep  
her home spotless.  
Cadillac's amazing  
dirt-getting ability,  
attractive appear-  
ance, and moderate  
price make it a "best  
buy" in cleaners.

Swivel  
"floating brush"  
rug nozzle . . . adjusts  
automatically to any thick-  
ness of rug nap; agitates  
dirt for fast, thorough  
pickup.

Model 888  
Complete set  
of attachments  
included.

# Cadillac®

QUIK-VAC

is the only canister-type cleaner with a  
**2-SPEED MOTOR**

Operated at HIGH speed, Quik-Vac gives you  
powerful *supersuction* for removing deep-down,  
tracked in dirt from rugs and carpets; LOW  
speed gives you *modified suction* for vacuuming  
scatter rugs, draperies, lamp shades and deli-  
cate fabrics.

McCall's says:  
"We used it and  
we like it!"

USE-TESTED  
by McCall's

Look for  
this tag on  
Cadillac  
Quik-Vac

Visit your Cadillac dealer soon. See how  
Cadillac takes the drudgery out of housework.

Vacuum Cleaner Division  
**CLEMENTS MFG. CO.**  
6654 S. Narragansett Ave., Chicago 38, Ill.

Several territories  
for distributors  
are open.  
Inquiries  
invited.

Cadillac . . . the quality name in cleaning equipment since 1910

## THE FREEDOM TO BE ENTERPRISING

CONTINUED FROM PAGE 253

in San Francisco to do some that would be closer to their ideas of the logical use that should be made of rattan. They retained Leonard Linden and Eleanor Forbes for this, and had their new designs made in the Philippines. The new things caught on like wildfire and they had a runaway success to manage. They had to learn a tremendous number of things mighty fast. They had no friends or relatives in the furniture business, so there was no help from outside.

Here the elastic American business system showed itself for what it really is. They had to have credit to import and buy fabrics and cushions. They had only their limited capital and their youthful enthusiasm. But the open-credit system of American business, which is based on confidence in people, in our economy and our political stability, is set up for aiding enterprising persons like the McGuires.

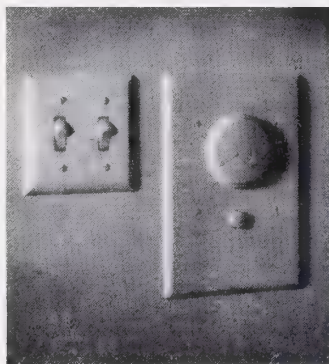
The working of the system took tangible form, this time, through the Simon Mattress Company (a Serta Associate) which sold them as few as six cushions at a time, at rock-bottom prices. Then, when

they turned to other resources, they could offer the name of Simon to show they had a good credit standing. So Simon was an open sesame for them. He gave them credit and was a credit reference too. It was an entering wedge for all. Soon they had a small credit rating with the Foreign Department of the Wells Fargo Bank, where their youth and enterprise counted. Thus they could get furniture and rattan sent from the Philippines without paying in advance and thereby tying up their small capital.

In this way the McGuires were the beneficiaries of the American credit system, which literally creates money and gives even a small business the chance to grow, to prove its potentials. It is a practice now universally accepted as sound and secure. It is nothing less than the expression of business confidence in the future of America—and as yet no one has bet on the future of America and lost.

Their whole experience as a young, beginning firm has made them equally generous with other new people in business. They let (Please turn to page 304)

ALL PHOTOS BY MAYNARD PARKER



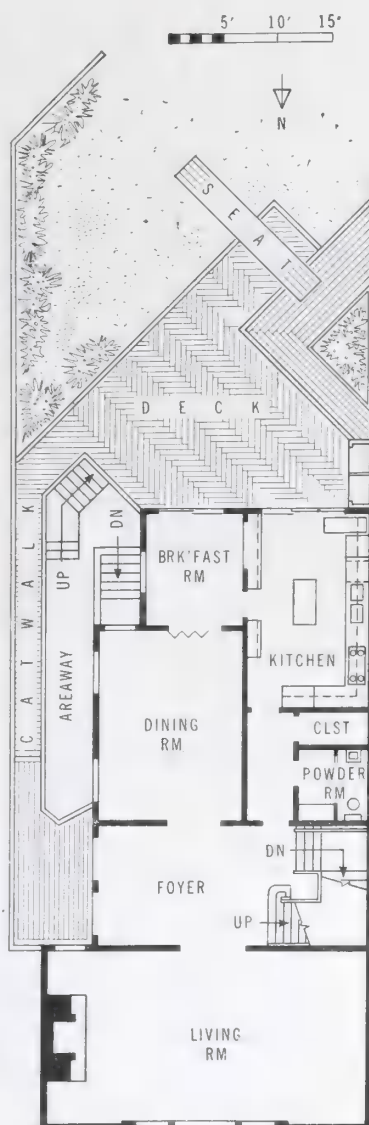
The McGuire dining room is, of necessity, a passage between front and back of house, so furniture was placed with this in mind. A pair of old Japanese screens over buffet are dramatically lighted by Klieg lights set into ceiling, which may be controlled by Luxtrol dimmers. Dining table is lighted the same way. Bulky radiators were removed and replaced with Trane baseboard heating, helping to make arrangement possibilities for furniture in many ways.







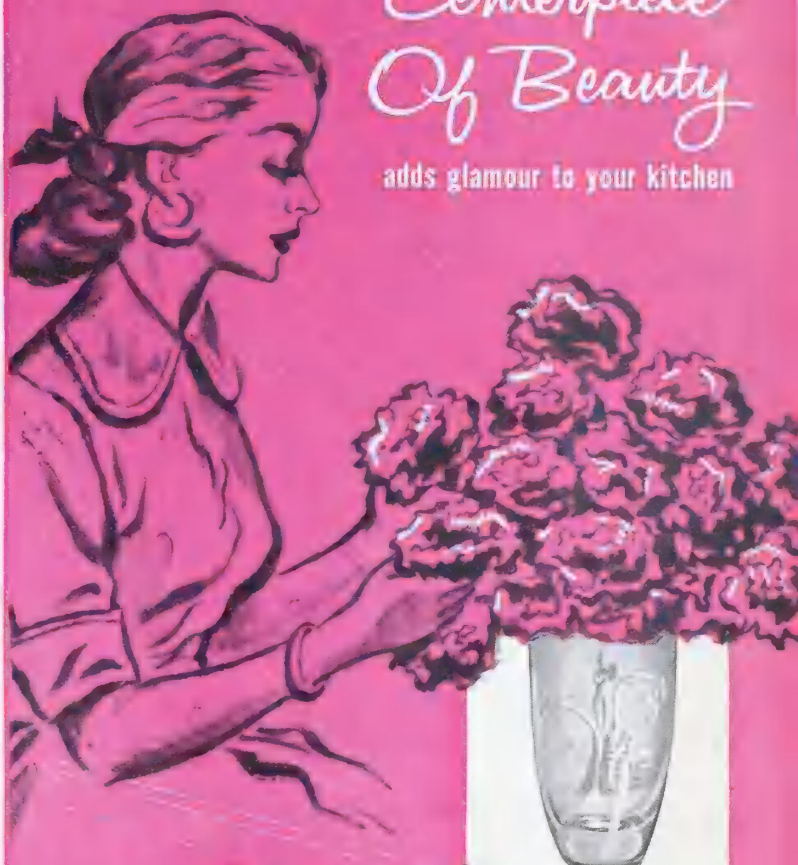
Major structural change in McGuire remodeling was the lining up of the doorways between rooms on the main floor. Some doorways were also heightened to add to the effectiveness of this new visual axis. View above is taken from the living room, looking clear through house to the garden deck. Glass doors were replaced with teak.



The McGuire house is a city house with a "railroad plan," causing the center rooms to serve as passages to other rooms. Lining up all the doors between these rooms on a central axis helped make a virtue of this necessity. Narrow areaway existed between their house and next property line. This was enclosed with a high fence to give privacy, and a catwalk was built at level of main floor to permit walking from front hall back to the garden deck without going through the other rooms. (The complete garden story will be published in *HOUSE BEAUTIFUL* during 1957.)

## Centerpiece Of Beauty

adds glamour to your kitchen



## STAINLESS STEEL SINKS

All eyes turn immediately to the lustrous beauty of your ELKAY Lustrertone Sink... you are deemed a hostess of charm as well as a practical homemaker. The bright cleanliness of this stainless steel sink tells all that your home is spic and span... lets you enjoy the luxury of living without tiresome scrubbing and bleaching. You can have all the benefits of a Lustrertone sink for no more than the cost of an ordinary sink. And, because it's guaranteed for life, you have lifetime loveliness that softly reflects any change in kitchen color combinations. Write for free, colorful, ideal booklet that shows all the styles and sizes.

See your Plumber or Cabinet Dealer—or write us today!

**ELKAY MANUFACTURING COMPANY**

1876 South 54th Avenue, Chicago 50, Illinois

The World's Oldest and Largest Manufacturer of Stainless Steel Sinks... Since 1920




Proven in Pillsbury's  
Kitchens...



Bake at  
the table

this smart, time-saving way

**KNAPP  MONARCH**

**AUTOMATIC  
ELECTRIC**

**Redi-Baker**

Automatic electric miniature oven that bakes biscuits, brown 'n serve rolls, potatoes, blueberry muffins, corn sticks, frozen meat pies and many other baked favorites. Pre-heats 4 times faster.

Gives all 'round baking because heat penetrates from every side and stays inside for a delightfully cool way of cooking,


and "Dial-A-Recipe" control assures

perfect results every time!

**\$24<sup>95</sup>**

**Perfect for PILLSBURY KIT\*CAKE**

Just mix, place in baking tray, set "Dial-A-Recipe" control and you get the finest textured cake without fuss or bother.


Redi-Baker Book of  Recipes with every purchase.



\*A Pillsbury Trade Mark

**KNAPP  MONARCH**

**Multi-Speed  
Liquidizer**

Only  Liquidizer has the Multi-speed control. Not just 2 speeds... but complete range of speeds, each marked to give very best results on every job. Beats, blends, liquidizes... even shaves ice. Easy to clean. Gets rid of so many tiring kitchen tasks automatically.

**\$49<sup>95</sup>**

"Everybody appreciates the finest"

**KNAPP-MONARCH COMPANY**

Saint Louis 16, Missouri



## THE FREEDOM TO BE ENTERPRISING

CONTINUED FROM PAGE 302

them open an account with their company with very little credit rating. "They must start some time," Elinor says.

This is a matter-of-fact way of doing things in America. The McGuires have gone through it and know it works ideally.

But this is not to say they have not worked hard. The first year, John uncrated, assembled, finished, repacked and sold all the furniture. Elinor conducted the office part of the operation—correspondence, accounts, cost accounting, personnel, conducting the showroom. Everything was new to them, and they had to learn as they went along.

As a result, they are a wonderful combination of taste and practicality, energy, youth, hard-won know-how, daring and financial soundness.

We were discussing success. John said: "Success? It depends on what you want out of a business. It's not the money. It's the fun of achieving the goal you've set. Anyway, that's what I think real success is.

Maybe it's doing something that people need and appreciate, and getting satisfaction out of what you're doing."

John is the out-going, informal one; Elinor, the more formal and restrained. Both are in the business together. There is never any doubt about that. It has knitted them together like few couples. John says their son Don's first words were, "Don't talk business." Because it is their great vocation and avocation, they are always working, and enjoying it too.

"Our hobby," John said—or was it Elinor? "is projecting ideas about our business. There is no phase of it we don't like, unless it's the personnel aspects. We neither of us like controlling anybody. We wish we had someone who would do it for us, because we can't!" (They now have 22 people on the payroll.)

They say: "Everything we learn and see applies to our business."

When asked what they do for diversion, they said, "It's very re-



Front hall of McGuire house, "before" and "after" old many-paned windows were replaced with simpler ones. Huge radiators were replaced with Trane baseboard heat. Woodwork was painted to bring out graceful curve of the arch. "Twin house" next door has same windows in same place formerly staring at each other. Now they share common garden wall for privacy.







Wherever there were windows in this old house there was a radiator too. This was common practice in the early days of central heating, and makes it hard to furnish a room. The McGuires replaced nearly all the radiators with baseboard heat by the Trane Company. This is so inconspicuous that you can hardly notice it, and it enables you to place furniture anywhere.



laxing for us to go to a museum and look at furniture."

This attitude is typical of the best American business executive, who finds his work so enthralling and related to every aspect of life that he finds meaning in every thing about him for his work. He knows that *every* thing in life affects every *other* thing, even though the connections may be remote and missed by some people.

This feeling that they must keep growing—in a personal sense as well as in a business sense—motivated the McGuires to send Elinor on a trip around the world. John

had seen the Orient, but Elinor had never been farther than Canada. So they decided she should go, in the fifth year of their company, for the broadening and educational value it would have, and because she could call upon their suppliers in Japan and the Philippines and help them develop a new construction system they were inaugurating. She could also get a first-hand feeling for the problems of their foreign vendors.

She took wonderful three-dimensional pictures, so John could know what she had seen. But mainly she (Please turn the page)

She keeps  
all the windows closed,  
**BUT** still her house  
is dirty!

You know the type—won't open a single window for fear that flying dust and dirt will undo her really conscientious efforts to keep the house spick-and-span. But despite this extra caution, she still has her problems with gray-looking walls, woodwork, curtains and drapes.

The cause of her trouble is the multitude of fine dirt particles that come sailing through the conventional filters in the warm air heating or air-conditioning system, every hour of every day. The cure is **PLIOTRON**—the world's first fully washable, electrostatic air filter.

**PLIOTRON** is made with a special filter medium that carries a safe, self-generating electrical charge which acts much like a magnet to attract and capture up to *five times as much fine dirt* as ordinary filters. Moreover, because it loads across its full depth, **PLIOTRON** takes longer to become dirty. Then, when finally dirty, **PLIOTRON** is readily restored to like-new efficiency with a quick bath—can be used over and over again.

**PLIOTRON** costs more than ordinary filters, but the difference is more than made up by its re-usability, by savings in cleaning and redecorating bills and by reduced air system maintenance, most of which can be traced to faulty filters. But for the full story on **PLIOTRON** and cleaner air at lower cost, see your heating and ventilating dealer or write: Goodyear, P. O. Box 288, Akron, Ohio.

Pliotron—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

Any time is the right time to install  
**PLIOTRON** AIR FILTER  
by  
**GOOD YEAR**  
THE GREATEST NAME IN RUBBER



**FOR**  
*Christmas*  
**AND**  
**a lifetime**  
**of appreciation**

give one of these charming pieces, or make your selection from the famous Hekman line of "Tables to love and to live with" . . . available in Traditional and "Town & Country" stylings (Italian Provincial and other motifs). Let us furnish the name of your nearest Hekman dealer. Write for free folder\*

No. 1116 1/2 M Hanging Console table. Mahogany 26" x 10" x 21" high, 1 drawer, gold-tooled leather top. Available in Cherry & Birch, Fruitwood finish. Also with wood tops. Matching mirror 37" x 16" No. 5323M.

No. 1117M Letter Rack. Mahogany with brass trim and metal planter. 1117F in Cherry & Birch, Fruitwood finish. 1117BG in black lacquer and gold.

No. 5008 1/2 M Wall Console. Mahogany 24" x 11" x 24" high Gold-tooled leather top. Available with wood top, also in Cherry & Birch, Fruitwood finish.

No. 5117 1/2 M Mahogany Smoker's Table. 15" gold-tooled leather top, 20" high. With fancy wood top No. 5117M. In Cherry & Birch, Fruitwood finish. Nos. 5117 1/2 F and 5117F.

**Hekman FURNITURE CO.**  
**GRAND RAPIDS, MICHIGAN**

HEKMAN

\*(A) complete showing of Traditional designs  
(B) Town & Country stylings

*The past  
recaptured  
in  
contemporary  
design*

The blending textures of a hand-turned wormy Chestnut base and matchstick shade in brown and ivory lend traditional warmth to this important (49 inches tall) new Cooper design.

AVAILABLE AT FINE STORES FROM COAST TO COAST

Write for name of your nearest dealer.



**Frederick Cooper Studios**  
729 MILWAUKEE AVENUE • CHICAGO 22, ILL.

## THE FREEDOM TO BE ENTERPRISING

CONTINUED FROM PRECEDING PAGE



McGuire stairway was modernized by giving it a new balustrade with posts of teak. Posts were enriched with bands of black iron, inlaid with silver, designed by Lowell Groves and manufactured in India. Thus were the small things about the obsolete house freshened and made contemporary as well as personal.



photographed things that would be inspiration for their work. She photographed iron balconies in Venice because of their lacy effect that might inspire rattan. She photographed the joints of things. "I never realized there were so many ways to join things together." When you see her pictures you realize she was traveling with a purpose, but if you had seen her taking the pictures you would have thought she was just one more tourist taking sentimental postcard pictures.

The McGuires feel that their new

home, pictured in this issue, is a reflection of what they have both learned from foreign travel. They feel it is a merger of European, American and Asiatic—uncluttered and cool, with Oriental details and enrichment. They regarded their new house as an experimental laboratory where they could see how their furniture could be used in every room of the house—as if it were an extension of their show-room.

As a case in point, we made a list of where different things in their house came from. Here it is:



JAPAN.....wallpaper, hardware,  
push-plates, screens and shoji  
CHINA (HONG KONG).....teak doors,  
table in living room  
INDIA.....brass hardware, silk rug,  
chaise in bedroom  
PHILIPPINES.....rattan furniture  
SIAM.....carvings over door  
MEXICO.....andirons and hardware  
in several places  
INDONESIA.....chest in bedroom  
ENGLAND.....desk in living room  
ITALY.....marble  
PERSIA.....rugs  
SOUTH AFRICA.....brasses  
TURKEY.....rugs  
SPAIN.....rugs  
SWITZERLAND.....light switches  
AUSTRALIA.....marble and rugs  
SWEDEN.....hardware  
DENMARK.....leather chair  
FRANCE.....bed

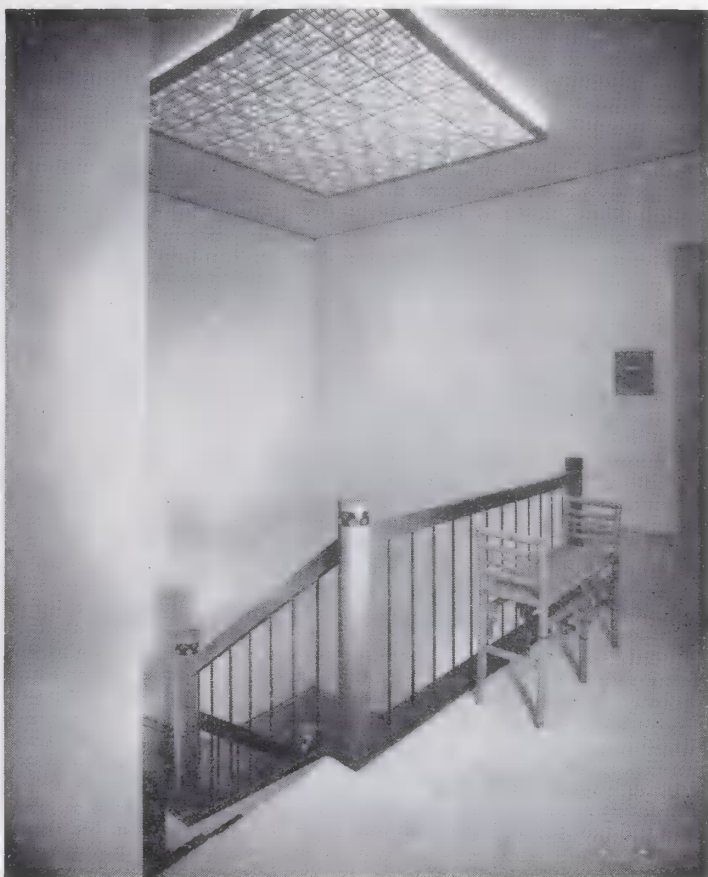
This list is not unique, and it will become increasingly representative as America imports more, and as our people travel to more and more foreign countries.

The story of the McGuires illus-

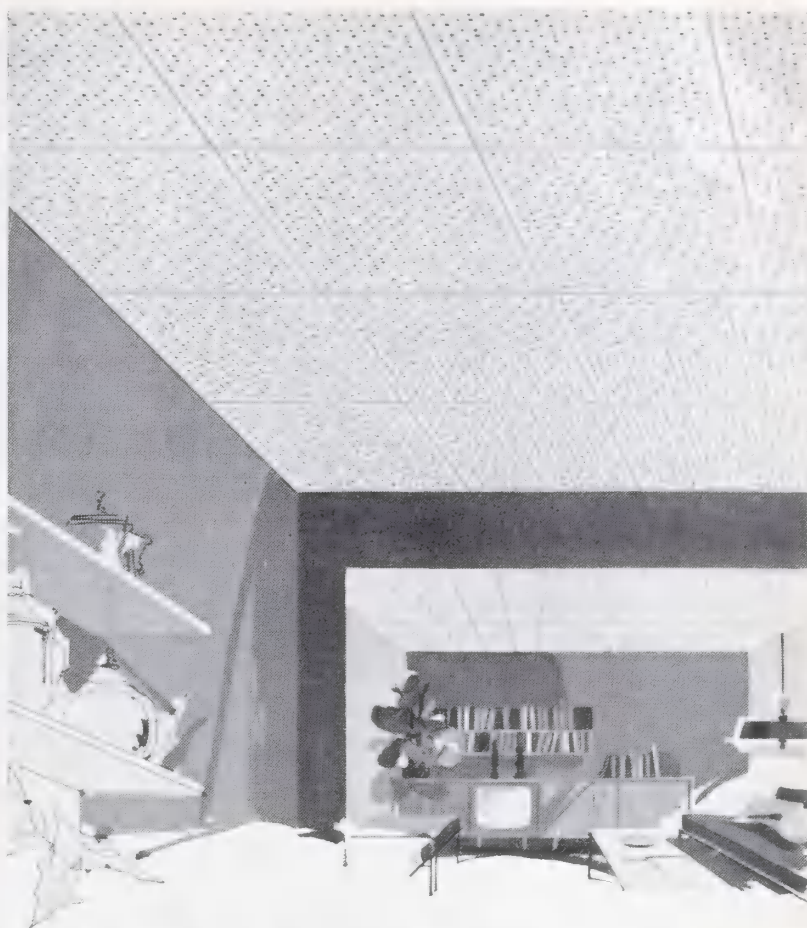
trates why our country is youthful. When someone has a new thing to contribute he gets his chance. As a result our total way of life is enriched by many contributions. Just as there is richness of opportunity so there is richness in the rewards—both to the people who make the contribution and to the society as a whole which thus has an enlarged set of possibilities from which to choose.

So, the talents of our people go into broadening as well as deepening the possibilities of our way of life, rather than being channeled into replenishing past patterns that benefit only a few.

The McGuires are not untypical. They are merely one more example in the long series of Horatio Alger stories that “*anybody* can make good.” no matter how humble may be his start. The thing that is not generally understood—at home or abroad—is that “making good” is (Please turn the page)

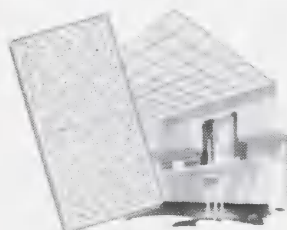


A skylight at the top of the stairwell was covered with a Japanese shoji which the McGuires imported from Japan. At night, electric lights give the same effect as day light, but the light is controlled with a Luxtrol dimmer, which is left on the low level all night, in case the children get up and roam around the house.

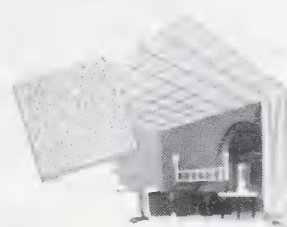


## BEAUTY that QUIETS your home

You can have a Modern Celotex Tile Ceiling for just \$23!\*



Above: Ceiling of Celotex Twintex Tile, Random Pattern, stapled or nailed to furring strips.



Above: Celotex 12"x12" Tile Board, exclusive Random Pattern design, applied to old plaster ceilings with adhesive.

Add beauty and comfort to *every* room in your home . . . with attractive ceilings of Celotex Random Perforated Tile Board. Easily applied! Low cost! Do it yourself, or use a reliable contractor.

This Perforated Tile Board decorates, insulates, and *quiets* . . . at one low cost. Disturbing noises are effectively hushed in TV Room, Living Room, Dining Room, Kitchen. The beautiful white, linen-textured finish and exclusive random pattern enhance the decor of any room — in your new home or for modernizing your present home.

**Remember this:** Be sure to get *genuine* Celotex Tile Board with the brand name on every carton. This assures you of the superior quality which has made Celotex a preferred brand of building products for over a third of a century. For ideas, information, and help with remodeling, see your Celotex Dealer today!

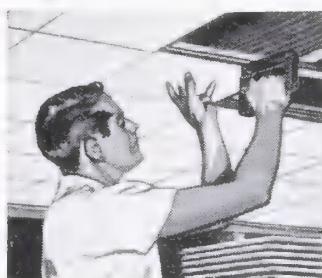
\*Approximate cost of Celotex Twintex Random Perforated Tile Board ceiling (illustrated above) for average 10' x 12' room.

# CELOTEX

REG. U.S. PAT. OFF.

## BUILDING PRODUCTS

FREE! Mail Coupon Today for Valuable Celotex "Do-It-Yourself" Booklet!



The Celotex Corporation  
Dept. HB-116  
120 S. LaSalle St., Chicago 3, Ill.

Please send me the free 16-page "Do-It-Yourself" booklet illustrating application of Celotex Tile Board and other Interior Finishes.

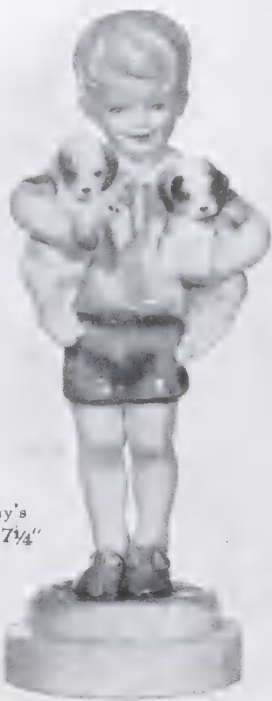
Name.....

Address.....

City..... Zone..... State.....



## The Days of the Week...



"Monday's Child" 7 1/4"

"Monday's child is fair of face"...one of the famous 7-day verse series translated into exquisite figurines... both a boy and a girl for each day of the week. Charming gifts for those who appreciate the finest. Ask to see "The Days of the Week" and other beautiful Royal Worcester Bone China figures at your favorite store.

Send 25¢ for magnificent "Collectors'" book of Royal Worcester figurines and statuettes...over 125 subjects in beautiful natural color.

## ROYAL WORCESTER

*The Finest of Fine China Since 1751*

The Worcester Royal Porcelain Co., Inc.

234 East 46th Street, New York 17

## MONITOR



*Bucks County Provincial*  
A REYNOLDS DESIGN

*America's Finest Solid Cherry Furniture*



Send 25¢ for color brochure of the complete line of Correlated, Dining, Bedroom and occasional furniture to Dept. 7.

MONITOR FURNITURE CO., INC.  
JAMSTOWN NEW YORK

## THE FREEDOM TO BE ENTERPRISING

CONTINUED FROM PRECEDING PAGE

self-rewarding, as well as financially rewarding. And that when somebody "makes good" it rewards the whole society in which it occurs.

\* \* \* \* \*

Listed below are the furnishings and construction materials used in the McGuire house shown on pages 246 through 253.

### CONSTRUCTION

**FLOORING:** Vinyl tile in boys' room, nursery and kitchen. Robbins Floor Products Co., Tuscumbia, Ala., Leather flooring for master bedroom, Blanchard Brothers & Lane, Newark, N. J.

**HEATING:** Baseboard heating system, The Trane Co., La Crosse, Wis.

**VENTILATION:** Clipper blower fan for kitchen, Trade-Wind Motorfans, Inc., Rivera, Calif.

**LIGHTING:** "Luxtrol" lamp control at top of stairwell and in dining room, The Superior Electric Co., Bristol, Conn. Klieg spotlights for Japanese screens in dining room, Universal Electric Stage Lighting Co., New York.

**COUNTER TOPS:** Laminated plastic tops on corner built-in desk (boys' room), Parkwood Laminates, Inc., Wakefield, Mass.

**KITCHEN EQUIPMENT:** Built-in oven and broiler, built-in range with front burner control, Norris-Thermador Corp., Los Angeles, Calif. Twin refrigerator and freezer units, Revco, Inc., Deerfield, Mich. Dishwasher "Kitchen Aid," The Hobart Manufacturing Co., Troy, Ohio. Leather on bench, Blanchard Brothers & Lane, Newark, N. J. Stainless-steel sit-down sink, Elkay Mfg. Co., Chicago, Ill. Posture chair, Cramer Posture Chair Co., Kansas City, Mo.

### FURNISHINGS

All furniture, unless otherwise noted, from The McGuire Co., San Francisco, Calif.

**WALL COVERING:** Gold silk (paper) for master bedroom, for up-stairs entrance hall, dining-room and nursery, white woven paper imported from Japan by Kneeder-Fauchere, San Francisco, Calif.

### Living Room

**FURNITURE:** Sofa with loose-back cushions, Dunbar Furniture Corp. of Indiana, Berne, Ind.

**FABRICS:** Siamese white silk on sofa and gold silk draperies, Thaibok Fabrics, Ltd., New York. Clipped chenille on chairs and ottoman, Sundour Fabrics, Co., New York. Black leather upholstery on lounge chair and ottoman by fireplace, Blanchard Brothers & Lane, Newark, N. J.

**ACCESSORIES:** Firescreen, Portland Wilamette Co., Portland, Oregon.

### Outdoor Table Setting

**ACCESSORIES:** China plates and bread-and-butter plates, "Cocoa Rose," Flintridge China Co., Pasadena, Calif. Silver flatware: "Pointed Antique," Reed & Barton, Taunton, Mass. Glasses: pale taupe water and wine glasses, Fostoria Glass Co., Moundsville, W. Va. Sterling silver salt and pepper cellars, Allan Adler Silversmiths, Los Angeles, Calif. Centerpiece: 5-part brass candelabra (hand-wrought brass), Dirk van Erp, San Francisco, Calif. Plastic table cloth, Dru Dunn, New York.

### Master Bedroom

**ROLL BLINDS:** Cal-Craft Wood Fabrics, San Francisco, Calif.

### Boys' Room

**LEATHER COVERING:** For seat of stool (white), Blanchard Brothers & Lane, Newark, N. J.

### Nursery

**LAMPS:** Executive Office Interiors, San Francisco, Calif.

**FABRICS:** Upholstery fabric on chair and on window cushion of white Breathable Naugahyde, U.S. Rubber Co., New York.





You'll find lustrous beauty and long, long wear  
in fashion-right upholstery of **Du Pont Nylon**



There's many a year of rugged wear in beautiful upholstery of Du Pont nylon. Add to the beauty and strength of nylon . . . the rainbow's sweep of lovely decorator colors . . . fashion-fresh designs and textures . . . and the ease of care Du Pont nylon brings to upholstery. Result? Upholstery that takes today's round of casual living with scarcely a thought to care . . . or wear! You can bring new luxury, new fashion to your home with beautiful, long-wearing upholstery of Du Pont nylon.



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY  
DU PONT MAKES FIBERS, DOES NOT MAKE THE FABRICS  
OR FURNITURE SHOWN HERE.



LOOK FOR THIS BAKER CHAIR—COVERED IN A NEW FABRIC DESIGNED BY BORIS KROLL IN TASLAN\* TEXTURED YARN OF DU PONT NYLON—AT THE J. L. HUDSON COMPANY, DETROIT; BLOOMINGDALE'S, NEW YORK AND OTHER FINE STORES

\*"TASLAN" IS A REGISTERED TRADEMARK USED BY DU PONT TO DESIGNATE TEXTURED YARNS MADE IN ACCORDANCE WITH QUALITY STANDARDS SET BY DU PONT.

DU PONT FIBERS OPEN YOUR HOME TO MODERN LIVING





It's a  
*Castro*  
of course!

the most beautiful  
Convertible Sofas  
in America today



*Castro*  
*Convertibles*  
AMERICA'S TOP NAME IN CONVERTIBLE FURNITURE

are available at stores in: NEW YORK, NEW JERSEY, CONNECTICUT,  
MASSACHUSETTS, PENNSYLVANIA AND FLORIDA.

For information write to:

MAIN OFFICE: CASTRO CONVERTIBLES, NEW HYDE PARK, N. Y.

\* Trade-Mark Reg. U. S. Pat. Off.



In seconds, converts to a **KING SIZE BED**

*Illustrated: The del Ray Circular Sectionals 100% Foam Rubber construction. Featuring the famous Castro Automatic Headboard, the luxurious Castrobilt separate innerspring mattress and the famous Castro Undercushion Spring Action.*

Castro has earned well-deserved recognition as the design leader of convertible furniture for more than a quarter of a century. Each Castro Convertible is a superb example of fine furniture craftsmanship, endowed with the engineering achievements that have brought world-wide fame. The superb styling, the fingertip ease with which a Castro converts to a bed, its supreme comfort as a sofa and as a bed... these are the mark of a Genuine Castro. No other can imitate its matchless performance. There are more than 150 styles to choose from!

**Request free brochure**



# WE'RE CONSTANTLY UP-DATING OUR OLD HOUSES

CONTINUED FROM PAGE 244



Here we are looking from garden toward rear of house and screened-in terrace-porch outside kitchen, which gives family a covered area for the outdoor living that they enjoy.

to remodel to meet today's individual needs, without destroying any of its early charm and beauty.

When artist Charles D. Saxon bought this 200-year-old New Canaan farmhouse located on Weed Street, formerly known as Whiskey Lane, it had been up-dated many times. A two-story wing had been added years before in one of three major remodeling projects. The original kitchen, with its huge fireplace and Dutch oven, had become the dining room. The parlor, with a large fireplace surrounded by pine cupboards, was extended on a split level to make a spacious living room; wood from the old barn was used for open framing,

harmonious with the original.

Narrow boxed-in stairs had been moved and replaced with an open staircase. But the house did not measure up to the needs of the Saxon family, in terms of modern living. The kitchen was disorganized, equipment was outdated and storage space was limited. There was no door opening to the back of the house and the garden beyond. Modern living also called for the addition of an indoor-outdoor area.

In typical American fashion, Mr. and Mrs. Saxon studied ways to change and improve the house to meet their standards for a good life. First on paper, then in



Old fireplace of wood-paneled living room, framed by the original pine cupboards, provides cosy setting for intimate suppers. Skating scene is by artist-owner Charles D. Saxon.

pasteboard model, they carefully planned and designed the addition of what they term "the modern living wing."

Working closely with contractor Charles E. Remlin, their approach was simple and direct, in keeping with the old house. A screened terrace-porch paved with flagstone was added at the back, with dining and living areas.

The major remodeling took place in the kitchen. This was completely

redesigned with modern built-in equipment, plentiful storage facilities and space for informal family meals, transforming it into a spacious, charming and efficient kitchen. Double glass doors and a large window have opened this room to the out-of-doors. White wood cabinets with doors of natural plywood, the built-in burner units with oven and broiler of stainless steel, are in keeping with the simplicity of the old house.

*(Please turn the page)*



Large natural skylight just outside kitchen door floods one end of terrace-porch with daylight, which enters room by way of the double, sliding-glass doors and unframed window.



The living room, with its heavy beams, soft pine paneling and wide plank floors, has been extended on a split-level to twice its original size with wood from the old barn.





Her charm and grace are made of many things

## BERMUDA

Bermuda is only twenty-four miles long, yet within its small area are any number of things which charm visitors into going back year after year.

Bermuda is a group of 365 islands. One for each day in the year, so Bermudians say. Sailing among them is a never-ending pleasure. Golf, tennis, fishing, cycling, picnicking are all-year sports. Bermuda's beaches are wide, pink and soft. The water is blue, inviting and refreshing. Bermuda's houses are unique—an artful blending of white roofs, pastel-coloured walls and massive chimneys. And flowers—Hibiscus, Oleander, Bougainvillea, Easter lilies—splash the Islands with brilliant hues.

Bermuda is only 700 miles from the mainland. It's easy to get to for a holiday whether you go leisurely by ocean liner or speedily by plane. Living is simply solved, too, for the Islands' hotels are noted for their service, food, accommodations and sports facilities. And guest houses open wide their doors to Bermuda's easy way of living.

There are many details to be considered in planning any holiday. But you'll save yourself a lot of time and trouble by talking things over with your travel agent. Helpful too is the Bermuda Vacation Kit which you can get by writing to: The Bermuda Trade Development Board, 620 Fifth Avenue, New York 20, New York.

## WE'RE CONSTANTLY UP-DATING OUR HOUSES

CONTINUED FROM PRECEDING PAGE

Bright yellow Textolite covers the counters of the base cabinets, and the spatter pattern of the vinyl tile floor covering picks up bits of this color. White brick-patterned paper that covers one wall is plastic coated, washable and can be painted. In the space formerly occupied by the entry to the basement, which they moved to the porch, a large wall storage unit was installed.

A section of sliding shelves provides storage for electrical appliances, large casseroles and other utensils. The remaining space is devoted to a walk-in pantry with shelves at either side for storage of food supplies. The Pegboard wall at the back accommodates pots and pans and additional equipment. Pegboard was also installed between the wall cabinets and counters of the double sink and adjoining dishwasher, allowing for small items used every day to be kept within arm's reach.

The biggest problem was bringing in more light, which had been cut off by the addition of the porch. A large skylight installed just outside the glass doors opening onto the porch helped solve this problem, along with the large plate-glass window overlooking the porch and the garden beyond. Designed by the contractor, this window is mounted without a frame and operates on the same principle as the sliding doors. A large simulated skylight over the cooking and cleaning centers of the kitchen, with two recessed ceiling lights, provides good artificial lighting.

One of the results of this remodeling, which pleases the Saxons most, had to do with their decision to remove a small section of wall extending out into the center of the kitchen. In tearing this down, the workman uncovered what he thought was a monstrosity. It proved to be a prize—one of the original handhewn oak supports of the old house. As shown alongside the kitchen table in the photograph on page 245, this adds considerably to the charm of the kitchen and unites old with new.

Undoubtedly this house will be up-dated again and again with changing needs and times. Even now the Saxons are discussing additional improvements. But as it stands, this old historic wooden house is a fine example of American tradition, which is a living tradition. Its paneled walls, oak beams and wide plank floors have grown more beautiful with the pass-

ing years, and the house itself has grown in character and interest as successive owners have continued to remodel it. It retains the finest of the past and the best of the present.

\* \* \* \* \*

Here is a list of the furnishings and equipment used in the Charles D. Saxon home shown on pages 244, 245 and 311.

### Living Room

**FURNITURE:** Chairs (reproductions), William Fetner, Inc., Hamlet, N. C. Piano, Aeolian-American Corp., East Rochester, N. Y.

**ACCESSORIES:** Italian plates, cups, saucers (white with yellow and green brush strokes), Italian pitcher to match plates (with flowers) from Bloomingdale Brothers, New York. Watch-clock on wall, Warren L. Kessler, New York.

### Dining Room

**FURNITURE:** Table and chairs, William Fetner, Inc., Hamlet, N. C.

**LIGHT FIXTURE:** Fixture over dining-room table, Moe Lighting Div. Thomas Industries, Inc., Louisville, Ky.

**WALLPAPER:** "Franklin," William J. Galligan, Inc., Adams, Mass.

### Terrace

**FURNITURE:** Wicker porch chair, Hurricane Import Co., San Francisco.

### Kitchen

**FLOORING:** Vinyl tile "Bonny Maid," Bonafide Mills, Inc., New York.

**WALL COVERING:** White brick wallpaper, Katzenbach & Warren, Inc. **COUNTER TOP:** "Textolite," General Electric Co., Coshocton, Ohio.

**SKYLIGHT:** Translucent reinforced fiberglass plastic panel "Barclite," Barclay Mfg. Co., Inc., New York.

**CABINETS:** Custom made wood cabinets with natural plywood doors, U. S. Plywood Corp., New York.

**EQUIPMENT:** Refrigerator, General Electric Co., Louisville, Ky. Dishwasher "Kitchen Aid," Hobart Mfg. Co., Troy, Ohio. Built-in range and oven (stainless steel) "Thermador," Norris - Thermador Corp., Los Angeles, Calif.

**ACCESSORIES:** Ceramic tray designed by Estaban Soriano, Georg Jensen, Inc., New York. Yellow plates, cups, saucers "Modern Classic," Paden City Pottery Co., Paden City, W. Va., from Bloomingdale Brothers, New York. Small yellow covered casseroles from Denmark, Kobenstyle, from Bloomingdale Brothers, New York. Glasses designed by Russel Wright, Richards, Morgenthau & Co., New York. Yellow "Color Clad" stew pans, The Moore Enameling & Mfg. Co., West Lafayette, Ohio, from Bloomingdale Brothers, New York.



HOW TO VISIT THE FUTURE

CONTINUED FROM PAGE 216



Suburban shopping centers, stocked with every necessity, dot the countryside around all our cities.

The significance of America is not in its cities, where most visitors expect to find it. They are glamorous, towering, intriguing, but the fact is that our cities are fast ceasing to be home to most Americans. Our cities have never really been centers of living, as cities are in the old world, where much life is lived in the streets, the piazzas and parks. More than ever before,

American cities are becoming impersonal citadels of commerce. One goes to the city by day to buy, sell and earn a livelihood. Then one leaves at nightfall to travel 20, 30, even 50 miles away from the masonry canyons to the significant part of America—the new, green, spacious places where the air is fresher and where home has come to be.

As a traveller, you might stay in a city for a month with never an inkling of this important aspect of American living. But if you followed the nightly exodus of cars that stream in all directions out of the city, across bridges, through tunnels and along the sleek new highways that lead home, you'd see where the real America begins. Indeed, I urge you to come with

an international driver's license so that you can hire a car and drive into these new communities where you can observe with your own eyes what is going on. You can do this rather simply, even if you have no friends to invite you into their homes, for these new communities, these "developments" as they are called, are erected in great tracts (Please turn to page 336)



FAIRCHILD'S AERIAL SURVEYS

Centers are planned for thousands of automobile-borne shoppers. See parking space even on roof!



Furniture by Artistic Furniture Co., Buffalo, Detroit, Cincinnati, St. Louis, Kansas City, Los Angeles

Luxurious comfort is made to last with U.S. Koylon Foam

Note the perfect tailoring, the smoothly defined lines in this sofa and chair by Artistic Furniture Co. And because they are made with U.S. Koylon Foam, their beautiful lines are as long-lasting as their matchless comfort. Koylon smooths itself out sitting after sitting, year after year... is self-ventilating, non-allergenic. For your assurance of quality, look for the U.S. Koylon label on fine furniture.



U.S. Koylon  
FOAM  
Cushioning



United States Rubber

Rockefeller Center, New York 20, N. Y.



## PEOPLE'S CAPITALISM

CONTINUED FROM PAGE 298

they are two ways of handling the matter of production. Produce men must, or starve; and they may both create and starve, if the productive system falls behind the reproductive system.

There is still another way of handling production, and that is communism. Communism cannot stomach the simple method; that is a stage of human progress now foregone. Under communism, imperialism takes, in part, the form of pride in population. Communism will not accept the means relied on by capitalism. But so long as the ends of the two systems are similar (maximum production of goods), the means are comparable, even though very different. The welkins ring in Russia today with the promise of prosperity. This promise requires large-scale production, and this, in turn, machinery, which produces machinery which in turn produces goods. The difference is that the motive for the process must be public and the rewards not private. Neither private ownership of the means of production nor private profit from individual effort is allowed.

Be the motivation what it may, the simple truth is that in communism not less than in capitalism the imperative is to produce more. Production has greatly increased in Russia. The time is foreseeable, indeed, when Russian production will catch up, as it has not yet done, with European production. But the capitalistic form of production in America is well out in front, and is not likely in any foreseeable time to be eclipsed. If civilization is a race between production and extinction, America is in no imminent danger of extinction.

In terms of production, then, the system of capitalism stands adjudged before the world, shining by its own light and so far putting all competitors in the shade.

**2. Distribution.** This (which gets more attention today than production does) cannot substitute for production, in the competition of economic systems, though it can to an extent compensate for inferior production. Smaller production more justly distributed might outweigh in competition for human loyalty a larger production unjustly distributed. Many questions are begged by the terms "just" and "unjust." But let it be so. This kind of ambiguity is of the essence of life. The nearest approach to a common conception of justice, as between communism and capital-

From a poster by Toulouse-Lautrec



## The wines you loved in Paris are here!

### ... from Bordeaux!



B&G Sauternes... classic white wine of France—long an American favorite.  
B&G St. Emilion... full-bodied, red Bordeaux—a brilliant dinner claret.

### ... from Burgundy!



B&G Chablis... dry, yet fruity—a clear white Burgundy.  
B&G Pommard... red, rich and full-bodied—perfect with hearty meals.

### Yours for the asking—

#### FRENCH WINE SELECTOR

Handy pocket dial to help you choose wine. Send stamped, self-addressed envelope to B&G, Dept. HW, 500 Fifth Avenue, New York 36, N. Y.

# B&G

(The finest wines of FRANCE)

By BARTON & GUESTIER  
BROWN VINTNERS CO., Inc., N. Y. C.  
Sole Distributors for U. S. A.

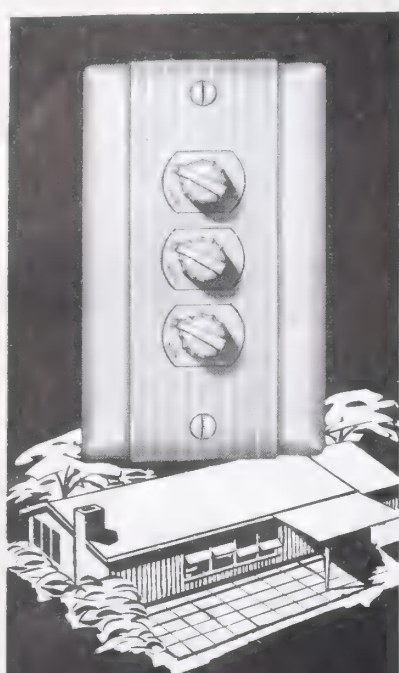
ism, is the notion of *equality*. That too is ambiguous; but if we arbitrarily resolve the ambiguity by making "equality" mean the same wage or the same amount of goods, we can then compare the distributive systems. Russia does not, for all her emphasis upon equality, achieve as "just" a distribution of her smaller amount of goods as America achieves with her larger amount.

This comparison is crucial, but all that could compensate for deficient quantity of production would be superior quality of its distribution. This compensation is not forthcoming, not even as to income, and much less as to more intangible ways of measuring needs, such as "safety of person and property," such as "deference," which is a universal need. Of this latter a few get nearly all, and the many very little. After all, only a few belong to the party and only party members deserve deference. "Big Brothers," even among party members, have all but a monopoly upon deference.

But returning to the tangible, i. e., the distribution of income, the gap between the best paid and the poorest paid in Russia is very great—greater it is said by responsible estimators (nothing more accurate is available), than the discrepancy of income in America as between the day laborer and the millionaire. And this disparity where "the cult of the Comrade" enters into the daily form of salutation!

Her main maxim runs, it will be remembered, "From each according to his ability, to each according to his needs." Apart from the ironic "need" of the Kulak for liquidation and the "need" of the nonconformist for Siberia, the actual *need* of the worker for security and of his family for substance nowhere approaches the recognition of the worker's claim in America upon safety, upon income, and most of all upon deference. Our main maxim tops their maxim as our practice shames their practice: "The greatest happiness of the greatest number: each to count for one and none to count for more than one." And this from a maxim as old as one of Cromwell's soldiers: "The poorest he in England hath a life to live as the richest he."

**3. Consumption.** This brings us up to our last criterion of capitalism, that of consumption, with the freedom which attends both employment and leisure. And what can we say here that will not be understatement of the superiority which the worker has under capitalism as contrasted with the atmosphere of distrust and alarm under com-



## Every Room Deserves ROTO-GLO QUIET SWITCHES



because switches should be seen  
... not heard!

Modern? Traditional? Colonial? The smart, unobtrusive good looks of ROTO-GLO fit in any decor.

A soft, luminous glow pinpoints the location of every ROTO-GLO switch. A whisper quiet, quarter-turn of the knob is the full switch control.

Compact ROTO-GLO design permits installations of up to three ROTO-GLO switches in the space of one conventional switch plate. Convenience outlets and pilot and night lights are interchangeable with ROTO-GLO switches for every special arrangement. Ask your electrical contractor for more information or:



Write today for "Modern Electrical Living," a 24-page booklet on home wiring devices. Send 10c to Dept. HB-7.



PASS & SEYMOUR, INC.  
Syracuse 9, New York  
manufacturers of fine wiring devices since 1890



munism as we now know it?

All escapees under the Iron Curtain bear witness alike to the wastage from the constant weight of fear. The surplus of capitalistic production, the justice of capitalistic distribution, these—great as they are—are poor things compared with the liberty in which the capitalistic worker produces, the participation with which he distributes, and the secure and confident freedom in which he does what he will with what he has.

The final judgment upon any police state is that no amount of production and no excellence of distribution can make more than barely tolerable the indignity of fear in which the whole enterprise goes forward. Not only does the "comrade" endure taxation without representation; he endures production without participation in its ends, distribution with hardly a word to say as to who gets what.

THESE several criteria do not operate severally, where one can compensate for the other, as we here and there may have seemed to assume. They operate together, or they do not operate at all. The absence of the one spells inoperation of the others; and the presence of one makes for the operation of all. It is the free atmosphere in which the workers of capitalism live and move and have their being that sets the superiority.

But this, of course, swells production and quickens conscience to formulate humane principles of distribution instead of canons of liquidation. The more that is produced, the more there is to be distributed, and the greater the will to distribute it decently. Hunger does not produce magnanimity. The more that is distributed and consumed in contentment, the more production in turn is swelled through surplus energy and superior morals. Real wages have risen in America when, by all Marxist theory, the standard of living should have gone down and down.

We say of our capitalistic society that we have here made more progress in a century and a half than the world had made for six thousand years. With only six per cent of the world's area and one-sixteenth of the world's population, we nevertheless produce nearly one-half of the world's goods, own 48% of the world's electric power, 50% of the world's radios, 55% of the world's telephones, 60% of its life-insurance policies, 87% of its bathtubs.

And all that we say with accuracy enough for rough-and-ready

comparison. But what is true—and is more important for our present purpose—is that we have a social mechanism under capitalism which is highly dependable for continuous production. We have a method, that is, of peaceably settling our disputes. It is true that our mechanism is sometimes noisy when changing gears (e.g. when the contract is up for renewal or emendation, like our politics at election time). But it runs smoothly enough on the road to enable us to take long journeys with ease.

Our industrial machine has not fallen into the ruts of dogma, but is ever ready to try new things and to adopt them after testing them. Our American capitalism is a profoundly and an indigenously growing thing. This is the distinctive and the reassuring thing about it. It is an "ism" only in that it is an ambiguous label ready for daily expansion. As we say, ours is a "mixed" economy, meaning that it is free to experiment and is ready to adopt any new thing which seems to work better than the old.

No longer is "social security" a partisan matter in America, nor is it likely to be so again. In times of prosperity the ceiling is left open as an incentive to personal prowess. In times of genuine adversity there are the fruits of previous prosperity to fall back upon: there are already planned governmental works to offer employment, and there is throughout the land the spirit of our people to reassure us that we can *equalize ourselves downward*, if it comes to that, as we seek constantly to equalize ourselves upward while the trade winds are favorable.

To summarize, then: Our first insurance against poverty is understanding; our second is self-help through effort; our third is patriotism, pride and confidence in our people. We have one another to rely upon. And we have shown ourselves to be the kind of people who help those who cannot help themselves, but first the kind of people who will help themselves as opportunity offers or as opportunity can be created.

Put more concretely, the comparison of communism with our capitalism runs at the present rate of production something like this: The average Russian worker gets a pound of butter (when he does get it!) for some five and one-half hours of work; it takes a half hour in the United States. A cotton dress takes forty-two and one-half hours of work in the Soviet Union, two hours in the United States. A pair

(Please turn the page)



**Fine Carpets**

and

**GENUINE  
OZITE  
CARPET CUSHION**

A century of stern craftsmanship has highlighted the fact that a carpet cushion can be either too firm to protect against the abrasion of footsteps, or too soft and spongy to absorb the impact of sharp heels.

The perfection of genuine Ozite is achieved through millions of interlocking hair fibers, scientifically measured to insure proper cushioning for your expensive carpets.

Ozite readily absorbs impact, retains its resiliency under the heaviest traffic and remains springy for life.

Yes, your carpets and genuine Ozite . . . truly made for each other.

For almost a century the makers of OZITE have been developing a master's skill in the selection and blending of the finest cattle hair, creating an excellence in quality which has made Genuine OZITE the standard by which all other carpet cushions are judged.

**GENUINE  
OZITE**

Every  
square yard  
proudly bears  
the name



YOU CAN HAVE  
A THRILLING  
**NEW  
WURLITZER  
ORGAN**  
*for Christmas*



IT'S EASY  
WITH THE  
LOW-COST  
**WURLITZER  
LESSON-LOAN  
PLAN!**

Surprise your family with an exciting new Wurlitzer Organ for Christmas. It's so easy to play you'll all enjoy your favorite melodies after only minutes at the keyboard! Use the lesson-loan trial offer to have a Wurlitzer Organ in your home for Christmas.

**HERE'S HOW IT WORKS:**

- A thrilling new Wurlitzer Organ in your home
- Weekly lessons
- All music material
- Low, low rate... pennies a day

**NO EXTRAS —  
NOTHING MORE TO PAY!**

**ACT NOW!  
MAIL  
COUPON BELOW**

Make  
Christmas  
fun for  
everyone

The Rudolph Wurlitzer Company  
De Kalb, Illinois, Dept. HB-1156  
Please rush me complete information  
about the Wurlitzer Organ Lesson-  
Loan Plan for Christmas.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**PEOPLE'S CAPITALISM**

CONTINUED FROM PRECEDING PAGE

of men's shoes, sixty-six hours in the Soviet Union; four hours in the United States. A quart of milk, one hour in the Soviet Union; eight minutes in the United States. A six-tube radio, 275 hours in the Soviet Union; 18½ hours in the United States.

The most remarkable thing about capitalism is its dynamism and its resiliency. It is creative men who make the system, and the dynamic system which, in turn, makes the men. Altogether, it is self-renewing because self-corrective. It is self-corrective because self-critical. And it is self-critical because it is self-confident.

The pride of private ownership and the prod of incentive production—the auricle and the ventricle of capitalism—are the heart of the American way of life. Let us see how widespread and how deeplying is the health of the corporate organism with its resulting independence and morale.

**1. Take the Farmer.** He has never in America been a peasant, for a peasant implies ownership by someone, and the American farmer, decidedly, owns his own spirit.

This ownership of one's own spirit—that is the important thing. This has been preserved and even produced by another difference which characterizes the American farmer: He has not traditionally lived in villages and daily taken a "collective" self out to his land; rather, he has lived alone on the land, and has weekly brought an "independent" spirit into town for supplies and company.

Country solitude has given him time and has furnished him incentive to think his own thoughts, instead of airing as his opinions the more or less unconscious "Gallup Poll" psychology of peasants in other lands who live in the atmosphere of custom, made dramatic through daily gossip.

To a large extent Jefferson was right in his feeling that agrarian living made for independence of character. Whatever else he may own, the American farmer owns at least the "breathing space" around him. Every farmer is his own capitalist, and those who culminate the lure of the land with ownership thereof are capitalists in deed as well as in thought.

**2. Take the Industrial Worker.** In America the industrial worker has traditionally owned his own tools; and this has made for responsibility in their care and

**It's not a luxury  
It's a modern  
necessity!**

*saves more work  
saves more time*

**than any other  
appliance  
you own!**

**NEW... Roll-o-matic  
Dishwasher-Dryer**

**so easy to own—  
only pennies a day!**

**It's portable! Just plug it in—no installation—you can take it with you if you move. It rolls smoothly on non-marring ball-bearing casters.**

It's a full-size dishwasher. Does a whole day's dishes for a family of four at one time automatically!

Yes, pre-rinses, washes, triple-rinses, dries, and stores dishes away in two king-size trays until ready to be used again. Saves more time and work than any other appliance you own!

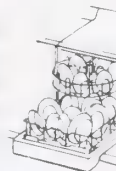
With the Roll-o-matic exclusive Add-A-Dish feature, you can add a dish you've overlooked without loss of hot water or detergent.

The wonderful Roll-o-matic is yours for less than \$200 in most localities.

**FREE 5 DAY HOME TRIAL OFFER!** Try the new Roll-o-matic. Just call Western Union by number and ask for Operator 25.

**ROTO-TRAY  
DISHWASHER-DRYERS**

Finest plumbed-in dishwashers with exclusive Roto-Tray action that scrubs dishes 3 ways cleaner than by hand! See it at your favorite dealer's today.



**American Kitchens**  
DIVISION **AVCO** CINCINNATI, OHIO

Roll-o-matic Dishwasher-Dryers • Roto-Tray Dishwasher-Dryers • Kitchen Cabinets • Food Waste Disposers • Built-in Ranges and Ovens

for pride in their use. Nor has decline in that practice made his plight the tragedy which communism predicted. According to Marxian dogma it should have, but the American is not a slave to theory, like the Russian. The practice has been for the industrial worker to compensate for his weakness as a landless and toolless individual with the collective strength achieved through trade unionism. This inventiveness was not foreseen by the Marxist, who expected men to accept their fate lying down (until aroused to revolutionary activity by Marxist propaganda). In America the sense of independence is kept alive in off-hours by a growing amount of home-ownership and a pervasive air of individualism.

**3. Take the Intellectual.** The "egg-head" in America is a capitalist at heart. The Illinois University professor was typical enough in spirit, though untypical in his vast success, who played the stock market on never more than a \$6,000-a-year salary and ran his holdings up to almost \$1,000,000. And in nothing was he more typically American than in willing all of it to his university, which has hospitably housed him in freedom.

It is true that the intellectual whether as professor or as a professional man otherwise, historically thinks of himself as a critic of Big Business and at the same time a critic of Big Unionism. His freedom is individualism. He is at times pinched by each of them; and in crucial times harder pinched by both as they struggle for power and perhaps interrupt community services.

But one professional man, a lawyer, has recently written the best available defense of large-scale production: *Big Business*, by David Lilienthal. And another, a professor, has written a most substantial corrective of the monopoly danger in Big Unionism (and for that matter in Big Business): *Capitalism*, by David McCord Wright. And both men have written what they have written in the exercise of and for the defense of the kind of property which capitalism exists to protect and to preserve.

Property need not be in land or bonds or tools. But whatever it be of or in, it must be privately owned. This is the essence of capitalism. The final property is in deed independence of spirit and pride in skill. This ideal the professional man, and above all the intellectual, exists to serve, and to enjoy. It is not the privacy of property (in the Marxian sense) that distinguishes capitalism; it is



the property of privacy, which is finally sacred. All else is means to this end. This is the end-in-itself, and the be-all and the end-all of the good life. It is this end, as we have seen, which conditions production, which humanizes distribution, and which frees consumption from envy and fear.

### Every American His Own Capitalist

This conception of property is no fanciful distinction which I have drummed up at the end of a literary device to dramatize the fact that in America the "bloated" capitalist is you and I made powerful of sinew and health from the ozone of aspiration which we daily breathe. No, it is a distinction which is basic to our Republic, was present at its founding, and has never been wholly absent in the crises of our history. We invoke this distinction in our struggle with communism. It was made explicit and put to work by James Madison, the Father of our Constitution; but it was used by Thomas Jefferson to infuse his whole program with the proper spirit. Madison writes:

"A man has property in his opinions and the free communications of them. He has property of peculiar value in religious opinions. He has property very dear to him in the safety and liberty of his person. He has equal property in the free use of his faculties and free choice of the objects on which to employ them."

In a word, as a man is said to have a right to his property, he may equally be said to have a property in his rights.

Capitalism, we may now repeat to the tune of Madison's noble refrain, is only one system of production; but it is the one which turns out the goods; it is only one system of distribution, but it is the one that most approximates to justice; it is only one system of consumption, but it is the one, the only one, which in the modern world lets the farmer and laborer and professional man and industrialist get the most of the bread that he earns and eat that most in peace and safety. The capitalist is only the individualist become self-supporting.

Let us get all this, now, in brilliant perspective. Let us finish a story already touched upon earlier. Marshal Zhukov told General (now President) Eisenhower, when the two world-renowned warriors met and fraternized at the Elbe, that our (American) system "appealed to all that was selfish in people . . .

We induced a man to do things by telling him he might keep what he earned, might say what he pleased, and . . . allowed him to be an unoriented entity within a great national complex . . ." But their system, the communist warrior continued, substituted "for such motivations the devotion of a man to the great national complex of which he formed a part." But the Marshal went on, in typical littleness of spirit, though under the dominance of an ideal so majestic, to demand of Eisenhower that he suppress an American magazine which had published something (trivial, in fact) which the Marshal did not like. In his country, said he, "I would see that the magazine ceased operations at once . . . What are you going to do?"

Who here is the "bloated" boss, Eisenhower or Zhukov? Who here is drunk with power? Who here takes the "surplus value" of a civilization and turns it sharply against the "toiling masses" who have made it "surplus"?

The truth will slowly emerge; but it will be manifest in the end. Then it will be seen that capitalism is not to be conceived in any static terms. It is a collective adventure for the enhancement of individualistic ends. It does not represent the acquisitive but a dynamic way of life. Capitalism does not put emphasis upon the making of money, as many think, but upon the making of money, as the successful business man knows. It is not the goal, it is the freedom of going, ever going on.

The miserly spirit may fasten upon anything and everything, but its joys are morbid, and its rewards are stagnant. It is the acceptance of the process which is the glory of America. The growing spirit bends ever forward to welcome the future with no less eagerness than it waves good-bye to the past. It is the touch of growth which works the magic.

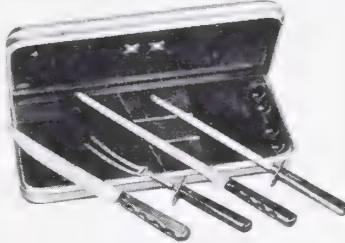
Capitalism is mankind's most creative invention. It takes the luxuries of the few and turns them into necessities for the many. It created goods, in surplus; it creates and distributes purchasing power to absorb the goods so plentifully produced; it creates an atmosphere in which men can enjoy not only their products but, most of all, can enjoy their betters, without disdaining any as inferior.

The People's Capitalism is, in short, creativeness reduced to utter concreteness. It is human inventiveness made self-supporting, made self-rewarding, made self-renewing.



## Give a Cutlery Classic by CASE this Christmas

You can be justifiably proud of your choice of Case Cutlery for Christmas giving. Your selection represents the ultimate in cutlery quality, styling and satisfying service. Made of special formula American steels by highly skilled craftsmen, Case Cutlery sets represent the culmination of over a century of cutlery experience. For those on your gift list deserving of only the very best, choose a cutlery set that bears the time-honored name of Case . . . symbolic of the world's finest cutlery. Available at better department, jewelry and hardware stores everywhere.



**CARVING SET C-2**

Magnificent set with 12" Master slicing knife, 9" concave ground carving knife, guarded Master fork and 10" guarded steel. All of Case's special formula stainless steel with full tang. Pakkawood finger grip handles. \$31.50



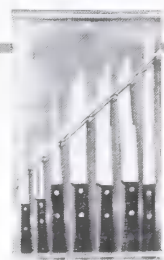
**CARVING SET C-4**

8" concave ground carving knife, saddle guard carving fork and 8" steel in set. All are made of special formula stainless steel. Genuine stag handles add to the luxurious look of the cutlery. Chest in mahogany and gold. \$27.75



**STEAK KNIFE SET C-11**

Eight smartly styled, long handled steak knives with full tang blades of special formula stainless steel. "Shortie" blades are concave ground and mirror polished. Golden brown Pakkawood handles. Mahogany and gold chest. \$27.75



**KITCHEN  
CUTLERY KIT  
No. 7000P**

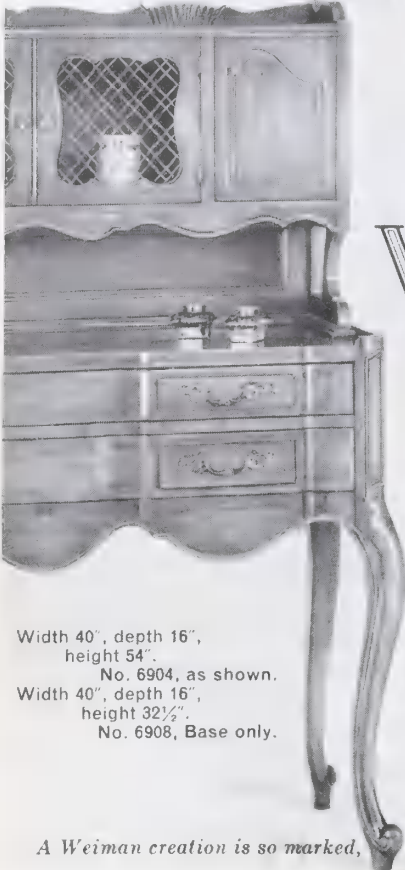
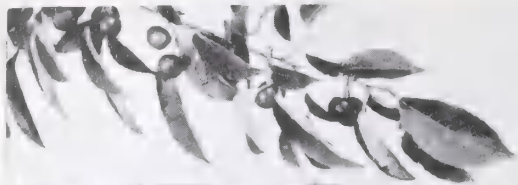
Crystal clear Plexiglass case. Stainless steel knives included are: 9 1/2" slicing knife, 8" bread knife with serrated blade, 8" carving knife, 7" butcher knife, 6" trimmer, 5" utility knife and paring knife. Pakkawood handles. \$26.50

Prices slightly higher in some sections of the U. S.

**W. R. CASE & SONS CUTLERY CO.  
BRADFORD, PENNA.**

Manufacturers of the Most Complete Line of Quality  
Cutlery made in America





*For a touch of the best in  
French Provincial*

## THE WEIMAN TOUCH

Weiman knows just how to express the 18th Century charm of French Provincial without overdoing. Here—a cabinet that brings richness into a room—yet doesn't mind being useful in the process. In cherry solids with figured cherry veneers. Top drawer has drop face and pull-out writing bed. Brass mountings.

**THE WEIMAN CO.  
ROCKFORD, ILLINOIS**

Width 40", depth 16",  
height 54".  
No. 6904, as shown.  
Width 40", depth 16",  
height 32½".  
No. 6908, Base only.

*A Weiman creation is so marked, to assure you of the genuine*

## THE LOOK OF AMERICAN LIFE AT THE TOP LEVEL

CONTINUED FROM PAGE 265

enough to take over this wing as their own. The fourth zone is the upper floor, where the master bedroom surveys the whole domain with absolute privacy. (The adjoining bedrooms and study are for the children while they are young.)

The kitchen is in the center of the whole plan, accessible to any of these four sections without intrusion on the others.

In interweaving and developing the plan of this dwelling, in creating the most desirable circumstances for family activities and personalities, and in co-ordinating these needs with the type of protection necessary in this climate, this house took its form.

But Mr. Wright goes much further than mere convenience and physical comfort. His buildings are intricate in their plant-like organi-

zation and they are rich with patterns and exuberant ornamentation. They blossom with little features, such as the welcoming fountain at the car-court entrance or the massive fireplaces that mark the gathering places inside. As buildings, they do all they can to add charm to the activities of everyday life.

These houses achieve their beauty and individuality on "machine-made" terms. Standard machine products and machine processes, once dreaded as "poetry crushers," are used here as the greatest means toward family homes of the utmost individuality, complete with rich refinements in detail. And since these products of machine production are used in ways natural to *them*, they become a dignified, not alien, addition to the natural scene.

*(Please turn to page 322)*

*Other pictures of Arizona house on page 320*



Fountain in splash pool below living room terrace plays high jet through opening above. Garden areas are protected from wind by low walls. Parapet shelters rose garden on terrace.



Master bedroom is quiet retreat on upper floor. Full length glass doors (behind camera) open to private balcony. Shuttered opening beyond fireplace looks down into living room.



**Look  
better  
Feel  
better**

**ELECTRIC MASSAGER FOR  
FACE, BODY AND SCALP**

**FACIALS**  
Wake up hidden beauty  
... put new glow in  
your cheeks ... look  
refreshed!

**SCALP TREATMENTS**  
Stimulate scalp for  
healthier, lovelier hair  
... loosen itchy dandruff  
... for men, too!

**BODY MESSAGES**  
Soothe tired, aching  
muscles ... relax tense  
nerves ... feel vibrant  
again, all over!

**ONLY \$8.95**  
SET

Complete with  
4 applicators

**Vibrosage®**  
DAILY

4 Scientifically Designed Applicators






Body    Sponge    Face    Scalp

Ask for Vibrosage by  
name at  
Your Drug Store

**BEAUTY APPLIANCE CORP., Racine, Wisconsin**





Kitchen, finished with the same handsome cabinetry as the other rooms, has specially ventilated corner for indoor rotisserie and ovens. Range is built into central island.



Other end contains laundry equipment, bulk storage and planning desk. Patterned perforations ventilate built-in refrigeration units. Playroom adjoins kitchen at left.



Children's playroom, glass on two sides, is close to kitchen for supervision, also directly off main hall and bedrooms to left, yet far removed from living and dining rooms.

## Belrose...

The Windsor Rose enriched by raised scrollwork and silver-finish palladium trim on the purest of fine translucent china. 5 piece place setting, \$11.80\*

**DUNDEE** with rich coin gold trim, at the same price.



## PASCO BAVARIAN CHINA



*by Lorenz Hutschenreuther—Since 1856*

\*Slightly higher South & West

Write for illustrated literature and name of dealer nearest you.

PAUL A. STRAUB & CO., INC. 19 EAST 26TH ST., DEPT. B-11, NEW YORK 10, N. Y.

## BUILDING ? REMODELING ?

NEW TILE BOOKLET SHOWS YOU HOW  
TO GAIN PRACTICAL BEAUTY  
AND SAVE MONEY!



You can do such wonderful things with American-Olean Tile! It's ceramic tile—the most practical, durable material you can use. And, as you can see in the brand new booklet, "New Ideas in Tile," it fits right into your decorating plans and your color schemes. For full-color illustrations containing lots of helpful, practical suggestions, send 10c for the booklet, today!

### American-Olean Tile Co.

1159 Cannon Avenue, Lansdale, Pennsylvania

- ☐ Please rush my copy of "New Ideas in Tile." Enclosed is 10c in coin.  
☐ Please send the name of my local American-Olean tile contractor.

Name \_\_\_\_\_

Address \_\_\_\_\_

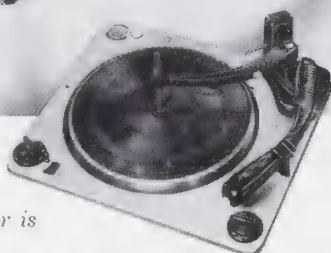
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## \* simple installation



Another reason why today's fastest  
selling high fidelity record changer is



## Collaro

### \* Simple Installation —

the pre-wired audio cable and  
the power cord with standard plugs eliminate  
need for making solder connections.



Pre-cut mounting board  
available.

For other features and new popular price, see your hi-fi dealer or write Dept. PL-10  
**ROCKBAR CORPORATION 650 Halstead Avenue, Mamaroneck, N. Y.**

## Happy Rooms

A novel display of scale model rooms is now touring Europe. Called "Happy Rooms," it highlights new Swiss wallpapers. It struck us that this theme would be just as fitting over here. For wallpaper—American or European—does make happy rooms. Of all the products at our disposal for decorating our air-conditioned, centrally heated, many bathed, generously applanced homes, wallpaper offers the most ideas.

Architects will tell you that wallpaper has the happy knack of lowering or raising the height of rooms . . . making them seem smaller or larger . . . brighter or more subdued. A talk with a psychologist reveals that wallpaper does for the home what a new hat does for a woman, or a tie for a man . . . gives it a brand new lift in spirit.

With all these possibilities it becomes apparent that literally thousands of different colors, designs and textures are required in wallpaper to fill not only architectural requirements but individual preference. And because tastes change, new thousands are created *each year!*

A continuous "tooling up" process for "new models" has been daily routine at Imperial for half a century. Each year Americans can choose from over 1000 new Imperial wallpapers: our popular Imperial Washable Wallpapers; soil-proof, scrubable Glendura Wallcoverings; superb Glencraft papers; fashionable Jean McLain designs; hand printed Imperial scenic murals, and practical, economical E-Z-DU Trimmed and Pasted papers. They all can help make your home happier and more attractive. They absorb sound, insulate, clean easily and unlike other papers come with a written guarantee in every roll.

Like our fellow craftsmen abroad, we firmly advocate happy rooms as part of the American way of living in these mid-century years.

**IMPERIAL PAPER AND COLOR CORPORATION**  
Glens Falls, New York

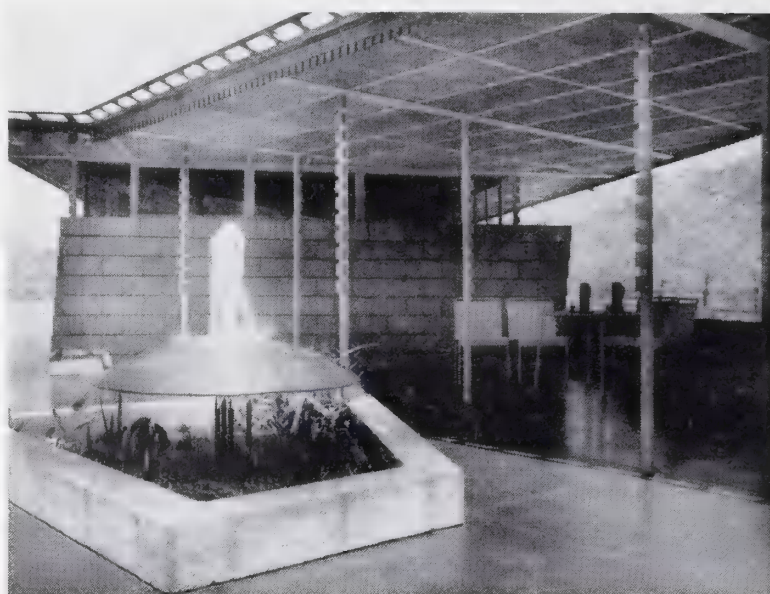
## THE LOOK OF AMERICAN LIFE AT THE TOP LEVEL

CONTINUED FROM PRECEDING PAGE

ALL PHOTOGRAPHS BY MAYNARD PARKER



Outdoor room in Arizona house is open clear through. Planted patio and swimming pool are at left behind low wall. Elsewhere, desert growth comes right up to building.

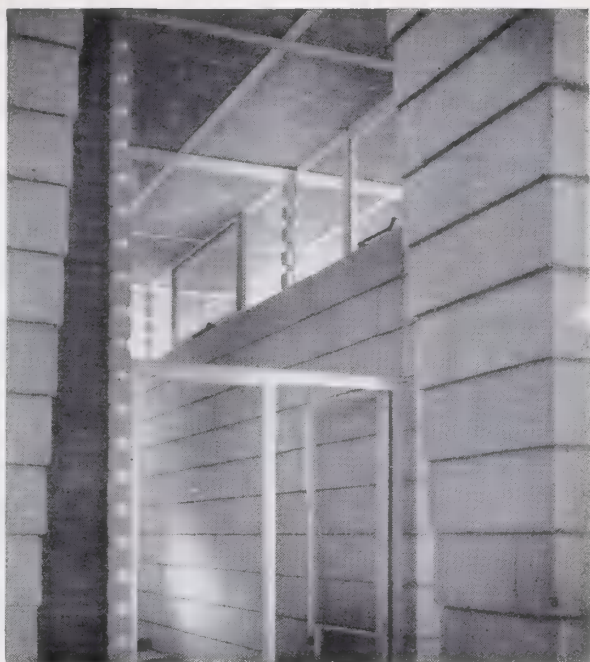


Little fountain at entrance steps splashes thin sheet of water over metal disc, encouraging cooling evaporation. Guest room and carport are beyond, detached from main house.



Night lighting concealed in tops of concrete block piers makes ceilings glow and accentuates poised look of roof. Pool lights under fountain add a sparkling reflection.





Doorway to bedroom wing shows patterned interplay of structural material. Stepped courses emphasize solidity of walls; bright blue cubes seem to punctuate lightness of metalwork.



Bedrooms are lined with fine mahogany walls and cabinet-work. Matching shutters curtain windows. Besides air-conditioning, rooms have good ventilation for cooler days.



Compact and well-lighted kitchen at end of living room is a family buffet or hostess studio for big parties. Central work table conceals four swing-out stools in the corners.

# WIDDICOMB

AMERICA'S MOST DISTINGUISHED CONTEMPORARY FURNITURE



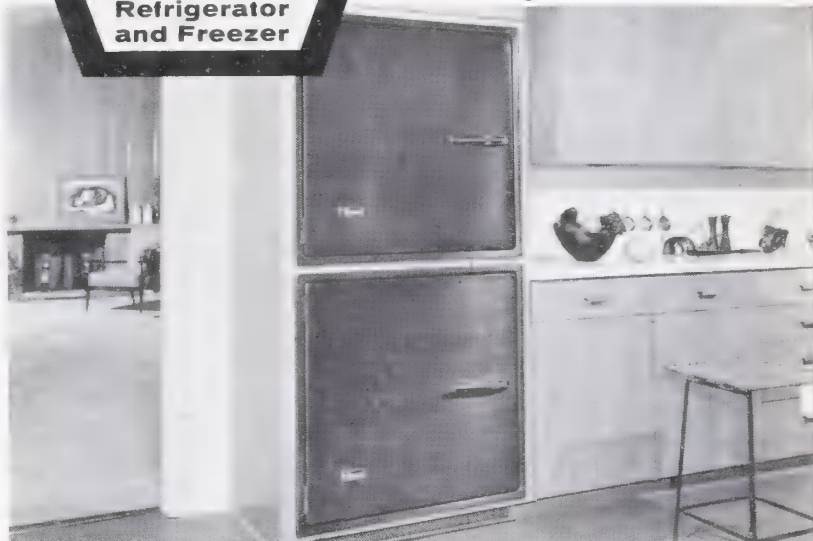
DESIGNED BY T. H. ROBSJOHN-GIBBINGS

WIDDICOMB CLASSIC #WWZ in solid walnut. A chair of comfort and quiet elegance that adds charm and distinction to any room setting.

FOR BROCHURE SEND 10c • WIDDICOMB FURNITURE CO., GRAND RAPIDS  
NEW YORK CHICAGO LOS ANGELES GRAND RAPIDS  
CLEVELAND ST. LOUIS DALLAS INDIANAPOLIS

**Revco**  
Bilt-In  
Refrigerator  
and Freezer

*make a showplace  
out of your kitchen!*



Revco Bilt-In Refrigerators and Freezers are so new, so practical, so mechanically perfect and so beautiful that your kitchen becomes a showplace.

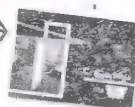
The refrigerator provides 8.4 cu. ft. of space. It's built into your wall, waist high, to bring foods to eye level, at your finger tips.

The matching, completely separate 6.3 cu. ft. Revco freezer can be placed

below, next to the refrigerator, or on the opposite wall. Versatility—lets you choose any arrangement. Revco Bilt-Ins adapt to any space, any place, high or low. There are colors galore! Choose stainless steel, antique copper or 25 custom colors.

For more information about exciting Revco Bilt-Ins, send coupon below for colorful new book "Trend-Setting Kitchens."

Send today for your copy of "Trend-Setting Kitchens." Please enclose 25c for mailing.



Revco, Inc., Deerfield, Mich. HB-114  
Enclosed please find 25c for my copy of "Trend-Setting Kitchens"  
I plan to build ☐ remodel ☐ (Please check one)  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



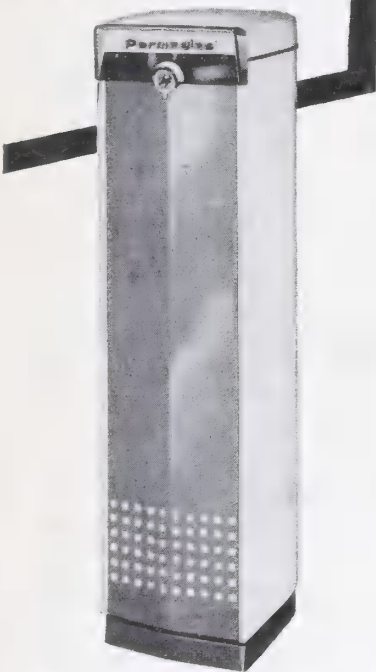
for  
your  
precious  
possessions



**CLEAN hot water  
is a MUST**

BUY THE ONE GLASS-LINED  
WATER HEATER THAT  
HAS EARNED YOUR

**CONFIDENCE**



**Permaglas®**

- The glass-lined tank proved by over 3,000,000 families.
- Exclusive, easy-to-adjust EYE-HI temperature control.
- Patented HEETWALL design saves heat, ends scalding bursts.
- Stunning aqua-and-copper styling complements your home.

Through research... a better way

**A.O. Smith**  
CORPORATION

Permaglas Div., Kankakee, Ill.  
International Div., Milwaukee, Wis.  
In Canada: John Inglis Co., Ltd., Toronto

## AMERICAN LIFE

CONTINUED FROM PAGE 320

In both of these family houses—in Arizona and in Oklahoma—we see clear examples of how Frank Lloyd Wright uses both technological means and natural conditions to establish the atmosphere for human comfort, delightful, because appropriate.

\* \* \* \* \*

**F**OLLOWING is a list of the building materials and furnishings used by Frank Lloyd Wright in the Arizona and Oklahoma houses shown on pages 258 through 265. Both houses were constructed by the Haskell Culwell Construction Co. of Tulsa, Oklahoma.

### ARIZONA HOUSE

#### CONSTRUCTION MATERIALS

**WALLS:** Standard concrete block masonry.

**FLOORS:** Poured concrete colored with "Colorundum," A. C. Horn Co., Inc., Long Island City, N. Y.

**ROOF DECKING:** Structural precast slabs of mineralized wood fiber and cement "Porex," Porete Manufacturing Co., North Arlington, N. J.

**INSULATION:** The Celotex Corporation, Chicago, Ill.

**WINDOWS:** Steel sash and doors, Federal Windows, Inc., Waukesha, Wis.

**PLATE GLASS:** Libbey-Owens-Ford Glass Co., Toledo, Ohio.

**SKYDOMES:** "Wascolites," Wasco Products Inc., Cambridge, Mass.

**FLASHING AND METAL WORK:** Sheet copper used for stamped fascia, flashing, fireplace hoods, "Anaconda," American Brass Co., Waterbury, Conn.

**INTERIOR PARTITIONS, DOORS AND CABINETWORK:** Mahogany plywood.

**WOOD FINISH:** "Satinlac," U. S. Plywood Corp., New York, N. Y. Varnish, E. I. du Pont de Nemours & Co., Inc., Wilmington, Delaware.

**TILEWORK:** For bathrooms, The Mosaic Tile Co., Zanesville, Ohio.

**HEATING AND AIR CONDITIONING:** Air conditioning unit, Servel Inc., Evansville, Ind. Cooling tower, The Marley Co., Kansas City, Mo. Grilles and registers, Barber-Colman Co., Rockford, Ill. Fibre ducts, Sonoairduct, Sonoco Products Co., Hartsville, South Carolina.

**ELECTRIC HEATERS:** In bathrooms, Norris-Thermador Corp., Los Angeles.

**PLUMBING EQUIPMENT AND FIXTURES:** Crane Company, Chicago, Ill.; American Radiator & Standard Sanitary Corp., New York, W. A. Case & Son Mfg. Co., Buffalo, N. Y.

**KITCHEN EQUIPMENT:** Built-in ovens and range units, Norris-Thermador Corp., Los Angeles, Calif. Combination range and refrigerator unit, Douglas Crestlyn International, Inc.,

Prepare yourself for a...

*Sound  
Surprise*

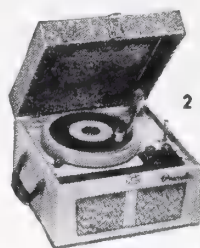


856 **NEW**  
**phonola®**  
Hi-Fi PHONOGRAPH

**GLORIFIED SOUND  
with 2 matched speakers**

**Authentic HI-FI!** Relax and enjoy the finest music a portable phonograph ever produced. This electronic masterpiece captures every high and low. 4-speed changer, automatic shut-off, turnover sapphire needles, two speakers, 45 r.p.m. . . . all in a luxurious palomino tan swirl grain leatherette case. Nothing compares at this price.

**MODEL 856 only \$79.95**

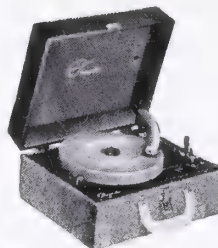


Twin speakers,  
Duo-Fi tone,  
2 sapphire needles,  
3 speeds

**MODEL 556  
only \$29.95**

Quality 3-speed  
at lowest price  
on market

**MODEL 156  
only \$19.95**



prices may vary in some areas

**WRITE FOR NAME OF YOUR NEAREST DEALER**

quality crafted phonographs since 1916  
**WATERS CONLEY COMPANY, INC.**  
ROCHESTER, MINNESOTA

Washington, D. C. Garbage disposer unit, General Electric Co., Louisville, Kentucky. "Tidy Mann" incinerator, Kellogg-Mann Corp., Buffalo, N. Y.

**LAUNDRY EQUIPMENT:** Washer and dryer, The Maytag Co., Newton, Iowa.

**WATER HEATING BOILER:** Ajax Boiler and Heater Co., Gardena, Calif.

**HARDWARE:** Finish hardware, Schlage Lock Co., Long Island City, N. Y. Piano-type hinges, The Stanley Works, New Britain, Conn.

**CABINET HARDWARE:** The Peabody Co., Los Angeles, Calif.

**ELECTRICAL WIRING EQUIPMENT:** Square D Company, Detroit, Mich.

**METAL WALL PLATES:** Sierra Electric Company, Gardena, Calif.

**SWIMMING POOL EQUIPMENT:** Moresta Swimming Pool Equipment Co., Sherman Oaks, Calif.

### INTERIOR FURNISHINGS

**CHAIRS:** Living room, Jamestown Lounge Co., Jamestown, N. Y. "Barcalounger" chairs in atrium (custom wood frames), Barcalo Mfg. Co., Buffalo, N. Y.

**BEDS:** Metal frames, Harvard Mfg. Co., Cleveland, Ohio. Foam mattresses "U. S. Koylon," U. S. Rubber Co., New York, N. Y.

**FLOOR COVERING:** "Highland Tweed" carpets for living room and bedrooms (wool tuftwoven), The Firth Carpet Co., New York, N. Y.

**FABRICS:** Imported linen throughout, Brunswick & Fils, New York.

### OKLAHOMA HOUSE

#### CONSTRUCTION MATERIALS

**FOUNDATION AND FLOOR SLABS:** Poured concrete, Dewey Portland Cement Co., Kansas City, Mo.

**FLOORS:** Poured concrete colored with "Colorundum," A. C. Horn Co., Inc., Long Island City, N. Y.

**WALLS:** Brick, United Brick and Tile Co., Kansas City, Mo.

**ROOFING:** Sheet copper, C. G. Hussey & Co., Pittsburgh, Pa.

**CEILINGS:** Plaster on metal lath, U. S. Gypsum Co., Chicago, Illinois.

**TILEWORK:** In bathrooms, The Mosaic Tile Co., Zanesville, Ohio.

**PLATE GLASS:** Libbey-Owens-Ford Glass Co., Toledo, Ohio.

**MILLWORK:** Genuine mahogany lumber and plywood.

**MAHOGANY DOORS:** The Mengel Co., Louisville, Ky.

**WOOD FINISH:** "Satinlac," U. S. Plywood Corp., New York, N. Y. Varnish, Pratt & Lambert, Inc., Buffalo, N. Y.

**HARDWARE:** For doors, Yale & Towne Mfg. Co., New York; for cabinets, The Peabody Co. Inc., Los Angeles, California; for windows "Windor," The Casement Hardware Co., Chicago, Illinois. All piano-type hinges, The Stanley Works, New Britain, Conn.

**HEATING AND AIR CONDITIONING SYSTEM:** Cooling tower, The Marley Co., Kansas City, Mo. Air-conditioning unit, General Electric Co., Bloom-



field, N. J. Grilles and registers, Barber-Colman Co., Rockford Ill. Fibre ducts, "Sonoairduct," Sonoco Products Co., Hartsville, S. C.

**ELECTRICAL FIXTURES:** "Prescolite," Pressteel Co., Berkeley, California.

**ELECTRICAL WIRING EQUIPMENT:** Square D Co., Detroit, Mich.

**ELECTRIC HEATERS:** In baths, Thermador, Norris-Thermador Corp., Los Angeles, California.

**METAL WALL PLATES:** Sierra Electric Corp., Gardena, California.

**PLUMBING FIXTURES:** Crane Co., Chicago, Ill.; American Radiator & Standard Sanitary Corp., New York; W. A. Case & Son Mfg. Co., Buffalo, N. Y.

**KITCHEN EQUIPMENT:** Ovens, Norris-Thermador Corp., Los Angeles, Calif. Electric range units, Tappan Stove Co., Mansfield, Ohio. Garbage disposer unit, General Electric Co., Louisville, Kentucky. Built-in refrigerators, Revco, Inc., Deerfield, Mich. Combination range and refrigerator unit in study, Douglas Crestlyn International, Inc., Washington, D. C.

**LAUNDRY EQUIPMENT:** Washer and dryer, General Electric Co., Louisville, Ky.

## FURNISHINGS

### Living Room

**FURNITURE:** Teakwood tables, John Stuart, Inc., New York, N. Y.

**CUSTOM CHAIRS:** Louis Perry, Tulsa.

**LAMPS:** Lucia Arkin, Co., San Francisco, California.

**FABRICS:** Covering on seat cushions, J. H. Thorp & Co., Inc., New York; on sofa, Oken Fabrics, New York. Raw silk on chairs, Scalamandre Silks, Inc. Pillows, Scalamandre Silks, Inc., New York; J. H. Thorp & Co., Inc., New York; Jofa Inc., New York.

**DRAPERIES:** Linen casement, S. M. Hexter Co., Cleveland, Ohio.

**FLOOR COVERING:** Wool carpet, Carpetcrafts, Inc., Los Angeles, Calif.

### Entrance Hall

**RUG:** Custom made of wool, hand-hooked by Edward Fields, Inc., New York, N. Y.

**FABRICS:** Covering on stools, J. H. Thorp & Co., Inc., New York, N. Y.

**DRAPERIES:** Linen casement, S. M. Hexter Co., Cleveland, Ohio.

### Dining Room

**DRAPERIES:** Linen casement, S. M. Hexter Co., Cleveland, Ohio.

**FLOOR COVERING:** Wool carpet, Carpetcrafts, Inc., Los Angeles, Calif.

### Bedroom

**FLOOR COVERING:** Wool carpet, Carpetcrafts, Inc., Los Angeles, Calif.

**FABRICS:** Chenille on chaise longue and chair, Morton Sundour Co., Inc., New York, N. Y.

designed by folke ohlsson

Internationally recognized Dux classics are the work of gifted designers and patient Scandinavian artisans. Comprehensive selection living and dining room furniture. Write for a brochure and the name of a dealer in your community.

DUX incorporated, dept. h-11, 390 ninth street, san francisco 3



DUX

SCANDINAVIAN CLASSICS

## A CULTURAL REVOLUTION IN POPULAR READING

CONTINUED FROM PAGE 243

For about 16 years it has been increasingly possible to get a few good books in really cheap paperback editions at any street-corner newsstand or drug store, and there are, of course, the standard medium-priced reprint series. But now there are the new "highbrow paper-backs," selling in tens of thousands, mostly in the book stores, and their success has everyone guessing as to the potential of the American book buyer.

Everyone interested in American culture has a theory about reading and its present state. There is a partial truth in saying that there have always been serious readers who could not find or pay for serious books and some truth also in saying that our engines of enlightenment have produced a new kind of thoughtful person.

I think the facts show that the exposure theory, which really includes these two half truths, is the best explanation and also the best guide for future publishing. No doubt book publishers will continue sometimes to go broke on good books, as they always have done, just as they often make money on

trash. They would always prefer to get rich on literature and the new situation may offer hope.

Historically, we can go back to the changes in the American popular magazines, which began long before the changes in book publication raised the question as to how much better the American reader might be than the stuff being offered him. The popular magazines, still in popular ways, of course, began about 25 years ago to try out serious articles.

The editors of large circulation magazines, being vulnerable, have been generally more enterprising and more sensitive than the book publishers to the shifting tastes of readers. The editor of a large circulation magazine is probably paying an investigator to find out who is reading what in his current issue, while the publisher is writing memoranda to his staff asking plaintively why nobody reads anything. (Perhaps that should be put in the past. The publisher has become enterprising also.)

I do not mean to say that the serious interest in the magazine, (Please turn the page)

prevent bathroom tumbles...  
install versatile, heavy duty

GRAB  
BARS  
by

HALL-MACK®

Sudsy soap and a slippery tub or shower can be a wicked combination—that's one BIG reason why so many families are installing Hall-Mack Grab Bars. Finished in gleaming chromium-plate—they may be installed in many ways—around outside corners, inside corners, on the wall vertically, horizontally, or diagonally—at any height to meet your safety needs.

Prevent costly tumbles now—before they happen...install Hall-Mack Grab Bars...ask for them at your dealers today!

Bars are of heavy gauge brass tubing...triple plated  
—available in straight or angle shapes.

SOLD BY LEADING PLUMBING,  
TILE AND HARDWARE DEALERS  
EVERYWHERE

SEND  
COUPON  
TODAY

HB-11

HALL-MACK COMPANY  
1380 West Washington Blvd.  
Los Angeles 7, California

Please send your FREE color booklet of new bathroom ideas.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## CULTURAL REVOLUTION

CONTINUED FROM PRECEDING PAGE

which has been so noticeable for about 25 years, has been fed by the same kind of fare as is now offered in the new reprints, especially the "highbrow paper-backs." Articles in a woman's magazine on educational problems, or in a picture magazine on the religions of India, are still "popular" in treatment. They make concessions to the layman and do not demand too much attention. The new reprints are far more demanding. But the change could be seen in the substance of popularity.

As I read the record, it was the magazines which did the best work in the new fields that survived and most of the new ones with huge circulations are more serious than those they displaced. As Frederick Lewis Allen remarks in his book, *The Big Change*, he discovered as the editor of *Harper's*, then a magazine of ideas of the older kind, that he could not pay even the good serious writers enough to keep them from putting their ideas into the new kind of popular periodical. The expert, the pedant, the cultural snob—and we have plenty of all these—may not be satisfied with present popular versions of their own subjects. To correct their ignorance, the critics should read the magazines that delighted their great grandmothers.

As a matter of fact, Americans have always done most of their reading in magazines, trashy or distinguished, trivial or serious. This is what makes comparisons between our reading habits and those of European populations so misleading. But for a long time, this new responsiveness to the weightier fare that was first tentatively and then generously offered in periodicals was not shown so copiously in the reading of books, or at least not in *buying* them.

The librarians of public libraries, and especially the reader's advisers, who have a clinical solicitude for the tastes and demands of the book-borrowing public, offer some testimony to the fact that there was a discernible rise in the standards of their patrons. Taste has wavered and varied with political and economic events, of course. It has been getting steadily more serious and readers have quite evidently been willing to demand more of themselves, tackling bigger questions with harder answers.

Whatever improvement may have been taking place in the potential demand for serious books, however,



Four gracious  
sterling patterns  
all fine examples  
of Amston's  
superb craftsmanship.

**Amston**  
SILVER COMPANY  
DIVISION OF ELLMORE SILVER CO., INC.  
MERIDEN, CONNECTICUT



## Taste the difference in water from a faucet with Spring-Flo

Crystal-clear, sweet-tasting water fills your glass from a faucet with Spring-Flo. It comes from the tap in a rushing stream, charged with millions of tiny air bubbles that break and vanish—taking odors, off-tastes and cloudiness with them! Spring-Flo water tastes and looks as pure water should!

You'll find Spring-Flo water better for washing, rinsing, too! The high-velocity bubbly stream mixes soaps *thoroughly*. Clings, spreads as it rinses, with never a splash. Make sure you get Spring-Flo on *your* new faucets!

ON LEADING MAKES OF FAUCETS



ASHMEDES U. S. PATS. 2,219,846—2,316,832

it was for a long time baffled by two obstacles which have nothing to do with taste, potential or developed: Books were hard to find. The important ones were mostly too expensive.

The pioneering work of Pocket Books, the first great modern effort in cheap paper backs, was to find sales outlets for books that would cost about what magazines cost and look somewhat like magazines, with the mammalian cover pictures that trashy—and even some serious—magazines had made conventional. Whether they knew it or not, the pioneers in the regular paper-backs of 17 years ago were catering to established magazine buying habits. Of course, these publications were also disposable, like magazines, in the trash can.

The studies of librarians have shown for many years, however, that accessibility will be, in most cases, the leading factor in determining what anyone reads. Unless we have some very special motive or interest, we read what is at hand. It was probably the expansion of books for sale from about 1,500 book stores, mostly concentrated in big cities and college communities, to more than 100,000 drug stores and newsstands that made the greatest change. The prices, twenty-five and thirty-five cents, helped. Such books at such prices can not generally be handled at a profit in a book store.

The need to stock 100,000 outlets with even one copy of each book published turned out to be a handicap to this effort, and still is. If every edition of every title has to be so large, publishers are less and less likely to take chances on rare or recondite manuscripts.

This makes it amazing, not that the Koran in English, for example, and Ruth Benedict's *Patterns of Culture* have sold in many thousands, but that they were published in these cheap, plentiful editions.

It is a little less amazing, but not any less gratifying, that a good many solid titles in modern fiction have sold hugely in cheap, brightly-colored paper backs, even when not very popular in their first respectable appearance.

The "highbrow paper-backs," the newest development, are almost all books that have been successful, but not really popular, in their original editions. This is what makes partly valid the theory that the new buyers were eager readers who wanted better books than they could afford. But no innovation even in book publishing can survive unless it can survive in business terms, i.e., show a profit.



Do the highbrow paper books really sell? It will not do merely to point out that Riesman's *The Lonely Crowd*, probably the most successful book in social science in our time, which the Yale University Press worked up to a sale of about 10,000 copies, has gone over 150,000 in its paper-back edition. Or that Jacques Maritain with *Creative Intuition in Art and Poetry* is one of the close seconds.

It is more reassuring to note that Brentano's famous New York bookstore has now a whole department downstairs for paper-backs, mostly highbrows, and recently took a full page in *The New York Times* to invite anyone to come and get a library for himself for \$10. The advertisement included a small sales talk; it is a full page of titles, 120 of them. One can see what kind of title these hardened cynics, the book salesmen, think will get customers at prices as low as 75¢ and almost all of them under \$1.50.

Here are some random selections: You can get Perry Miller's collection of the writings of American Puritans, or a book of essays by Freud. Jung is here also, if you are partisan. There is Sidney Hook's *Hero in History*, or you can have Hegel on *The Philosophy of History*, or Runciman's *Byzantine Civilization*. For less than two dollars you can get Franz Boas's classical work on *Primitive Art* with 950 illustrations; even good pictures are inexpensive in these books. There is, for criticism, Virginia Woolf's *The Common Reader*; for the student of words and their ways, Edward Sapir's masterpiece on *Language*. There is Catullus, and Unamuno, and Henry James, and James Gould Cozzens.

**T**HE official guide to paper-bound books, published three times a year by R. B. Bowker and Company, and kept up to date, contains over 4,500 titles. If even a tenth of them are substantial works, that is as high a proportion as one can honestly claim for the *unco guid*, the buckram-bound respectabilities.

Were there 150,000 persons who wanted a David Riesman, but did not have \$5? Or were most of the new buyers potential readers who had never happened to hear of Riesman and never found out that they might be interested?

I am inclined to the second answer, but it may not make much difference, even to the publisher, to decide what has brought him these new customers, so long as they continue to read—and buy.

One much bedevilled question of theory is of some importance, however. Whatever effect radio and

television and the movies are having on the American public, they have not destroyed reading. In fact, a good many librarians and teachers, with whom I would go along, are beginning to think that these enticements away from reading are also enticements sometimes into new interests for children and their elders also, and that books are sought to feed these interests.

Neither paper-backs nor reprints are new in American publishing, and I am not referring to Frank Merriwells. The sleazy fiction which flooded the reading public of the last part of the Nineteenth Century often came out in paperbacks, but the same stories could be much more cheaply bought in what passed in those days for magazines. Those experiments proved nothing about the future, which is *our today*.

**O**N THE other hand, we are not, as is often said, merely following European methods of publishing. Reprints of good books in paperbacks were once successfully circulated by the German firm of Tauchnitz. Their tan-covered volumes were as regularly found in the bag of a traveler on the continent as the Baedeker in red cloth, also German. But the reprints were mostly classics; the serious modern book was not likely to be available, and it is the serious modern book that is so characteristic of our revival in the older paperbacks and in the new highbrow reprints also.

However, we are not yet experimenting very boldly with the French method of publishing, which is to put out all new books in paper-backs. (If the French book sells, then more expensive editions appear.) Only one American publisher has tried extensively, in the Ballantine Books, to float new fiction titles in paperbacks on the regular markets, with as yet uncertain success. It should not be forgotten, however, as an essential part of the French system, that in a French city you can go round the corner—or at least you could when this system was established—and get your paper-back beautifully bound.

Where would you go to get an American paper-back rebound, no matter how precious it might be to you? This difficulty, for technical reasons, makes trouble even for the public libraries. Brentano's, in their advertisement, quoted Emerson as saying that a man's private library is his "harem." It is fair enough to buy a harem for less than \$10, but one wants a reasonable degree of durability.

# Cherry Heering

Denmark's Liqueur Delight  
Since 1818

## Danish Recipe Booklet Free

Includes recipes of Danish dishes, ideas for flower arrangements, etc. Beautifully illustrated.

Write Dept. HB-2,  
SCHENLEY IMPORT CO.  
122 East 42 Street  
NEW YORK 17, N. Y.



49 PROOF



All your  
guests will  
enjoy it!

COLLECTORS ITEM . . .



... for curios, art objects, prized mementos ... yet the cabinet itself is a treasure of fine carving and gracious design in the French Provincial tradition.

OF MICHIGAN  
*Colonial*

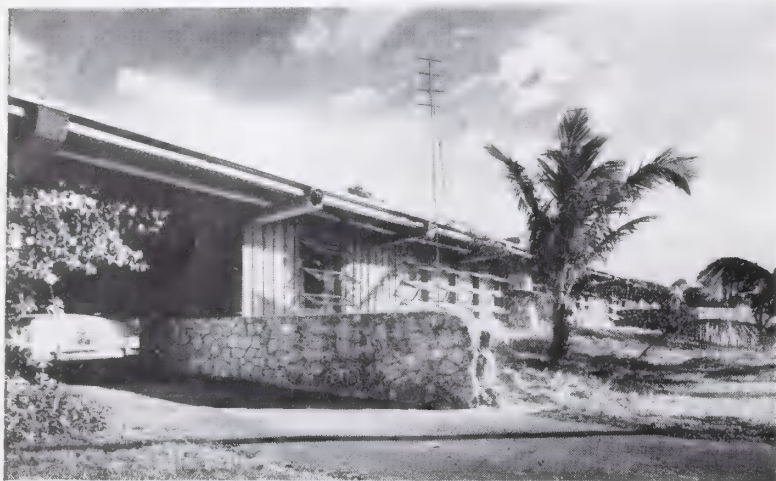
GUIDE TO FINE FURNITURE — "Treasure House" Book shows the Colonial line. Glorious illustrations, a wealth of information about period designs. Send 25c.

MANUFACTURING COMPANY  
142 COLONIAL AVENUE • ZEELAND, MICHIGAN



## SOME PEOPLE BUILD THEIR OWN HOUSES WITH THEIR OWN HANDS

CONTINUED FROM PAGE 237



This is the rear of the Litsey house, planned to face on street side.

and plumbing, had help by the day to pour hot tar and gravel for the roof, and hired the use of a crane and men to lift the heavy old pine beams into place. Everything else is the work of their own hands.

What adds distinction to this young couple's effort, and sets them apart, is that they had the wit to hire a fine architect to guide them in planning this house. The same Alfred Browning Parker who designed the Marko house (see page 220) drew the plans for this house, and was consulted whenever problems arose.

Many people, thinking to save money, rely on their own design ability and consider an architect and his fee unnecessary. Of course, this is the greatest mistake the amateur can make. The architect lays out a plan that fits the needs of the family, knows exactly how to inject style and simplification into the whole and, best of all, averts those inevitable errors that accrue from inexperience. Nothing is more dampening than to miscalculate some important detail and have to do an onerous job over. Not only is it costly to correct mistakes, but it is also a hideous drag on the morale.

The Litsey house is for two adults and their children, Shepherd and Ann. It breathes vitality from every timber and brick, and for the Litseys it is the perfect house. Started when Richard was piloting a regular run for Eastern Airlines and could count on several

days off between flights, the house began with the salvage of some handsome Dade County hard pine, which had been weathering for 40 years as the structure of a nearby abandoned water tower. For the price of hauling the lumber to his site (about \$200), he had the basis for the structure of his house that is built by the side of a swimming pool. This was literally lumber that money could not buy, and it is as hard as cement and a beautiful color.

Before the great beams were mitered and measured and put to use again, the swimming pool was built and a water pump installed. Thus while the labor of building the house went on, the family could picnic here and cool off in their own pool. Ten months from the day work started, the family moved in. They have been finishing and improving the house ever since, as is the way with the builders of any house.

All the rooms open directly onto the screened terrace and pool, except the new bedroom extension. The rooms are small, just large enough to serve their essential purpose, yet there is no feeling of limitation, for the eye goes beyond the rooms, past the Persiana doors that stand open in all but the chilliest Florida weather to the great outdoors. There are no visual barriers to the sky, no barricades to stop the welcome breezes. Life is lived more out of doors than in, and here throngs of happy chil-

dren come to swim, and entertainment is informal and relaxed. A perfect spot for Captain Litsey to let down and relax in!

There is inspiration in this Litsey saga, in that both Connie and Dick threw their energies into this rewarding project. Connie was no passive onlooker. Besides a hundred and one odd jobs in which she shared, she laid all the brick flooring unaided. Such unity of purpose and the bolstering of each other's morale can produce nothing but good.

There is inspiration in this story for all those who would build their own homes with their own hands, like the young Litseys. And it is in the nature of Americans to boldly attempt it. However, one word of caution:

Not everyone possesses the innate talent, the time and the necessary drive to undertake and follow through on such a project. Where such is the case, people can still have the immense satisfaction of doing or helping with the painting and wood finishing, or even the carpentry for the garden and game room, where crudeness is not to be so deplored as in the living room or dining room.

But if you are like the Litseys and have the skill and time to build your house, more power to you!

Here is a list of construction materials and furnishings used in the Litsey house in South Miami, Florida, as shown on pages 236 and 237.

### CONSTRUCTION INFORMATION

**STRUCTURE:** Wall of Miami Oolite stone and Tide Water red cypress.

**FLOORING:** Florida Portland Cement Co., Miami, Florida.

**LIGHTING:** Ceiling and wall lights, Lightolier, Inc., Jersey City, N. J. Installed by Seymour Lighting Co., Miami, Florida.

**KITCHEN EQUIPMENT:** Sinks, The Crane Company, Chicago, Ill. Universal oven and counter burners, Cribben & Sexton Co., Chicago, Ill. Refrigerator, General Electric Co., Louisville, Ky. Formica counters in kitchen and on bar, The Formica Co., Cincinnati, Ohio.

### FURNISHINGS

#### Living Room

**FURNITURE:** Imported teak table, Dux Company, San Francisco, Calif. Chair, Jens Risom Design, Inc., New York, New York.

**BLINDS:** Split cypress blinds, Burdine's, Miami, Florida.

#### Bedroom

**FURNITURE:** Rattan Chaise, Tropi-Cal, Los Angeles, Calif.

**ACCESSORIES:** Television, CBS-Columbia, Inc., Long Island City, N. Y.



Living room, children's bedrooms and kitchen open onto the pool.





*Design for Home Entrance and Water Garden by Hugh Stubbins, A.I.A.*

## "CERAMIC TILE... A PRACTICAL MATERIAL OF INFINITE VARIETY AND COLOR"

*Hugh Stubbins*

A classic material in a modern setting . . . that's ceramic tile in this home entrance and water garden designed by distinguished architect Hugh Stubbins. Look and you will agree Ceramic Tile is in tune with today's cry for more beauty, less work!

Take stock: rich red quarry tile for the inviting foyer entrance . . . smaller floor tile units for the hall and the distinctive pool . . . a pastel symphony of glazed tile for the gracefully curved wall screening the living room—and all so easy to clean!

Here's maximum beauty with minimum maintenance!

First cost is your last with never a penny for waxing or refinishing—painting or decorating. It's wise to consider durable, lifetime ceramic tile when building or remodeling.

**IMPORTANT:** When building or remodeling, ask your ceramic tile contractor about the new adhesive method for installing ceramic tile. It may save you money. Be sure to see the wide range of sparkling ceramic tile colors, too.

Get ceramic tile remodeling and new construction ideas from colorful brochure, "Ideas Unlimited," plus a folder on ideas used in the Hugh Stubbins design. Both for 10¢. Write to Tile Council of America, Inc., Department HB-11, Room 3401, 10 East 40th Street, New York 16, or Department HB-11, Room 933, 727 West Seventh Street, Los Angeles, California.

*The Modern Style is*

**CERAMIC**  
**tile**

**TILE COUNCIL OF AMERICA, INC.** American Encaustic Tiling Co. • Architectural Tiling Co., Inc. • Atlantic Tile Mfg. Co. • Cambridge Tile Mfg. Co. • Carlyle Tile Co. • Dover Ceramic Co. • General Tile Co. • Gladding, McBean & Co. • Jordan Tile Mfg. Co. • Mosaic Tile Company • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Olean Tile Co. • Pomona Tile Mfg. Co. • Ridgeway Tile Co. • Robertson Mfg. Co. • Royal Tile Manufacturing Co. • Sparta Ceramic Co. • Stylon Corp. • Stylon Southern Corp. • Summitville Tiles, Inc. • United States Ceramic Tile Co. • Winburn Tile Mfg. Co.





For a free copy of "Gourmet's Guide to Dining and Drinking" send request to Cointreau Ltd., Pennington, N. J.



PRODUCED & BOTTLED BY COINTREAU LTD., PENNINGTON, N. J.

- |                                       |                                    |
|---------------------------------------|------------------------------------|
| 1 COINTREAU LIQUEUR 80 PROOF          | 11 ANISETTE 50 PROOF               |
| 2 COINTREAU AND BRANDY 80 PROOF       | 12 CHERRY LIQUEUR 60 PROOF         |
| 3 CREME DE MENTHE (GREEN) 60 PROOF    | 13 APRICOT LIQUEUR 60 PROOF        |
| 4 CREME DE MENTHE (WHITE) 60 PROOF    | 14 BLACKBERRY LIQUEUR 60 PROOF     |
| 5 CREME DE CACAO 50 PROOF             | 15 PEACH LIQUEUR 60 PROOF          |
| 6 CREME DE CACAO (WHITE) 50 PROOF     | 16 PEPPERMINT SCHNAPPS 60 PROOF    |
| 7 BLACKBERRY FLAVORED BRANDY 70 PROOF | 17 KUMMEL 80 PROOF                 |
| 8 PEACH FLAVORED BRANDY 70 PROOF      | 18 SLOE GIN 60 PROOF               |
| 9 CHERRY FLAVORED BRANDY 70 PROOF     | 19 ROCK AND RYE 70 PROOF           |
| 10 APRICOT FLAVORED BRANDY 70 PROOF   | 20 GINGER FLAVORED BRANDY 70 PROOF |



## WHAT'S AMERICAN ABOUT AMERICAN COOKING?

CONTINUED FROM PAGE 268



Marketing once a week to save time for more important things means we need generous storage space to hold assortments of canned and packaged foods. Here's how one family solved this need by adding a shallow floor-to-ceiling cabinet built against old existing wall. Shelves are just deep enough to hold a single can or package. In this way every item is in clear view. Left, same cabinet closed, clearly extends out from wall only a few inches. Americans are fond of making such efficient use of little space.

world of the mind which now, while my children are small, I have been missing."

Key words in her remark are "the world of the mind."

Fifty years ago cooking was considered menial by the average American. Now, suddenly, it is being discovered as a fascinating subject, far from mindless. What brought about such a shift? Many factors, of course. But the big change began with the mechanical refrigerator which retarded spoilage. (In 1950, 33,720,000 were in operation in America.) Then later came the freezer. Together they make a noble pair, for they make the daily trip to the market unnecessary, saving hours of time.

Perishables, like milk, butter, eggs, vegetables, meat and even seafoods became staples. Even the cook's time can now be "put on ice." Time-consuming tasks—the preparation of vegetables, the fuss of pastry rolling and shaping, hours of cooking—can all be done ahead of time and set away to be used whenever needed.

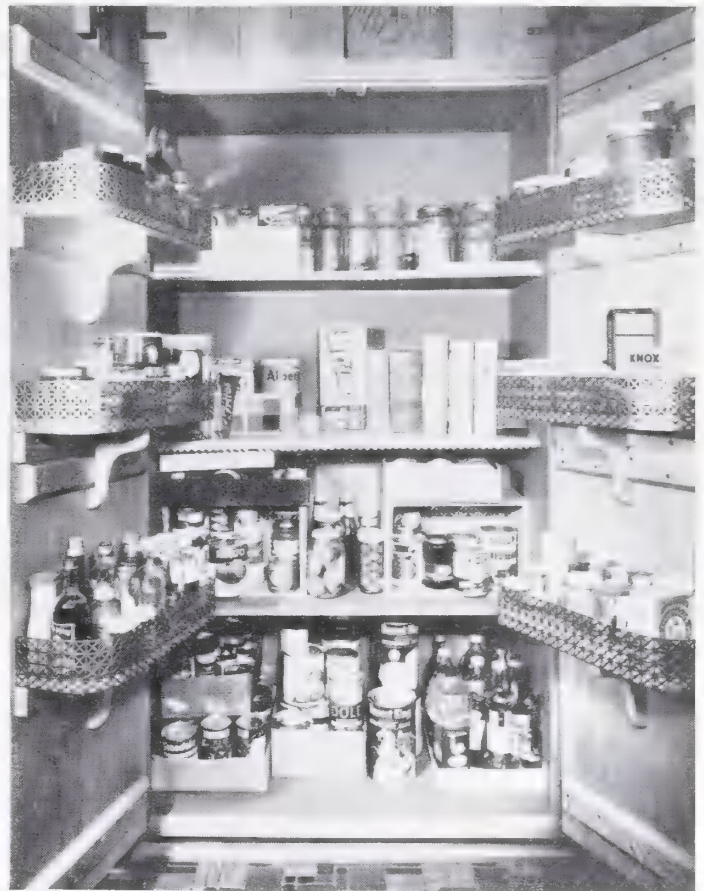
These mighty twins, refrigerator and freezer, have affected American cooking in widely diverse

ways. The refrigerator, because it kept food so fresh, encouraged the use of salads, particularly green salads and the popular jellied salads. It made the ice-box cake a favorite company dessert. In many cases it encouraged quick cooking, because it was unnecessary to stew, braise and marinate in order to keep meats.

The freezer, on the other hand, has in many instances had an opposite effect. Many elaborate dishes, almost forgotten for a generation, were revived as the idea of "Chain Cooking" spread. Women were willing to go to considerable trouble, if it meant that they could reap the rewards from one spate of work on several occasions, often months apart.

Recently, too, industry has contributed to this revival of interest in more elaborate foods. Many different types of soups and bisques, sauces, pastas, cheese cake, profiteroles, eclairs and fancy pastries are back again on the American table via the freezer.

Electric blenders and mixers have had much the same effect. The blender particularly has taken the (Please turn to page 338)



A typical American kitchen pantry contains a wide miscellany of basic staples, seasonings, sandwich spreads, party "nacks" plus a wide assortment of canned foods—some ready to eat and others to be used as ingredients in cooking other recipes. The deep pull-out drawers of base cabinet allow easy access without stooping or struggling to reach bottom rear area. Shallow shelves on doors with metal galleries also place more items within easy reach.

slowly, is that the woman who can count on two-thirds of her menu coming out of cans and packages feels free to take the time and energy to make a real production of one dish for that same menu.

So we have arrived at a typical American phenomenon. The more we learn, the more we want to know; the more we know, the more we are eager to find new things and to try new methods.

Just as Shen Nung, the wise emperor of China, compiled a cookbook and Dumas père swore that he was born "not to be a writer, but

a cook," so are the intellectuals of the United States turning to cooking. They may have been forced into it, but now they love it. A young woman, who is a former philosophy teacher and now a full-time housewife and mother of three small children, puts it this way: "Cooking is my hobby, my extra-curricular love, as well as a part of my family duties. It is also my refuge in time of trouble—my way of working off a fit of temper, of getting peace of mind in the midst of childish chaos. But most important of all, it is my link with the



## NO MAN NEED BE COMMON

CONTINUED FROM PAGE 225



MID-CENTURY MODERN AND  
TRADITIONAL FURNITURE  
in a New key

At fine stores and accredited decorators

**John Widdicomb**

FOR ALMOST A CENTURY ONE OF AMERICA'S GREAT FURNITURE MAKERS

one park ave. new york grand central stn.



Brilliant New  
**Crystal Jugs**  
with a  
CONTINENTAL influence

What hostess hasn't literally sighed: "Oh, for something *different*, something with a distinctive 'air-to-it', to break the everlastingly monotony in refreshment jugs!" . . . Relax, milady: Here's the *perfect* answer: The most refreshing—and, you'll admit, most exciting—change in refreshment, juice and beverage jugs in years! . . . The inspired hands of those deft West Virginia Glass artisans have brought you two brilliant, hand-wrought crystal Jugs you'll be so eager, and so proud to possess—a 36-Oz. Juice Jug and an 80-Oz. Refreshment Jug with that Continental impress you've long hoped for . . . So don't wait *another minute* to get *yours*. (And how surprised you'll be at their almost unbelievably modest prices!)

When buying glassware, look for this blue and gold label identifying West Virginia Glass. It's your assurance of hand-blown, brilliant crystal—smart, modern design—superlative quality—at conservative prices. At gift, jewelry and department stores. For name of nearest dealer, write West Virginia Glass Specialty Co., Weston, W. Va. (Member Glass Crafts of America.)



**WEST VIRGINIA Glass**

looking at houses for themselves, but had found nothing they could be happy with, even among those that were too expensive for them to consider. They were for other people, perhaps, but not for them.

For months Mrs. Marko hesitated to call Mr. Parker, and then took the plunge. Would he be interested in designing so small a house as she and her husband wanted? He would be delighted, he said, when she phoned. And slowly the house took shape.

The first site was not quite right, so the Markos kept looking until they found what they wanted on a large estate that was being subdivided. It was a fine piece of land with magnificent trees, in an area that offered many pleasurable walks. They bought it for \$7,200.

Mr. Parker put aside the first plans he had drawn and began anew. To begin with, he made full

and ingenious use of the old concrete blocks that the Markos had found on the site and had bought cheap along with it. (You can see the handsome wall they composed on page 220 and the opposite page.)

Here perhaps was the first point of misgiving, because the Markos couldn't quite see what architect Parker could do with such old and "ordinary" materials. But when they saw them laid up, they were completely won.

Thus, step by step, architect and client together created understanding, confidence and finally a striking house, which the Markos find is the most wonderful thing that ever happened to them, except their happy marriage.

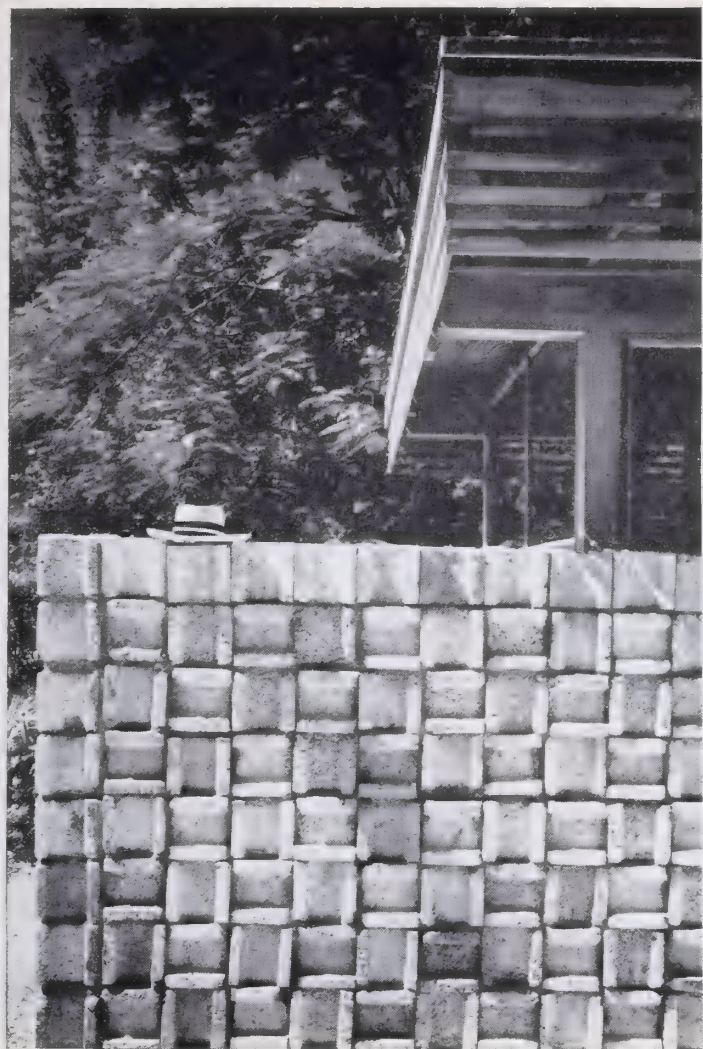
Besides the limits of their own experience with the principles of good architecture, they had a small hurdle of their friends' objections to surmount. "Why go



Above, view of bedroom from one end of fireplace wall shows how it, too, is open to terrace, like living room. Below, view of same bedroom from terrace side reveals fireplace, which serves both bedroom and living room, and tree room beyond. Note rattan-rawhide furniture throughout house.







These were old concrete blocks found on the site. Architect Parker had them laid up in this fresh, interesting pattern. The trellis-like cornice of the roof is a fine device for reducing sun and glare.

an architect," they were told. "For the same money you could furnish your house."

"Well," Mrs. Marko said, "we never spent money better than by having an architect. He gave us the most beautiful thing in our lives, and we love it more every day."

"It's just what we want. We can live in it, entertain in it, do everything we want to do in it, just the way we like. As for the money it cost us, it is our happiness and that's the way we count it. We could afford to build it, because we gave up some of the small things that other people seem to treasure: jewelry, yes, even minks, going out a lot, and so on."

"Now, we tell everybody who says we live like a king and queen, instead of a hard-working couple. We do indeed! And we don't have to buy tickets for our entertainment. We have it right at home in our house and in our garden. It's saving us money every day of our lives, and it's making every day of our lives so beautiful and full of pleasure that we still wonder about it. You put a price on that!"

And we who have seen many

beautiful houses costing much more are glad to agree with Mrs. Marko that she and her husband are living in a home that is quite priceless and of which they can be justifiably proud. It is a princely pavilion of a house sitting comfortably under the shade of a great roof and of spreading banyan and Spanish lime trees.

It is an ideal house for the subtropical climate of Florida, owing to the way it turns into the prevailing breeze and invites it to blow through the entire house from one open end to the other. The umbrella-like roof with its cleverly designed trellis-cornices protects the people in the house from sun and rain. Here there is no need to rush around closing windows when a storm comes up, unless it is exceptionally violent and windy.

Because of the mildness of Florida winters, the tree-room porch-terrace, that resembles a Hawaiian lanai in its openness, can be kept completely open to the living room, almost all the time, lending its green spaciousness to the entire house, making it as expansive and generously sized as the great out-

(Please turn to page 335)

*Wish your kitchen a Merry Christmas !*



A mighty important room for the whole family, that kitchen—why not wish it and *yourself* a Merry Christmas with a beautiful decorator-styled KitchenAid Food Preparer?

The KitchenAid *is not* just another mixer! From exclusive Hobart planetary action which guarantees ingredients will be thoroughly mixed to the complete line of practical attachments for chopping, shredding, slicing and grinding food of all kinds, KitchenAid is *really* different. And the wide range of KitchenAid decorator colors can give you a shade that will blend with any kitchen color scheme.

Write Dept. KH, KitchenAid Electric Housewares Division, The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175 George St., Toronto.

**KitchenAid**

The Finest Made...by 

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



© W. Goebel, Oeslau

**"ONE MUST ASK CHILDREN AND BIRDS HOW CHERRIES AND STRAWBERRIES TASTE..."**



Spanning time, space and passing fads... "HUMMEL" figurines bring the warmth and beauty of eternal childhood into collectors' homes everywhere.

**AUTHENTIC M.J. Hummel®**

"HUMMEL" figurines are identified by indented in the base of every piece, as well as the familiar V with a Bee trademark printed on the underside.

In sizes and prices for every need and budget at leading gift, novelty and department stores coast to coast.

Made exclusively by

®Trademark

**W. GOEBEL • HUMMELWERK • BAVARIA • W. GERMANY**



## EVERYBODY CAN OWN A HOUSE

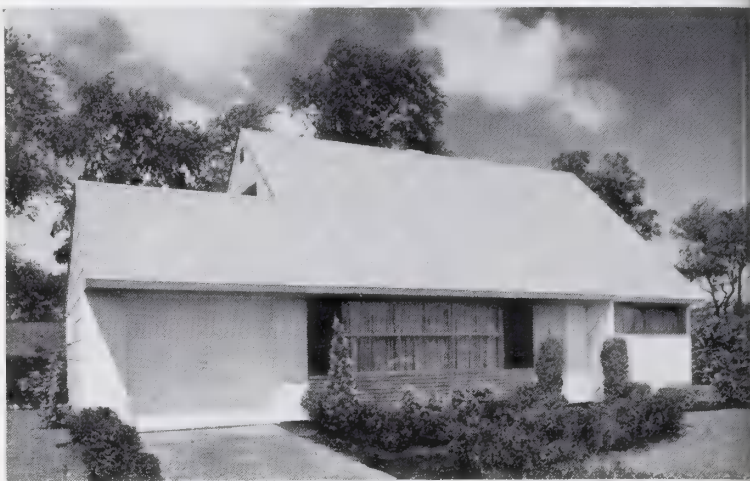
CONTINUED FROM PAGE 229

And the \$72.50 a month is less than the same family probably now pays in rent. Here you get *two* bathrooms and three bedrooms and electric kitchen and a living room and an all-purpose or TV room, a washing machine, range, dishwasher and a refrigerator. That your rent gradually makes you owner of a house and land is pure gravy. Why hesitate? You can't lose.

Of course it does not have to be a builder house that you buy. You can have one custom-built and get that help; \$20,000 is the limit for insured loans.

There are two government agencies in this business. The Federal Housing Administration deals with everybody, the Veterans Administration with veterans only. They don't lend you money. They o

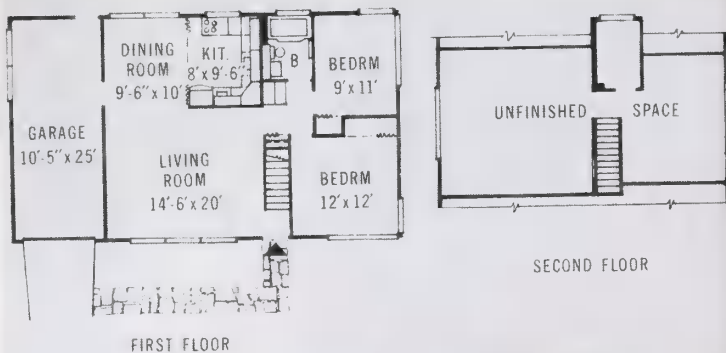
ALL PICTURES FROM LEVITT & SONS, INC., LEVITTOWN, PA.



Exterior of cheapest house in Levittown, Pa.,—only \$10,500.



L-shaped living-dining area makes most of interior design.



Floor plan of popular low priced builder house in Levittown.

**General**  
The Perfect Floor Polisher  
For Homes of Distinction

General Twin 12A—America's most versatile Electric Floor Machine.

FREE booklet and dealer name from  
GENERAL FLOORCRAFT, INC., Dept. H-11, 421 Hudson St., New York 14, N. Y.

✓ALWAYS SAFE  
✓ALWAYS HANDY



**HERCULES WALL VAULT®**

Protects Home Valuables

Recessed into a wall and concealed by a picture, this fire-resistive Hercules Wall Vault keeps your valuables safe . . . and at home where you have access to them 24 hours a day! Electrically welded heavy gauge double steel construction with time-proven Thermo-Cel insulation. Certified one-hour furnace tested up to 1700° F. Combination lock. See your Meilink dealer about this and other home vaults. Or write Dept. S-G, Meilink Steel Safe Company, Toledo 6, Ohio.

with **MEILINK** it's for keeps

Makers of safes and other insulated products since 1899

Does he smoke?  
He'll be thrilled with a

BEATTIE—  
the ONLY LIGHTER  
with the  
**jet**  
FLAME!

DOWNWARD—  
right into pipe-bowl.  
UPWARD—to cigar  
and cigarette tip.  
SIDEWAYS—into  
fireplace or campfire.  
ANYWAY—right into  
the wind!

THAWS FROZEN CAR-LOCKS.  
DOES SMALL SOLDERING JOBS, TOO!

There is no "substitute" for a Beattie Jet!  
at most TOBACCO, DRUG, JEWELRY, DEPT. STORES,  
from \$4.95 to \$49.00

If unavailable, write: DEPT. B  
**BEATTIE JET PRODUCTS, INC.**  
19 EAST 48th ST., NEW YORK 17, N. Y.



protect the lender against loss. You get your money, as before, from a savings-and-loan association, a savings bank, a mortgage company or a life insurance company. It's still the experienced lender who grants or refuses you your loan, and banks still don't lend carelessly. On FHA-insured mortgages the rule is that a man's monthly payments on his house (interest plus re-payment plus local taxes) must not be more than his weekly wage. The earning power of his wife is not counted and forms a reserve. His character, credit and job record are checked. By now the Retail Credit Bureaus know a lot about almost everybody as a bill-payer.

Note that it's private money that is being lent, not public money. Only the lending institution is protected: You, as the borrower, are looking down the gun barrel as before. If you don't keep your payments up, you lose your house. And it's you, the borrower, who pays for this service (except veterans, who get theirs free from the Veterans Administration, regardless of need, as something they have earned through their service).

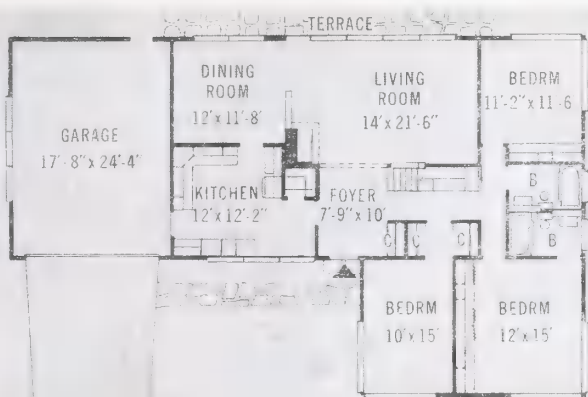
The bank charges one-half per cent a year extra as a mortgage insurance premium. This it pays over to FHA. Out of these premiums, FHA builds up the fund from (Please turn the page)



Levittown has 17,000 houses. This type is the costliest at \$20,000.



Interior of most expensive house shows living and dining areas.



Floor plan variations individualize high cost Levittown Houses.

*yourself*  
Picture with John Stuart furniture

Cabinet designed in London by Robin Day  
Chair designed in Copenhagen by Greta Jalk  
Thru dealers and decorators only

JOHN STUART INC.

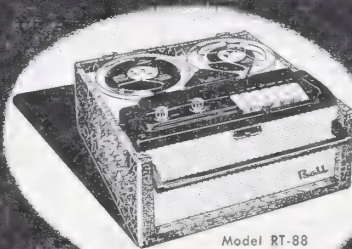
FOURTH AVE AT 32nd ST. NEW YORK 16, N. Y.

Please send 25c dept. HB - for "The Pendulum Swings" 30 photographs of John Stuart chairs and tables.

DESIGNED *your* by BELL  
FOR LIVING

Here is a "Million" hours  
of pleasure for only \$139.95\*

Look at the features



Model RT-88

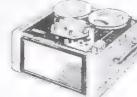
FIRST portable tape recorder of high quality and beautiful styling at thrifty price. **THREE** motors, dual track, two speeds and piano key control. **PRACTICAL** design and flawless Bell workmanship. **RECORD** the priceless sounds of your children, travels and social life. **KEEP** them forever.

For many years past, dependable Bell Tape Recorders were available only in High Fidelity stores. Today, because of steadily increased demand, Bell Tape Recorders can be purchased in leading Department and Camera stores... as well as High Fidelity stores... in most cities. You should try a Bell before you buy any tape recorder. Write us for full color literature and the name of your nearest Bell dealer. \*Prices slightly higher in the West.

OTHER BELL TAPE RECORDERS... and STEREOPHONIC SOUND



Model RT-75... three speed; 6x9 speaker, flawless Bell workmanship; will please most critical user; \$174.95\*



Model BT-76... same as RT-75, except Stereophonic playback added; staggered heads; superior stereo value; \$189.95\*

**BELL SOUND SYSTEMS, INC.**  
"World Renowned For The Best In Sound"

560 Marion Road, Columbus, Ohio • A SUBSIDIARY OF THOMPSON PRODUCTS, Inc.

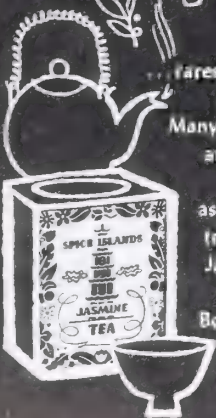


# delight of gourmets

new Spice Islands  
**CHICKEN STOCK Base**  
True-chicken flavor  
booster for soups,  
gravies, sauces,  
noodles, dumplings,  
dozens of delicious  
dishes! Do try  
the Chicken Rice  
Casserole recipe on  
the back label.



Spice Islands  
superb red or  
white wine  
**VINEGARS**, plain  
and herb flavored.  
They're cork-aged,  
piquant, palatable!  
Every splash  
works menu magic  
in salads and such.



Finest TEAS of India  
and the Orient.  
Many Blacks, Greens  
and In-Betweens  
(like Oolong)  
as well as special  
treats like exotic  
Jasmine Tea and  
orange scented  
Bouquet of Spice.  
Delightful!

## SPICE ISLANDS

South San Francisco, Calif.

## EVERYBODY CAN OWN A HOUSE

CONTINUED FROM PRECEDING PAGE

which to repay the bank when a mortgage goes wrong. So this mortgage insurance is no welfare expenditure. In fact, it's no expenditure at all. FHA has been operating at a profit. By now it has built up a reserve fund that would take care of even a big depression.

The whole thing has been a smart piece of government. It has given the Little Man the same access to the big-time money market that a big corporation has. It has put him into a profitable business; he becomes his own landlord. It has put private money and private brains to work in a field which public money and official procedure might have had to enter. It has made the Little Man a big customer.

IT MAY have been smart. But was it wise? Was it good? Americans, too, have wondered. To enjoy a thing before you have paid for it goes very much against the New England tradition which has greatly influenced most Americans; it's almost like eating one's dessert first. And a mortgage, especially, has always been considered an evil thing. In old-fashioned theater on the showboats, the family was always just about to lose its homestead through foreclosure. And here comes the government and helps millions to put their heads into the noose. A mortgage is also expensive. By the time you've paid back a \$10,000 mortgage in monthly installments over a period of thirty years, you've paid an additional \$8,228 in interest. Is it worth all that?

But in the economics of the human being, fact number one is that you live only once. The living creature, says Henri Bergson, is an arrow pointed through time. Two things may be mathematically the same, but if they come at different times of your life they're not the same. Should a mother have a washing machine now, while her children are in diapers, even though it means installment buying, or should she save for ten years and then pay cash? Should a young couple go into debt and have a house right now, or should they live five years with parents-in-law and save toward a house?

Americans decided this question over the automobile, back when a car was a toy for the rich. The Little Man, too, wanted a car, but

## Gay as Christmas



Colorful and UNBREAKABLE\* this Lustro-Ware ensemble is the gift to brighten, lighten her kitchen life for years to come. So light to handle and easy to keep clean... can't tarnish, rust, chip nor peel.

At stores everywhere along with 175 matching Lustro-Ware household necessities. Includes those popular "cushion soft" plastic household helpers every homemaker likes. For FREE CATALOG of gift ideas write Columbus Plastic Products, Inc., Columbus 23, Ohio.

Choice of yellow, red, turquoise and pink.



## save on hi-fi

see the best values in the 1957

### ALLIED CATALOG



free  
send  
for it!

#### Your money-saving guide to the world's largest selection of Hi-Fi Systems and components...

Shows you how to select a custom Hi-Fi music system for your home at no more than the cost of an ordinary phonograph. Tells you what to look for and how to save money. Offers the world's largest selection of complete systems and individual units from which to make your money-saving choice. Includes the famous build-your-own Hi-Fi Knight-Kits. To understand Hi-Fi, to own the best for less, send for this valuable FREE book today.

**ALLIED RADIO**  
America's Hi-Fi Center

ALLIED RADIO CORP., Dept. K-116  
100 N. Western Ave., Chicago 80, Ill.

☐ Send FREE 1957 ALLIED Catalog

Name .....

Address .....

City ..... Zone ..... State .....

he had to borrow money to pay for it. To the bankers of that time this made no sense: An automobile was no proper security for a loan. The man was bound to smash it up. To let a poor man ride around in the style of the rich was not the sort of thing for which bankers like to lend. They want the purpose of the loan to be productive. And a poor man who wanted to borrow for a car was not the sort of person bankers like. They set great store on the borrower's character. By such arguments—all of them quite sound—banks argued themselves out of a line of business which to this day they have not fully recaptured.

Special Finance Companies were set up to help people buy cars, and it was they who made the great discovery that people *do* pay their debts. Most cars are *not* smashed up. If somebody doesn't pay up, and you have to take his car back, it is *not* worthless but readily salable at standard prices. A car loan, far from being risky, turned out to be exceptionally safe.

ALL THIS doesn't need to be spelled out in America. It is part of the boyhood memories of every congressman, senator, banker, editor, preacher, labor leader. It does not need to be spelled out. But the point is—all this has made the popular mortgage much less terrifying to the public than it would otherwise be.

They also know how productive the "financing" of people's cars was in the wider sense, how it energized the whole American Economy. It spread car ownership, created better cars and better roads also for the rich man. It created millions of jobs. It changed the very nature of the car. The popular car revolutionized all living arrangements, raised land value, broke down rural isolation, washed out class distinctions. It proved things. It added enormously to the power and dignity of the ordinary man. And it crystallized an American economic idea of great power and originality: The Little Man is not so little. He's the biggest customer we've got! He's us.

All this is part of the country's living experience. And now this experience is repeated with houses.

It has already been a huge success. The Little Man's performance in paying his debts has been excellent. Foreclosures have been few, and owing to marriage trouble more than money trouble. People are paying way ahead of schedule. Mortgages that had 20 and 30 years to run are being paid off in eleven years, average! By the mil-

OUR  
36th  
Year



ions people have got their homes free and clear. Millions more are getting out of the danger zone.

The civic virtues flourish. Millions of people for the first time pay local taxes, look into local gov-

ernment and take a hand in it—the schools, the public playgrounds, the hospitals, the library, the corruption or otherwise of local officials. They feel they are here to stay and they want things right.

## NO MAN NEED BE COMMON

CONTINUED FROM PAGE 331

doors. It is one reason the house looks more expensive than it is.

Two overhead doors, paneled with a plastic paper, make this possible. (In a colder climate, these doors would have to be more resistant to the passage of cold, as are most overhead garage doors up North.) It can be swung up or down easily on pivots.

Similar sliding screen partitions open up or close off the kitchen from the tree room or the living room. A particularly lovely pair of folding screens, on each side of the replace wall, performs the same function for the bedroom and its relation to the living room.

Persianas or louvered doors, which can be partly or entirely opened, give the house air and space as if one were sitting out of doors under a tree. The combination of Persianas, overhead doors and sliding screens offers a flexibility that turns the house from one that is snugly sheltered to one that can be completely and widely opened, which is perfect for the humid, hot weather of this climate.

The rattan and rawhide furniture, which occurs throughout, nicely adapts itself to a house that is often open to the outdoors and occasionally closed to it as well.

The Marko house, as the plan on page 225 indicates, has two bedrooms, each with its own bathroom and each independent of the other. Note that the second bedroom, besides having its own bath, has a separate entrance from outside. This makes it a very usable guest room or, if the need were to arise, a source of income as a rented room, separate from the rest of the house. In other words, the Markos have a good retirement house for their old age, when neither will want to work as hard or as long.

\* \* \* \* \*

Following is a complete list of the furnishings and construction material used in the Marko house.

### Construction

WALLS: Concrete block, Florida Portland Cement Co., Miami, Florida. Cypress, Southern Cypress Manufacturers' Assoc., Jacksonville, Fla.

STRUCTURE: Steel columns and beams.

FLOORING: Scored cement, "Stylon" ceramic tile in natural clay range in Tree Room, baths, kitchen, Stylon Corporation, Milford, Mass.

INTERIOR WALL SURFACES: Tile walls, "Stylon" in kitchen and baths, Stylon Corporation, Milford, Mass.

WINDOWS: Sashless windows, Ernest Pierson Company, Eureka, Calif.

DOORS: "Persiana" louvered doors imported from Cuba.

HEATING: "Panelray" vented gas wall heaters, Affiliated Gas Equipment, Inc., Night and Day Division, Monrovia, Calif.

HARDWARE: Schlage Lock Co., San Francisco, Calif.

PLUMBING FIXTURES: For bathroom, Crane Company, Chicago, Ill.

KITCHEN EQUIPMENT: Plumbing fixtures, The Crane Company, Chicago, Ill. Counter tile, "Stylon," Stylon Corp., Milford, Mass. Double sink, The Crane Co., Chicago, Ill. Gas wall oven and counter burners, Western-Holly Appliance Co., Culver City, Calif. Refrigerator, Hotpoint Co., Chicago, Ill.

### Living Room

FURNITURE: The McGuire Co., San Francisco, Calif.

FABRICS: For furniture, designed by Carmen Graham for Thaibok Fabrics, Ltd., New York, N. Y.

FLOOR COVERING: Carpet, nylon viscose, E. T. Barwick Mills, Chamblee, Ga.

ACCESSORIES: Folding screens, Takahashi Imports, San Francisco, Calif. All other accessories, Carmen Graham, Miami, Florida.

### Bedroom

FURNITURE: The McGuire Co., San Francisco, Calif.

FABRICS: Bedspread, pillows, furniture covers, designed by Carmen Graham, Thaibok Fabrics, Ltd., New York, N. Y.

FLOOR COVERING: Carpet, nylon and viscose, E. T. Barwick Mills, Chamblee, Ga.

ACCESSORIES: Carmen L. Graham, Miami, Fla.

### Table Setting

FURNITURE: Table, chairs and bar stools, The McGuire Co., San Francisco, Calif.

FABRICS: Napkins and woven straw mats, courtesy Mosse Linens, N. Y.

ACCESSORIES: Red-bordered Pyrex glass plates, Corning Glass Works, Corning, N. Y. Opaline glass ice-tea tumblers, courtesy Carole Stupell, Ltd., New York, N. Y. Stainless (Please turn to page 344)



## NATIONAL PRESTRESSED POOL

You can now buy a 16' x 32' NATIONAL prestressed pool package for as low as \$1300.00. NATIONAL pool packages are available in all sizes. The package will consist of interlocking precast units and prestressing bars for the pool walls, marble-lite for a beautiful interior finish, chrome plated fittings, filtration system and complete plans and specifications.

Write or Call and Our Nearest Representative Will Contact You

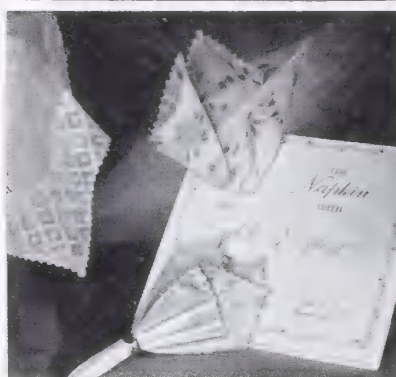


# NATIONAL

pool equipment co.

Phone 54-6652

2516 Eighth St., No. Birmingham, Ala.



### "SILK EFFECT"

Exquisite Imported Paper Napkins

You never saw paper napkins like these! Sheer as silk, soft as a cloud. Snowy white or delicate pastels, silver-flecked or flower-patterned. Perfect for gifts, weddings, parties.

36 Luncheon or 40 Cocktail size \$1.25 ppd.

At fine stores everywhere or write

FRED BAUMGARTEN, Exclusive Importer  
675 Cooledge Ave. N.E. Atlanta, Ga.



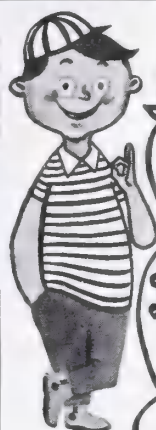
There's a VERITY SOUTHALL pepper mill for every home... made in stainless steel, copper, brass, pewter, sterling, rare woods... and fitted with adjustable Sheffield steel grinders.

At fine stores; for dealer nearest you, write:

VERITY SOUTHALL LTD.  
ALTADENA, CALIF.



Learn INTERIOR DECORATION at Home  
Fascinating field for men and women. Excellent starting point for career. Practical basic training. Approved supervised method. Low tuition. Easy payments. Send for FREE 24-page illustrated booklet, "Adventures in Interior Design & Decoration." No obligation.  
CHICAGO SCHOOL OF INTERIOR DECORATION  
835 Liversey Pkwy., Dept. 2118, Chicago 14, Ill.



BOY! THOSE VEGETABLES TASTE BETTER NOW..... MOM'S GOT A Duncan Hines\* FOOD AND VEGETABLE CUTTER!

A touch... and you can turn the lowly potato into a paper thin chip; a delicate julienne, shoe string or waffle cut. Performs magic with all foods. Colorful recipe-instruction booklet tells you how. Keep modern. Get a Duncan Hines!

Choice of...  
• Copper...\$24.95  
• Chrome...\$22.50  
• Polished Aluminum...\$14.95  
(5 Cone—\$16.95)  
Elite Model...\$10.95  
(3 Cone)  
Sold through leading stores everywhere.



\* TM-Duncan Hines Inst.  
A Product of KITCHEN QUIP, Inc.  
World's Largest Food Cutter Manufacturer  
Waterloo, Indiana



## KING-SIZE BREAKFRONTS

### PARMA

*Italian Provincial*

Furnishes an important and dignified center of interest in your home. Width 90", depth 18", height 82". At better furniture and department stores. Send 10-cent stamp for booklet describing the many sizes and finishes available.

UNION-NATIONAL, INC.  
JAMESTOWN, NEW YORK



## HOW TO VISIT THE FUTURE

CONTINUED FROM PAGE 313

by builders who are always willing to show their wares. Stop at the builder's office and ask to see a model house, usually fully furnished to give you a feeling of how it will be when lived in.

It is in these communities that you will have the chance to form your own judgments of the physical and spiritual effects of America's much criticized "materialism." the machine-made fruits of technology which all the world thinks of as "typically American."

HERE IS the home of the machine that eats up garbage, the dishwasher, a heating system that adjusts itself to the weather, the stove that turns itself on or off, freeing its mistress to read a book, to go to an art class or to attend a Parent-Teacher meeting. Here is the power lawn mower, the buried automatic lawn sprinkler, the freezer, the machine that washes, rinses and dries laundry at a flick of a switch.

Here is where you can "see" a woman entertain her friends, while she's preparing dinner, in a kitchen almost pretty enough to be a drawing room, with its no-stoop ovens, electric-powered rotisserie, its stain-proof sink and work surfaces, its fan that carries off the heat and odor of cooking. This is the cradle of "casual" living, of barbecue parties in the open air, where the master of the house insists on helping with the work.

Here is the living demonstration of our new gardens that shatter all tradition, because they are designed to be as useful as they are esthetic, planned to need hardly any maintenance. Here are outdoor terraces and patios, as liveable and lived in as inside rooms. Here is the all-essential motor court which looks like part of the garden itself, but is really a driveway and parking space.

And, of course, there is always the two-car garage, for distances out here are great and life is predicated upon the workhorse motor on wheels, which turns miles into minutes. The two-car garage was considered a necessity for even a low-cost house before the last war. Our whole mid-century way of life depends on the automobile: to carry Father to work, Mother to market, children to school, dancing class or birthday parties of "close" friends, who often live miles away.

You will be seeing here the most spectacular demonstration of the power of the machine to change

the living milieu, the landscape and the mores of a country. The automobile is the clue to this great spreading-out from the old urban centers. What is important to note is that at long last, after sixty years, the *real social significance* of the automobile is making itself felt. It is actually creating—especially noticeable during the past ten years—a new kind of American city: a decentralized, horizontal, spread-out garden community where everybody lives in separate houses on land at least 60 feet by 100 feet in size. Of course, plenty of people still live in the tight, stacked "flats" of apartment buildings—but this is not the main trend.

Who might have foreseen in 1895, when there were four private passenger cars registered in this country, that by 1955 there would be 50,594,000, an average of one car for every 3.3 persons? To say nothing of the 10,380,000 buses and trucks on our roads! Well, it has happened, and to Americans nothing is more logical than that these machines should carry them out to a pleasanter way of life.

IT DOESN'T matter which city you choose to depart from; this decentralization is occurring everywhere from coast to coast. And within car-hopping distance of the new houses, there are built schools and churches and that most peculiarly American of modern American institutions, the suburban shopping center.

This latter is a concentration of shops, sometimes all under one roof, where you can buy every conceivable necessity from pins to furniture, from a nightgown to a pound of butter. The great fashion and department stores of the big city, following their customers out of the city (these centers serve many thousands of people), are increasingly represented here, offering the same merchandise as in their downtown city stores. And always, *always*, the shopping center is designed on the assumption that the customer will drive up in a car to do the shopping and presumably will carry off any purchases in the same conveyance. Service counter and driveways are planned to make this motorized customer's shopping easy. Even banks are designed so the customer does not have to get out of his car!

To give you some idea of how tremendous some of these shopping centers are, some shopping center



**Klipschorn**  
CORNER HORN  
LOUDSPEAKER SYSTEM

INDIVIDUALLY FABRICATED for the discriminating listener under the personal supervision of its creator, Paul W. Klipsch.

Write for literature and the name of your local KLIPSCHORN dealer.

**KLIPSCH**  
AND ASSOCIATES  
HOPE, ARKANSAS

## DOG-TEX

World's Largest Selling  
DOG STAIN REMOVER  
AND DEODORIZER

SAVES rugs, removes stains, restores colors. DEODORIZES and cleans spots and floor areas. AIDS "housebreaking."

8 oz. 75c, PL \$1.25, QT \$2, GAL. \$6.50

**FREE!**

Send for  
Helpful  
"Housebreaking"  
Hints

Money-Back  
Guarantee  
At Your Dealer  
or Write us

CONSOLIDATED CHEMICAL WORKS  
1715 S. Halsted St. • Chicago 8, Illinois



## \$4,000,000 IN PRIZES WON!

You, too, can win your share of these Big National Contests for CASH, CARS, HOMES, TRIPS, just as our Students do who know the secrets of the "School of the Stars." Send today for FREE "Confidential Contest BULLETIN" with winning helps for the biggest contests now on . . . no obligation.

**SHEPHERD SCHOOL**  
1015 Chestnut St., Dept. F Phila. 7, Pa.

## Luxury BROADLOOM

SAVE UP TO 1/2 FACTORY-TO-YOU!

Choice of

44 lovely, up-to-date, Solid and Two-tone colors, casual Texture Blends, Embossed effects, Leaf and Floral designs, colorful Early American and Oriental patterns, regardless of colors in your materials. 9x12 ft. weighs 46 lbs., not 32.

ANY WIDTH up to 18 ft. seamless, any length—sizes you can't get elsewhere. Factory-to-you.

MONTHLY PAYMENTS if you wish! Satisfaction guaranteed. 82nd Year.

Over 3 Million Customers

## FREE Beautiful Carpet Book in Colors—Write Today!

MAIL this coupon or a postcard for the big new, money-saving Olson Book, 44 pages of Rugs, Wall-to-Wall Carpeting, model rooms. Tells how to get heavier, deeper-textured, Reversible Broadloom at big saving by sending your Old Rugs, Clothing to the Olson Factory at our expense.

Your Name

Address

Town

State

**OLSON RUG CO. Dept. K-89**

Chicago 41, Ill. — New York 1, N.Y. — San Francisco 8, Cal.



ALSO

For Your Friends  
Just write their name and address in margin or on postcard and we will mail Book FREE



provide parking space for 10,000 cars.

As you see these new suburbs grow and spread, moving out even farther, they meet other communities that are spreading out like them, until a 1000 square miles of land may be covered with homes and their gardens. To get the magnitude of this horizontal broadcast of homes, you must look down at night from a high place, or from an airplane, and see the lights, like a vast spill of stars on the dark earth, great islands of light joined by the bright glittering streamers of miles and miles of highways—which make it all possible.

I don't mean for a moment to imply that we have achieved Utopia here, or that the rest of the world lies in abysmal, inhumane darkness, because that of course is not true. We have our share of ugliness and stupidity and drabness. But if you look closely at how our people live, you'll see we have succeeded, at least, in making a decent life available for a great many people.

Americans, curiously enough, don't brag about this rendezvous with the machine age. We just take it for granted. Oh, we may speak proudly of the comfort of our cars and automatic washers and our air conditioning. But not many have yet caught on to its over-all significance—to the fact that the promise of the machine is being realized here faster than anywhere in the world.

You'll find lots of Americans who haven't even heard of decentralization, or the effects of shopping centers, for that matter. Such broad changes require a lot of traveling to discover. And, like most human beings, we tend to concentrate on what's happening to us personally in our own little communities, without looking up to see what's happening nationwide.

This letter has probably astonished you, because I imagine you were expecting me to reel off an itinerary of typical sight-seeing

places—like Niagara Falls and Washington, D. C. But for "sights," in the usual travel sense, the U.S.A. can't hold a candle to Europe and the Orient. We are not old enough, as a country, to have the ancient structures, the romantic ruins, the quaint crooked old streets. It's the 20th Century rolling in high gear that you can see here.

I know you are going to ask me to take you up to the top of the Empire State Building. I will! But you *must* see San Francisco and Los Angeles, too. Nobody can say he has seen America till he has seen the West Coast, for it is more essentially American than any other part of the country. (Here, I agree with one of our finest historians, James Bryce, when he wrote, "The West may be called the most distinctly American part of America, because the points in which it differs from the East are the points in which America as a whole differs from Europe.")

And you *must* try to see at least one of our National Parks, where the most magnificent and grandest manifestations of nature have been preserved by the government for the use and pleasure of our people. And do we use them! An average of 9,000,000 go to these thrilling wild preserves every year. Other countries have grand scenery, but it is so hard to get to see much of it. We've made it easy. You'll see! So put Yosemite and the Grand Canyon, at least, on your list.

I hope you'll keep your eye and mind and heart open to the broad meaning of America, instead of the usual tourist's kaleidoscopic impression of bits and pieces. This will be hard. For no one place, no one thing, is America. America is really a future-directed viewpoint. We are always in a state of becoming and we never finally arrive. I think you'll agree when you've seen us.

Till I meet you at Idlewild—  
Affectionately yours,

Marion Cough


## Important—To Subscribers Before You Move—Write

Send us a letter, card or Post Office change-of-address form. Tell us both your old and your new address.

At least five weeks before you move, notify

House Beautiful Subscription Dept.  
250 West 55th Street, New York 19

*setting the pace  
for 20 years*




**Sun Valley**  
IDAHO

*for reservations:*

Address Mr. Winston McCrea, Mgr., Sun Valley, Idaho  
or Union Pacific Railroad,  
Room 2288, Omaha 2, Nebr.,  
or see your local travel agent.

\* During the past couple of decades, perhaps no sport has gained more ground in America than skiing. And Sun Valley, with pardonable pride, is pleased over the part it has played in this progress with such features as more chair ski lifts than anywhere else . . . America's largest Ski School . . . the well-trained Ski Patrol . . . and the development of many of skiing's great competitors.

There's one way to know—and that's to go, so why not make your plans now?

 owned and operated by  
Union Pacific Railroad

## Something Wonderful in High Fidelity

*Ensemble* 1050 FM-AM Radio-Phonograph  
by **Pilot**



*component quality with console convenience*

Wonderful is just the word for Pilot's latest contribution to high fidelity. Here is the supreme performance of a custom installation of quality components with the exquisite beauty of fine furniture. In cordovan mahogany \$595. In blond or cherry \$605. Other models from \$169.50 to \$1080 . . . slightly higher west of Rockies.

At better hi fi salons and music stores, or write Dept. HB-11  
PILOT RADIO CORP. ■ Long Island City 1, N. Y.



Bring the beauty of nature indoors with **ACRYLITE . . .** exciting new embedments in structural plastic sheets. Not laminated. Make magnificent room dividers, screens and sliding doors. Send for 36-page book containing actual samples and designs by a leading architect. 25¢ in coin.



## WASCO PRODUCTS, INC.

Bay State Road, Cambridge 38, Mass.  
WASCO CHEMICAL (Canada), LTD., TORONTO

## GIVE THEM THE *Piano* YOU MISSED!

Poise and stability don't just happen; they come with accomplishment. Remember your own childhood days... the fun of playing you almost had? Make sure you give them the piano you missed. Let them begin on the best, play the finest, a piano by Kranich & Bach.

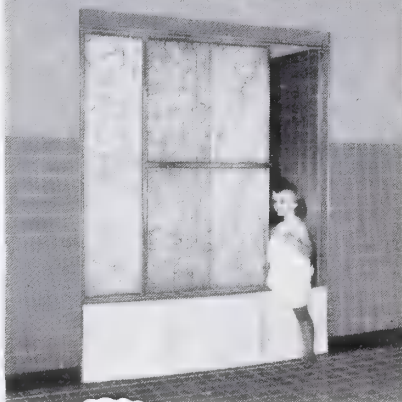
Write for free illustrated catalogue and copy of "Answers to Questions Parents Ask About Music Lessons".



**KRANICH AND BACH**  
The Art of Piano - Founded 1811

327 Walnut Avenue, New York 5, N. Y.

## modernize . . . beautify . . .



## *Cygnat* bath enclosure safe...easy to clean

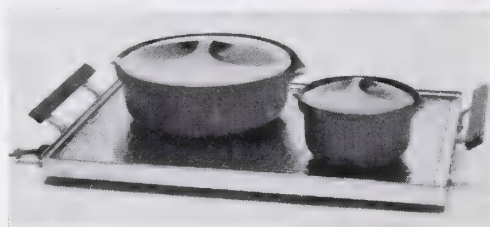
A smartly new bath enclosure that ends expensive shower curtain replacement — makes any bath more beautiful. Made of shatter-proof fiberglass panels, Cygnat ends the danger of breakage. Finger width rail at bottom is so easy to clean. Made of polished aluminum with noiseless nylon rollers and guides. 3 color combinations of swirling threads on crystalline panels.

For name of your nearest dealer write

**VENTAIRE CO.** P. O. Box 5098  
Tulsa, Oklahoma

## WHAT'S AMERICAN ABOUT AMERICAN COOKING?

CONTINUED FROM PAGE 329



We like our hot foods hot. Food warmer solves this problem for late-comers and second helpings. The electric Salton HoTray enables you to keep food at exactly the right eating temperature without overcooking or drying. It can be built-in, as above, but most people use the portable model. Thermostatic control maintains temperature of 200° F. Tray is available in five sizes.

work out of *haute cuisine*. Grating, grinding, chopping, making a purée—all the hard chores, which once took so many hours, now are done in a matter of seconds. Mayonnaise, hollandaise and all their elegant relations are made without effort. What is even more important in a land where almost all cooks are self-taught amateurs, the chances of success are amazingly high.

Americans have been accused of worshipping success. Foolproof success is certainly the key to the tremendous sales of many of our kitchen appliances. Our ranges, for instance, light at a touch, are clean, quick, sootless and smokeless. But their greatest attraction is built-in success.

The modern oven maintains an even temperature, never gets too hot or too cold, doesn't burn your cake at the bottom and leave the top pale or cook one side and not the other. It is insulated, so it doesn't heat up the kitchen.

No wonder American women are beginning to bake again—from scratch, as well as with our many foolproof packaged mixes.

### Comes the Thermostatic Control

Still another kind of built-in success appeared in the last three years. Now the burners on top of the stove (as well as griddles, frying pans, deep-fat fryers and casseroles) are being equipped with thermostatic controls which hold the heat exactly right, without fluctuation, for the cooking job to be done. Away with the double boiler and the *bain marie*. Exit pot-watching and constant stirring.

Even though a recipe says simmer six to eight hours, there is no cause for stove-watching. Already the thermostat-controlled burner is bringing the ragout, the stew, the *choucroute*, as well as the New England boiled dinner, into renewed popularity.

As a result, so many dishes that were "too much trouble" are again being attempted, because the "extra trouble" has been eliminated. A couple of years ago the thermostat-controlled deep fat fryer was the fastest selling electric appliance in the United States. At the same time the quality of fried food attained a new high. No longer soggy





Famous New York restaurant is now packaging and freezing certain food specialties in individual portions. Each member of the family can thus enjoy his favorite dish from Luchow's which can be heated in its own pliofilm bag with not a pan to wash.

or greasy, no longer indigestible. Donuts, crullers, half-moon pies, *fritto misto* and Japanese *tempura* can be achieved by the untutored ignorant amateur. All you do is set the dial on the right mark, and you cannot fail. Here again precise mechanized control makes up for lack of knowledge or years of experience.

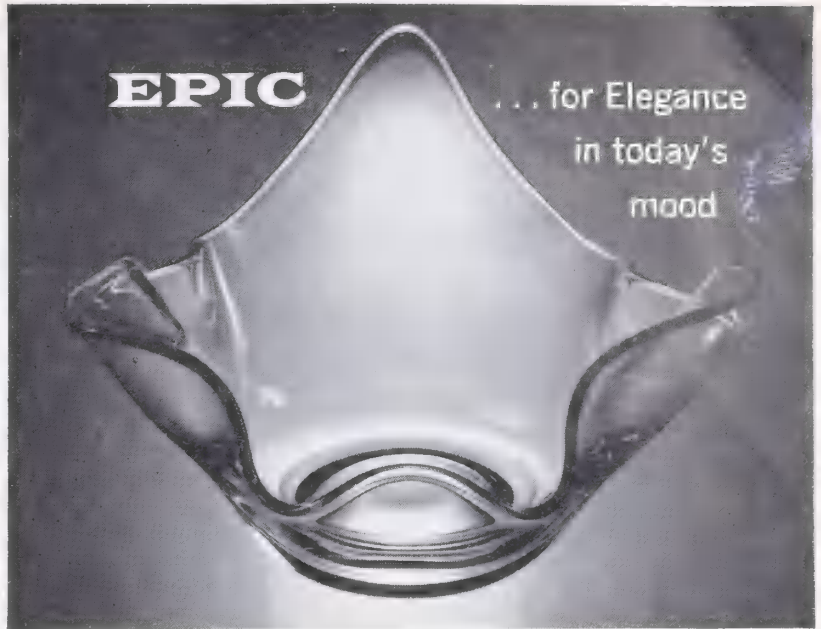
With the advent of the electric skillet, American ham and eggs are being prepared with a perfection that would impress the most accomplished chef in France. Bacon cooked at controlled low temperatures lies crisp but uncurled upon the breakfast plate, every inch of

it superbly done. Thanks to the very prevalent toaster, coffee maker, juicer and waffle iron, American home breakfasts are unmatched anywhere in the world.

It is the glory of 20th-century America that so much of the finest is also the quickest and the easiest to serve. Which leads to:

#### Our Mixes

The mix, which started out merely to save women the work of measuring, sifting and combining, has now through skillful packaging managed to save her half a dozen other steps, including even washing  
(Please turn the page)



New free form shapes in new Viking Glass, each hand made piece designed distinctively. Crystal and modern home tones. This beautiful twelve-inch bowl is only \$5.50.\* Ask for Epic—see every piece—at your good Viking store.

\*Slightly higher west of Denver



Treasured American Glass

VIKING GLASS COMPANY, NEW MARTINSVILLE, WEST VIRGINIA

### ZIM-MATIC! TWINS

2 OPENERS ON 1 BASE

A Fine Gift

TAKE CARE OF EVERY OPENING JOB



**CAN OPENER** has magnet that holds lid firmly so it won't fall into food. Opens any size and shape can—round, oval, square.

**JAR OPENER** (with Bottle Hook) opens fruit jars, bottles — anything that wears a cap: screw,

pry-up, friction, vacuum or crown.

Cadmium & White Enamel \$5.50. Chrome \$8.50. Add 35c west of Denver. AT STORES OR POSTPAID.

ZIM MFG. CO. 3041 W. Carroll Ave. Chicago 12, Ill.



**BIG NEW WHOLESALE CATALOG FREE!**  
WRITE TODAY FOR FREE CATALOG SEND POSTCARD

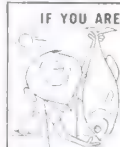
**NOW! Save Up to 50% on Nationally Advertised Gifts**

Use this big, new FREE CATALOG to buy all kinds of gifts and merchandise for yourself, family, friends, neighbors. Terrific saving on big-name items. Also, make money spare time taking orders from others!

**EVERGREEN STUDIOS**

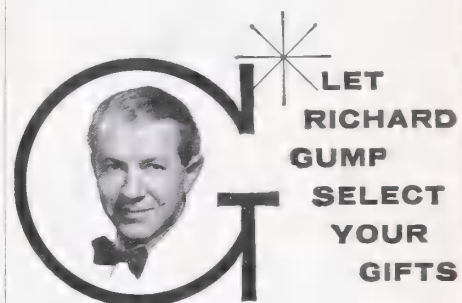
Dept. 13, Box 846, Chicago 42, Illinois

IF YOU ARE THE WIFE OF AN ENGINEER YOU CAN LIVE IN CALIFORNIA



Engineers (E.E., M.E., Mfg., Sales) can have the kinds of jobs that creative men dream about. Top salaries and benefits. Suburban locations in Fullerton, Newport Beach, Richmond, or Palo Alto.

Write Beckman Instruments, Inc., 2999 W. 6th Street Los Angeles 5, California. Ask for Career File #98



Now discriminating people can shop at Gump's without traveling to San Francisco. Richard Gump, author of the best seller, "Good Taste Costs No More," has selected and catalogued gifts in good taste from his world famous store. This handsomely prepared booklet illustrates and offers almost 100 unusual gifts from every part of the world which you can order direct from him by mail. Send 25 cents for your copy today.



Mr. Richard Gump  
250 Post Street  
San Francisco 8, Calif.

Send your booklet of gifts, please.

Name \_\_\_\_\_

Street and Number \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

25 cents in coin enclosed

G356



The electric mixer has taken over the tiring mechanical work in food preparation, such as beating, mixing and whipping. Mixers like this chrome beauty by Hamilton Beach, as well as small portable mixers, are considered a necessity rather than a luxury.





### Bogen leaves you alone with Scheherazade

If you're like most sultans, you don't want any intrusions while you're enjoying Scheherazade. Bogen high fidelity components are discreet. They do nothing that betrays their presence in the room. No noise, no distortion. Realism—but not surrealism. In fact, Bogen owners never mention the "sound" of their Bogen equipment because the only sound they hear is the

magnificent sound of their records, tape, or FM-AM programming. Silent Bogen phono systems (record player, amplifier, speaker) start as low as \$169 complete... with an FM-AM radio tuner for an additional \$85. Interested? Send 25c for the new edition of *Understanding High Fidelity*. Write Department J Y, David Bogen Co., Inc., PO Box 500, Paramus, New Jersey.

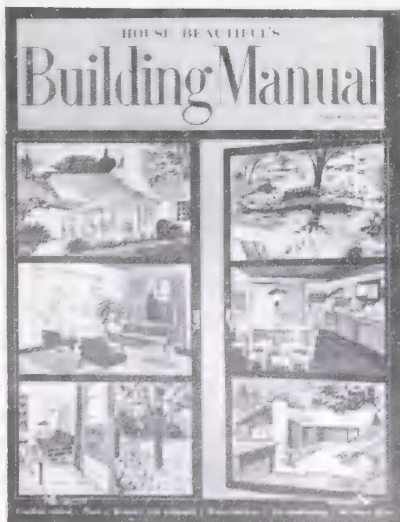
# Bogen

HIGH FIDELITY A UNITRONICS CORPORATION AFFILIATE

## 587 ways to make home the most wonderful place in the world

Whether you're *building, remodeling* or just *dreaming*, the new Fall-Winter BUILDING MANUAL is meant for you. See 30 new houses and plans for families with moderate incomes.

Split-levels, contemporary, traditional. Costing from \$10,000 to \$36,000.



BUY PLANS AND SPECIFICATIONS for \$8.50 per set (2 sets for \$17).

Now on sale at  
Newsstands, \$1 a copy.  
If not available  
send \$1 to  
**BUILDING MANUAL,**  
572 Madison Ave. NY22

## WHAT'S AMERICAN ABOUT AMERICAN COOKING?

CONTINUED FROM PRECEDING PAGE



An estimated eighty million Americans own some kind of barbecue equipment and enjoy cooking out-of-doors. The Mell-Hoffman brazier, shown above, is one of the popular types of portable charcoal grill that permits regulating distance between fire and meat.

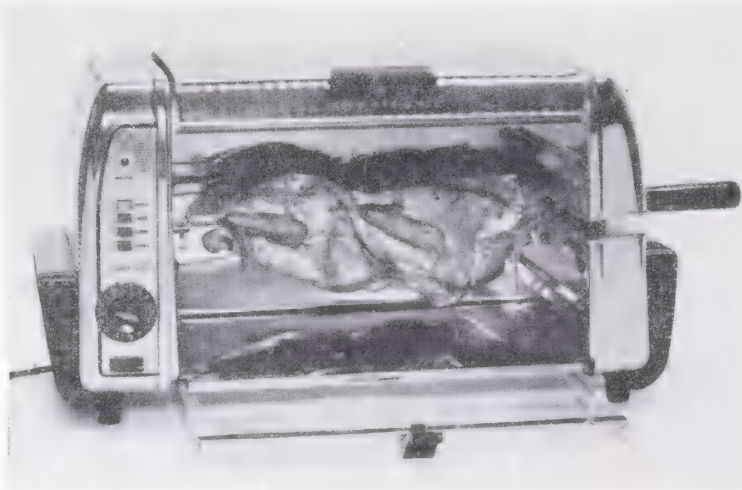
the bowl and the mixing spoon, taking the pan out of the cupboard and greasing it.

For instance, the latest cornbread mix by Quaker Oats includes in the package a pan of aluminum foil, exactly the right size, so treated that it needs no greasing. Wonder of wonders (even to the pampered American cook), the mix comes in its own pliofilm bag into which an egg is broken and half a cup of milk is poured, then the bag is twisted shut and the mixture kneaded with the fingers for 40 seconds and squeezed into the pan.

This pan in a great number of American homes will go into an oven which is thermostatically set to maintain the right temperature and is also time-clocked to ring a bell or else even to turn itself off when fifteen minutes have elapsed.

That's not all of it. The foil pan has corners that can easily be torn or cut so that the cornbread stands free, ready to be cut into perfect squares with never a nick off an edge. No baking pan to wash. It's thrown away. Another pan comes with the next package!

Then there are our pies, and par-



Among our many ways of cooking meats, the rotisserie ranks high in favor. Meats cooked in "free" air on a smooth-turning electrically operated spit (as with Roto-Broil shown here), retain more of their juices and have better flavor than if cooked in oven.



ticularly our pie crust. It is not a puff paste, though it is related to it. Not the short crust of England. Not the sweetened egg yolk galette of France. Not strudel, though sometimes at best it comes close to it.

In addition to its essential difference in taste and texture, it becomes all the more amazing to the stranger because of the way it comes into the kitchen as a mix prepared with ingredients that make it almost impossible to make a crust which is not light, tender, flaky and delicate. For this type of mix special flours have been developed which are high in gluten and special shortenings. The chemistry and technical know-how that goes into our most modern mixes are as impressive as nuclear physics.

You would think our mixes were enough of a marvel so we would not need anything else for the fresh-baked, homemade taste. But we have still another category of valuable assets in the breadstuffs line. Namely:

#### The Brown 'n Serve Varieties

If there should arrive in America today an anthropologist from across the world, he would certainly make copious notes on a strange innovation in grocery stores, popularly known as "Brown 'n Serve." This is a trade name, he would note, but now a generally used term applied to a wide variety of breads, brötchen and biscuits, which appear in packages well shaped and risen but with an underdone pallor. These remain fresh for a week or ten days without refrigeration, keep indefinitely in the freezer, are intended to be heated and browned quickly in the oven (for 10 or 15 minutes) so that they appear on the table emitting the characteristic warm fresh-baked aroma as well as the delicious taste of fresh breadstuffs.

The "Brown 'n Serve" process itself is a part of the American way of doing things. It is said to have been discovered by accident by a couple of G.I.'s who after returning from World War II set themselves up as bakers in a small town in Florida where they were also members of the volunteer fire department. Once when their breads were in the oven a fire broke out, and they removed the not-quite-done loaves before they dashed away on the fire engines. When they returned some hours later, instead of throwing the bread away, they decided to put it back in the oven from whence it emerged gilded, fragrant, delicious, none the worse for waiting. They really had something.

Over a period of years this process was perfected and the patent made available through some of the more important flour companies to the baking industry—one of those good-will gestures which might have seemed incomprehensibly altruistic to the business men of another generation or other countries.

Various sections of the country have their own "Brown 'n Serve" specialties. On the West Coast there are half a dozen different types of sour-dough rolls and breads. In Louisiana there are crusty loaves known as "poor boys" for the making of the long sandwiches of the same name—sandwiches which in other areas are called heroes, or submarines.

In one market in the city of Minneapolis, Minnesota, we noted sixteen different "Brown 'n Serve" products: tea biscuits, both large and small, clover-leaf rolls, hard or club rolls, split rolls, cinnamon twirls, sesame seeded hard rolls, Vienna twisted loaves, salt sticks, party rolls, French rolls, butter fluffs, cinnamon rolls, orange rolls and Parker House buns.

#### Our Heat-less Concentrates

One of the emperors of Ancient Rome is said to have had prepared for a banquet a single cupful of fumet for which 500 fish were cooked, then thrown away. Distillates and concentrates are not new, but never before in history have they been made without heat.

A few years ago a method was discovered by which juices, and particularly citrus juices, could be reduced in water content—not by boiling away but by compressing under vacuum. As a result, the juice of a dozen oranges, tree ripened and fresh picked, can now be enclosed within a four- or six-ounce tin.

Quick-frozen fruit juice concentrates, lemonade, and limeade have become one of the biggest sellers in the field of frozen foods. And because of the tastiness of these frozen concentrates plus our year-round supply of fresh fruit, plus our electric juicers, we Americans amaze the rest of the world by our consumption of orange juice. More and more we drink it in tall tumblers, six or eight oranges going into the average portion.

#### Our Instant

Old familiar foods are strangely transformed in America. Even oatmeal, which in Europe is cooked overnight, has become in the supermarket world a three minute job. Then there is an instant oatmeal (Please turn the page)



This Entire Lawn is Planted in Mondo "Grass."

## BLUE-GREEN MONDO "GRASS"

Trade mark Registration applied for U.S. Patent Office.

REQUIRES NO MOWING—MAKES WORLD'S MOST BEAUTIFUL "LAWN"

Our Blue-Green Mondo "Grass" is lily turf, described by the U. S. Department of Agriculture as *Ophiopogon Japonicus*, (formerly called *Mondo Japonicus*); native to Northern China, drought tolerance, evergreen, technically a "ground cover." It is a relative of the lily, with paper-thin blades, 1/8" wide. This sod-forming EVERGREEN low-growing oriental genus is currently used by many owners of distinctive homes in America as "lawn grass." Now we can offer Blue-Green Mondo "Grass" at popular prices. IT IS SO HARDY IT CAN BE PLANTED ANYTIME. Will stand traffic, but is slightly heavy to walk on. Blue-Green Mondo "Grass" retains its color the year 'round. Thrives in shade or sun. Extremely hardy, rarely requires watering. Fantastically beautiful, drooping low to the ground in weeping style year after year. REQUIRES NO MOWING AND SHOULD NEVER BE MOWED. Guaranteed to withstand severe degree of freezing or money refunded. Ideal for heavy shaded areas, dry or wet. Free folder of testimonials and photos of Mondo "lawns" sent on request; Mondo is resistant to diseases; insects and animals will not feed on it. Stops erosion, grows compactly, crowding out grass and weeds. Multiplies rapidly, approximately 100 times (10,000%), first year. New sprigs sprout from roots. Enhances property value. For good coverage first year, plant 4" to 12" apart. Transplant newly sprouted sprigs immediately. Numerous rooted blades to plug. Planting and culture instructions with each order. Remittance with order. Shipped prepaid. Money-back guarantee—if not completely delighted, you may return at once for refund. Shipped now or when desired. Agents wanted everywhere.

#### ORDER TODAY . . . YOU CAN'T LOSE!

24 Plugs	\$ 2.98	1,000 Plugs	79.00
48 Plugs	5.00	2,000 Plugs	150.00
100 Plugs	9.00	5,000 Plugs or more	
500 Plugs	40.00	per 1,000	50.00

Open Account to A-1 Ratings, 1,000 or more. P.O.B. Biloxi.

Mondo Grass Co., Dept. HB, Biloxi, Miss.

I enclose \$\_\_\_\_\_ for which please send  
prepaid\_\_\_\_\_ plugs Mondo "Grass."  
Name\_\_\_\_\_  
Address\_\_\_\_\_  
City\_\_\_\_\_ State\_\_\_\_\_

### GIFT for GARDENERS! GARDEN LABEL EMBOSSER

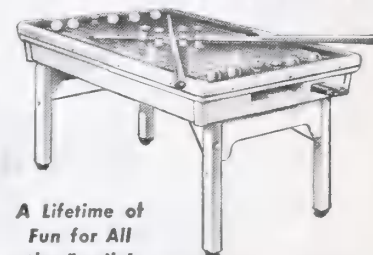
Makes RAISED LETTER LABELS of Indestructible Metal

for plants, trees, shrubs, tools, etc. Patent built-in hole-punching feature. Instructions included. Money back guarantee. Sent Postpaid in U.S. and Canada.

\$29<sup>16</sup> TAX INCL.

(In Canada, \$27 — no tax)  
**ROOVERS** DR. JOSEPH M. LOTSCH  
PRESIDENT  
3611-14th Ave., Brooklyn 18, N.Y.

### VALLEY BUMPER POOL TABLES



A Lifetime of Fun for All the Family!

Ideal family "play-together" recreation! Familiar billiard play, plus exciting skill-challenge of bumper-guarded holes. Ruged, quality-built in solid White Maple. Compact size, suitable for any home.

Genuine billiard table fittings, cues and balls, chalk, instructions. Built-in cue rack.

From \$98.50 to \$179.50

Product of Valley Mfg. Co., Bay City, Mich.

AT BETTER SPORTING GOODS DEPTS.

### See It FREE! THE



FIRST all-new edition in 15 years! Over 3000 kitchen tested recipes. Many new ideas in barbecue; pressure cooking; foreign dishes; quick meals; cooking by beginners; cooking for one, two, or crowd; using leftovers, casserole dinners. 768 jam-packed pages. TRY IT FREE 10 DAYS. Then remit only \$3.95 or return book. Just send your name and address to: **GOOD HOUSEKEEPING Book Div., Dept. B11-4 250 W. 55th St., N. Y. 19.**

**Burpee GIANT SNAPDRAGONS**  
SPECIAL 3 PACKETS 10¢  
Pink, Yellow and Red  
3 best colors, a 25¢ Pkt. of each, to show you the high quality of Burpee Seeds.  
RUST-RESISTANT  
Giant flower spikes 2 to 3 ft. tall. All 3 Pkts. 10¢—Send Dime Today.  
Burpee Seed Catalog FREE.  
**W. ATLEE BURPEE CO.**  
315 Burpee Building—at nearest city:  
Phila. 32, Pa. or Clinton, Iowa or Riverside, Calif.

### ROSES! ROSES! ROSES!

The world's most popular patented and standard varieties . . . PLUS 1927 BARB winners. You'll find them all in glorious color in TY-TEX'S NEW 1956-57 ROSE CATALOG!

**FREE!**

Also includes tips on how to plant, grow and care for champion roses. It's yours FREE from one of America's largest direct-to-you rose nurseries. Write for your copy, TODAY!

**TY-TEX ROSE NURSERIES**

BOX 532 • "Since 1928" • TYLER, TEXAS





**Storm Windows  
should be a  
Life-of-the-House  
investment!**

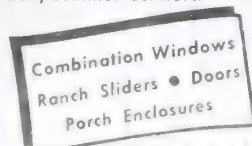


Be sure . . . get

**WARNER**  
Weather-Master  
**Warner**  
**WEATHER-MASTER**  
TRIPLE TRACK  
STORM-SCREEN WINDOWS  
with

**Stainless  
Steel Tracks**  
Can't scuff!  
Can't score! Can't bind!

Year in, year out, **WARNER WEATHER-MASTERS** continue to glide smoothly, effortlessly on their new friction-free, self-lubricating stainless steel tracks. Choose **WARNER WEATHER-MASTER**... the one-time, trouble-free investment in winter protection, summer comfort.



Write today for free brochure  
and name of nearest dealer.

**WARNER MFG. CORP.** Dept. 8  
265 Watessing Avenue, Bloomfield, N. J.  
CANADA: WARNER WEATHER-MASTER, LTD.  
224 Blvd. LaBelle, St. Rose, P. Q.

## AMERICAN COOKING

CONTINUED FROM PRECEDING PAGE

which one makes in the bowl by merely adding hot water. This has taste and texture. The supermarket wonderland is full of these "instants," many of which need no cooking whatsoever: instant coffee, instant chocolate, instant rice, dozens of instant puddings, instant frostings for the beautiful cakes.

Even to save washing a bowl and beater, there is an instant pudding that you shake like a cocktail. And all these marvels are to be found not in just a few supermarkets but everywhere, in large and small towns. (It is not unusual for a middle-size town to have a supermarket with 5,000 different items.)

All these short-cuts and labor-savers tend to confuse the central truth. For instance, there are those who charge that our industrialized foods are a gargantuan monument to the laziness of American women.

The opposite is probably closer to the truth. Our supermarkets with their myriad convenience foods appear to be the symbols, as well as the outgrowth, of crowded lives. The women who buy them are not lazy or pampered, but as busy as women have ever been. At an earlier age, they are having larger families, more outside jobs, wider interests, less and less domestic help. Nevertheless, they have a yearning not for less but for more creative cooking. They want an opportunity to practice the art without the drudgery.

Unlike the Parisian, who rarely bakes, unlike the delicatessen devotees of old Berlin and Vienna, Americans seem to prefer to buy their foods not completely done. They prefer them to be 50, 60, 80 or even 98 but not 100 per cent ready-to-eat. Fifteen years ago the makers of a famous canned tomato soup were startled to discover that more than three-quarters of their soup was being served not as soup, but as the beginning of sauces or the seasoning for casseroles and meat loaves.

The customers run away with the product and convert it to their own uses. They mix, they add, they season, they *create* with it.

Then there is the big factor—vitally significant in the history of man—that Americans are eating *more* foods and *better* foods. In 1955 Americans spent \$69,393,589,000 for food—nearly 70 billion dollars. This is nearly a 300 per cent increase over 1942.

According to a story in the September 3rd issue of *Food Field Reporter*, a trade newspaper, a



**You, too, can take it easy  
with an INCLINATOR**

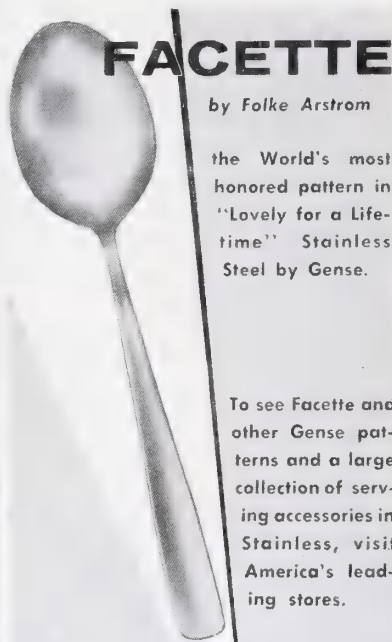
Add energy to your days and years to your life by saving yourself the strain of climbing stairs. Don't wait until your doctor tells you to "take it easy" to save your heart from over-exertion.

An Inclinator will carry you quickly and safely up and down any straight stairway. Or perhaps you prefer an Elevette, the vertical home elevator. Operated from house current. Both are made by the oldest maker of home passenger lifts. Thousands of satisfied users.

Write today for FREE Book about these simple and inexpensive home lifts, and name of dealer nearest you.

**INCLINATOR COMPANY OF AMERICA**

2301 Paxton Blvd., Harrisburg, Pa.



by Folke Arstrom

the World's most  
honored pattern in  
"Lovely for a Life-  
time" Stainless  
Steel by Gense.

To see Facette and  
other Gense pat-  
terns and a large  
collection of serv-  
ing accessories in  
Stainless, visit  
America's lead-  
ing stores.

**STAINLESS STEEL  
FROM SWEDEN**

by



Write Dept. B  
for free  
brochure

East of the Mississippi  
Gense Import, Ltd., Branchville, N. J.  
West of the Mississippi  
Gense of the West, Ltd., 1685 Broadway  
Redwood City, Calif.

U. S. government report shows:  
"Food expenditures of house-keeping families in the United States averaged \$27 a week in the spring of 1955 as compared with \$10 in 1942. About \$22 of the \$27 was for food consumed at home, while the remaining \$5 was spent for meals and between-meal food away from home. The figures include expenditures for soft drinks and alcoholic beverages, but do not include expenditures for the many non-foods that are commonly bought in grocery stores, the report said. The 1955 figures were based on responses from families which averaged 3.43 persons in size.

"The food expenditure increase since the previous nation-wide survey in 1942 reflects both higher food prices and the use of more expensive foods," the report stated. It said that while the consumer price index of the Bureau of Labor statistics advanced only 6.5 per cent between 1948 and 1955, urban families increased their food expenditures by about 25 per cent during the same period. "This indicates what is sometimes referred to as up-grading the diet—either the use of more expensive types of foods or inclusion of more services, such as pre-cooking of foods," the report noted."

So what, finally, is American cookery?

It's all the old cuisines of many nations of the world brought here by the immigrants who came from everywhere to create America. But it is greater than the sum of these parts. In this amalgamation, something new has been created. We have inherited the cooking of the whole world—and we have made of our inheritance a new, lively and astonishingly wise cuisine.

*Nutone's built-in Food Center shown on page 266 was photographed by Maynard Parker in a kitchen designed by Jeannette Coppes.*





# HOW TO BETTER YOUR HOME ...



## BETTER YOUR LIVING

Products advertised in HOUSE BEAUTIFUL are your guide to satisfaction. Ask for them by name to "BETTER your home ... better your LIVING." An asterisk (\*) beside the name of a product indicates that a booklet, or other information is offered in the advertisement. Write to the manufacturers for your copies today.

### **Appliances, Major & Small**

American Kitchens Dishwasher-Dryer	316
Cadillac Quik-Vac	302
*General Floorcraft Floor Polisher	332
*Hobart KitchenAid Food Preparer	331
Knapp-Monarch Liquidizer & Griddle	304
NuTone Built-In Food Center	
Back Cover	
*Revco Built-In Refrigerator & Freezer	321
*Thermador Electrical Mfg. Co. (Div. of Norris-Thermador Corp.)	21
West Bend Coffee Maker	294
*White Sewing Machine	206, 207

### **Bathrooms**

Brearley Counselor Scales	86
*Detecto Scales	297
*Eljer Plumbing Fixtures	25
*Hall-Mack Company	323
Kleinerts Alluran Shower Curtains	26, 27
*Ventaire Cynet Bath Enclosures	338

### **Building Materials**

*American-Olean Tile	319
*Celotex Random Preferred Tile Board	307
*Inclinator Co. of America	342
*Masonite Tempered Presdwood	17
*National Pool Equipment Co.	335
*Pass & Seymour, Inc.	314
*Portland Cement Association	24
*Southern Pine Assoc.	10
*Tile Council of America, Inc.	327
*Wasco Products, Inc.	338

### **Carpets & Rugs**

Aldon Broadlooms	54, 55
Avisco Carpet	284, 285
Bigelow Rugs & Carpets	273
Hardwick & Magee Carpet	76
*Olson Rug	336
Ozite Carpet Cushion	315
Roxbury Carpet	35, 36, 37
Wunda Nylon Broadloom	189

### **China, Glass, Silver & Tableware**

*Alvin Sterling	8
Amston Silver	324
W. R. Case & Sons Cutlery Co.	317
*Copeland & Thompson	213
*Ebeling & Reuss Co.	279, 278
*Fisher, Bruce & Co.	212, 215
*Flintridge China	3
Fostoria Milk Glass	97
*Genes Import	342
Gladding, McBean Franciscan China	9
W. Goebel	331
Gorham Sterling	29
*Iroquois Fine China	135
*Lenox China	85
*Lunt Sterling	5, 293
*Pickard China	298
*Poole Silver	212

*Reed & Barton Sterling	15
Royal Doulton Figurines	171
*Royal Worcester Figurines	308
Stangl Pottery	292
*Paul A. Straub & Co.	319
Tiffany Sterling Silver	1
Towle Sterling	19
*Viking Glass	339
*Westmoreland Handmade Milk Glass	23
*West Virginia Glass	330

### **Closets**

Knap & Vogt K-Veniences Closet Fixtures	56
---	----

### **Curtains, Draperies & Upholstery**

*Cohn-Hall-Marx Co.	291
*Courtaulds Fabrics	208
DuPont Nylon Fabric	309
Eastern Curtain & Drapery Hardware	218
Kay Mfg. Corp.	30
*Kirsch Drapery Hardware	288
*Masland Duran All Plastic Upholstery	52
F. Schumacher Fabrics	280

### **Decorative Furnishings**

*Herschede Hall Clock	284
*S. P. Skinner Co. Inc.	18

### **Fireplaces & Accessories**

*Bennett-Ireland Flexscreen	118
*Portland Willamette Co.	210

### **Floor Coverings**

(HARD SURFACE)	
*Armstrong Floors	Inside Back Cover
KenRubber Floors	275

### **Foods & Beverages**

*Browne Vintners Co.	314
*Cherry Heering	325
*Cointreau	328
*Cresta Co., Inc.	20
Miller High Life	99
Spice Islands	334

### **Furniture**

*Baker Furniture	344
*Basic-Witz Furniture	190
*Berk-Lock 4-In-1 Chair	
Inside Front Cover	
*Castro Convertible Sofas	310
*Century Furniture	12, 13
*Colonial Furniture	325
*Daystrom Furniture	74
*Dayton Koolfoam Cushioned Sofa-Sleeper	88
*Dunbar Furniture	136
*Dux Scandinavian Classics	323
Erwin-Lambeth Furniture	6, 7
*Extensole Table	32
*Fancher Furniture	31
*Fox Furniture	28
Hamilton Cosco Fashionfold Card Tables & Chairs	281
*Hekman Furniture	306
*Heritage-Henredon Furniture	153
*S. R. Hungerford Furniture	172
Kittinger Furniture	214
*Kling Savona Furniture	39
Krochler Valentine Seaver Furniture	73
Krochler Sleeper-or-Lounge	117
McGuire Furniture	299
*Molla Metal Furniture	282
*Monitor Furniture	308
*Harvey Proffler Inc.	213
*Pullman Couch	88
*Stickley Furniture	14
Stratolounger	286
*John Stuart Inc.	333

*Union-National Furniture	336
U. S. Rubber Koylon Cushioned Furniture	210, 313
*U. S. Rubber Naugahyde Upholstered & Koylon Cushioned Furniture	276
Weiman Furniture	318
*Westinghouse Micarta For Furniture	283
John Widdicomb	330
*Widdicomb Furniture	321

### **Garden Seeds, Bulbs & Plants**

*W. Atlee Burpee Co.	341
Mondo Grass	341
*Ty-Tex Nurseries	341

### **Garden Tools & Equipment**

Roovers Garden Label Embosser	341
-------------------------------	-----

### **Heating, Air Conditioning, Ventilating & Plumbing**

Chase Spring-Flo Aerator	324
Chrysler Airtemp	43
*Goodyear Plotron Air Filter	305
Minneapolis-Honeywell Zone Control	16
A. O. Smith Permaglas Water Heater	322
*Trade-Wind Motorfans	295

### **Housewares & Supplies**

Calgonite Dishwasher Detergent	34
Columbus Lustru-Ware Plastic House Wares	333
Ekco Flint-Ware	205
Kitchen Quip, Inc.	335
Monsanto Dishwasher All	274
*Verity Southall Ltd.	335
Zim Mfg. Co.	339

### **Kitchen Equipment**

*Elkay Lustertone Sink	303
------------------------	-----

### **Lamps & Lighting**

*Fred Cooper Studios	306
*French Glass Remington Lamps	53
Lightolier Portfolio Lamps	22
Rembrandt Lamps	289
*Stiffel Lampole	277

### **Linens & Bedding**

Bates Heirloom Bedspreads	154
*Fred Baumgarten	335
Callaway Towels	87
*Chemstrand Acrilan Blanket	42
Dundee Gift Sets	100
*Martex Patrician Towels	40, 41
Masslenn Tablecloths, Towels & Napkins	298

### **Mattresses**

Ostermoor Mattress	301
Simmons Correct Posture Mattress	45
Spring Air Mattress	38

### **Paints**

*Martin-Senour Paints	98
-----------------------	----

### **Shades, Blinds & Wall Coverings**

*Hunter Douglas Flexalum Twi-Nighter	300
Imperial Washable Wallpaper	320
F. Schumacher Wallpaper	280
*James Seeman Studios	299
Stockwell Scenic Wallpaper	209
*Albert VanLuit Scenic Wallpaper	211

### **Sporting Goods & Toys**

Rig-A-Jig Co.	51
*F. A. O. Schwarz	215
Valley Mfg. Inc.	341

### **TV, Radios, Records, & Musical Instruments**

*Allied Radio	334
*Altec Lansing High-Fidelity	214
*American Elite Telefunken	287
*Bell Sound System	333
*Bogen High Fidelity	340
*Waters Conley Phonola Hi-Fi Phonograph	322
Electro-Voice High Fidelity Equipment	296
*Everett Piano	290
*Klipsch & Assoc.	336
*Kranich & Bach	338
Magnavox Television	33
*Pilot Radio-Phonograph	337
*Rockbar High Fidelity Record Changer	320
*Steinway Piano	2
*Winegard TV Antenna	14
*Wurlitzer Organs	316

### **Travel**

*Bermuda Trade Development Board	312
Union Pacific Railroad	337
*Grace Line Caribbean Cruises	217

### **Windows & Doors**

*Pittsburgh Plate Glass Twindow	11
*Warner Weather-Master Storm & Screen Windows	342

### **Miscellaneous**

*Beattie Jet Products	332
Beauty Appliance Corp.	318
Beckman Instruments, Inc.	339
*Chicago School of Interior Decoration	335
*Consolidated Chemical Dog-Tex	336
*Evergreen Studios	339
*Meilink Hercules Wall Vaults	332
*Shepherd School	336
Weirton Steel Co.	75

### **Department, Furniture**

#### **Jewelry & Specialty Stores**

H. M. Allison Co.	83
American Heritage	71
Androl Industries, Inc.	197
Bancrofts	63
J. Berle	82
*Carabao Special Products Co.	49
Carson, Pirie, Scott & Co.	58
Celebrity House, Inc.	67
Charm & Treasure Inc.	121
Closet House Inc.	196
*Cobbs	57
*Colten's	191
Doubleday Book Shops	61
Julius Goodman & Son	91
*Richard Gump	339
*Hale's	133
Harry & David	59
*Itasca Weavers Guild	140
*Leonard Brynolf Johnson	67
*Georg Jensen Inc.	211
Jordan's Old Virginia Smokehouse	101
*Kimball Printers	105
Mr. LaValle	193, 203
Mail Box	195
*Merrin Jewelers	141
*The Mission Folk	79, 131
*Mission Industries	155
Spear Engineering Co.	65
*Stuckey's	137
Sunset House	69, 175
Tourneau, Inc.	77
Washington Mushroom Industries, Inc.	177



# BAKER



THE BAKER FURNITURE LIBRARY, AN INSPIRATION OF IDEAS, \$1.00

BAKER FURNITURE, INC., 25 WILLING ROAD, HOLLAND, MICHIGAN  
NEW YORK • CHICAGO • GRAND RAPIDS • LOS ANGELES • DALLAS • ST. LOUIS • ATLANTA

## NO MAN NEED BE COMMON

CONTINUED FROM PAGE 335

steel dinnerware, I. Freeman & Son, Inc., New York, N.Y. Red over-lay glasses on counter, Hanover Glass Co., S. Hanover, Mass.

### Kitchen

**ACCESSORIES:** Glass plates, Corning Glass Works, Corning, N.Y. Red over-lay glasses, Hanover Glass Co., South Hanover, Mass. Brass fruit bowl on stand, and coffee service (in Tree Room), designed by Tommi Parzinger for Dorlyn Silversmiths, Inc., New York, N.Y. Red casseroles on shelf above cabi-

nets, Club Aluminum Products Co., Chicago, Ill. Covered jars, casseroles on counter, La Solana Potteries, Scottsdale, Arizona. Other accessories, Carmen L. Graham, Miami, Fla.

### Open Terrace

**FURNITURE:** Rattan and anodized aluminum chaises and coffee table, Troy Sunshade Co., Troy, Ohio. Sun bench of wrought iron and woven cord, Lee L. Woodward & Sons, Owosso, Mich.

## HOW OUR CARS HAVE CHANGED OUR GARDENS

CONTINUED FROM PAGE 257

These days a garden must be almost entirely manageable by the owners themselves, with perhaps only outside help for work such as spraying, pruning, root-feeding, which may be had from firms specializing in this sort of work. This leaves lawn care and flower growing for the owners to do themselves.

Also, our requirement for low maintenance has had a tremendous design effect on landscape architecture. Modern gardens try to eliminate hand labor of trimming, edging, etc. Fussy perennial borders requiring much transplanting and staking are becoming a thing of the past. We rely for our flowers on the trouble-free types: blooming shrubs and trees, bulb and tuber flowers like peonies, daffodils and lilies, vines that bloom and need little pruning. Pot gardening is growing by leaps and bounds. It lets us carry our flowers to the point of perfection behind service-yard walls before we wheel them in carts and barrows to a strategic point on the terrace, to brighten our parties and private hours.

We have also begun to use cantilevered decks, as a way to get out into nature without altering nature or having to manicure her. A deck can skim out over an unmowed meadow without resting on it, and so seem not to set up any maintenance requirement. They can coexist without making requirements of each other. (Two examples of such decks are pictured with this story.)

Another tremendous influence on garden design has been the increase of glass in our houses. As our interiors have become more open, our gardens become more prominent from within our houses. So more and more of our gardens are being designed to count from interior vantage points. In fact, frequently the garden seems to merge visually

with the house. This is accomplished by a number of design devices: interior floors of tile or stone continuing through floor-to-ceiling glass on to the outdoors to become garden paving; walls and ceilings seemingly penetrating the glass wall to reappear outdoors; indoor planting beds next to walls of glass using the same plants as appear outdoors in comparable beds.

In short, more of us are using our gardens as extensions of our rooms, making our rooms bigger, more spacious and interesting. In the best residential building since the war, the designing literally starts at the property line and every bit of land is made to become part of the house design. This is quite a reversal of the old days, when the garden was a place to *walk* in—away from and often out of sight of the house.

Because we are integrating the garden and the house more than they have ever before been integrated, we are also beginning to use the structures of the garden for *climate control*, to soften the edges of undesirable weather and to lengthen the periods of livable outdoor weather. This is done with windbreaks, sunpockets, shade-makers of all kinds, baffles to direct breezes where we want them, sunken gardens to create a nighttime pool of cool air, and so on.

In fact, our best gardens, developed during the last 15 or 20 years, are as different from past ones as our modern kitchens are different from their not-too-recent predecessors. When we change our attitudes, about how we want something to serve us, we seem to become our most creative. Solving problems of human need produces—for Americans at least—the best atmosphere for becoming esthetically effective. The finest landscape architecture of our times is eloquent proof.



# House Beautiful

DECEMBER 50c

50  
Ways  
to make  
this season  
a  
Many  
Splendored  
Holiday











## CHRISTMAS PRESENT

Sterling silver centerpiece, newly designed and made by Tiffany,  
with simple bowl and candle holders countered by scrolled arms.

Two hundred sixty five dollars, including federal tax.

# TIFFANY & Co.

NEW YORK



# RONSON



## introduces the sculptured look in lighters

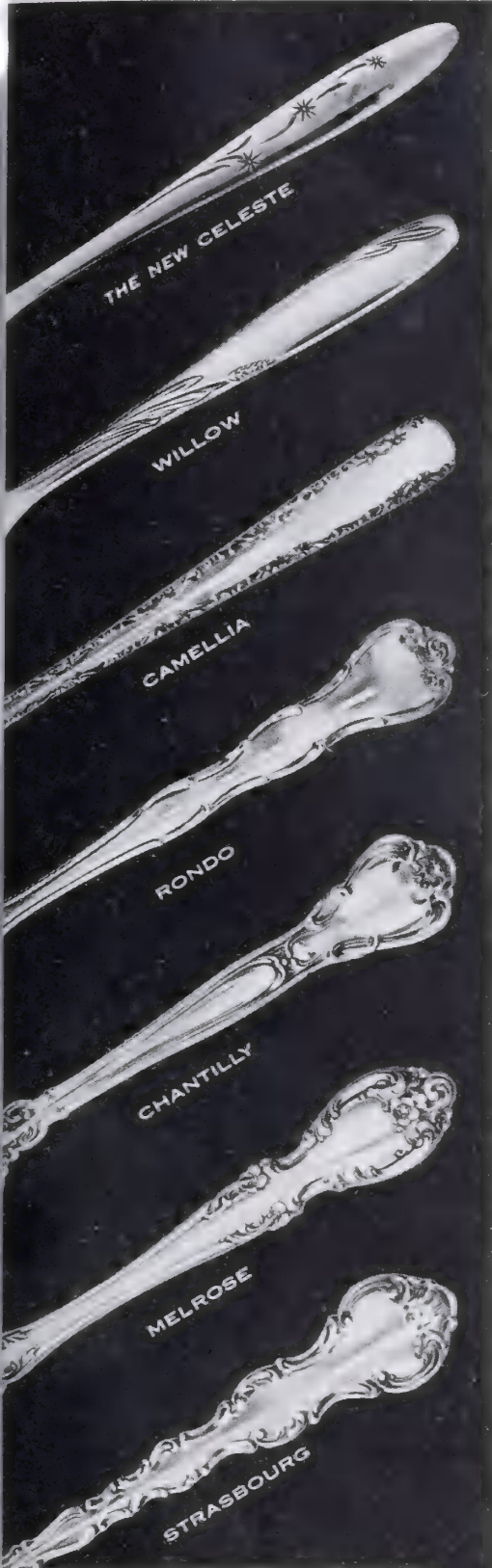
The fabulous new **Fantasy Table Lighter** has a lap-of-luxury look that should delight the most finicky female on your gift list...Christmas time or *any* time. Looks sleek and elegant in a *modern* room...blends beautifully with *traditional*

surroundings, too. It's all curves and contour, in satin-white china touched with gold. And the gold-finish "plume-arm" makes the RONSON FANTASY light up at the merest flick of your finger. 3" high, 7" long. All this opulence for 15.00!

**RONSON®**

*Maker of the world's greatest lighters and electric shavers*





# A practical guide for giving (OR GETTING!)

**For the teen-ager.** Fill her stocking full of frivolous things, if you will—but don't, by any means, underestimate the practical side of her nature. Idea! Contribute a teaspoon in Gorham sterling to her hope chest—they're priced from \$3.75\*. If she hasn't selected her Gorham pattern yet, why not hint that she do so? When you give her Gorham you know she can match and add to her pattern—even years later.



**For brides-to-be.** Chances are she's crossed her fingers hoping to get a complete set of silver. She's probably chosen a Gorham pattern, since there are more to choose from in Gorham than any other make. So, just consult the bridal registry at your Gorham jewelry or department store to find out the pieces she needs. Gorham place-settings (knife, fork, spoon, salad fork, soup spoon, spreader) from \$29.75\*.

**For the just married.** Frankly, we've never heard of a couple who *ever* really had *too much* sterling silver! If theirs is a Gorham pattern, whether you give them a piece or a place-setting, you know you're giving the finest silver money can buy. They can always use an extra Gorham tablespoon, from \$10.25\*; or a set of 4 extra teaspoons, from \$15.00\*.



**For families.** Fill-ins and additions to the family silver service are always welcome. And for the family that has never experienced the joys of owning fine sterling, the most luxurious gift you can select is the complete Gorham service for eight (illustrated left). Take as long as a year to pay—most stores have convenient budget plans.



**Psst . . .** if you'd like to be on the *receiving end* for Gorham this Christmas—why not collaborate with your nearest Gorham retailer? He'll be happy to plot with you ways and means to be sure you get the fine sterling you dream of!



A COMPLETE Gorham service for eight, in its own attractive wood chest, is priced from \$238\*.

**Gorham** STERLING  
America's Leading Silversmiths Since 1831  
125th Anniversary





WILLIAM F. HOWLAND

**Our Cover:** A brilliant "chandelier" of glitter, made of HOUSE BEAUTIFUL's own Christmas decorations. (See our Third Annual Collection in full on pages 119 through 127.) Chandelier idea by Jane Ellis is described on page 125. We chose it as the splendid symbol of our Christmas issue.

# House Beautiful

Vol. 98, No. 12

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

DECEMBER 1956

**ELIZABETH GORDON**  
Editor

**JOSEPH A. BARRY**  
Editorial Director

**RICHARD E. DEEMS**  
Executive Vice-President

**RICHARD A. HOEFER**  
Publisher

**FRANCES TAYLOR HEARD**  
Home Furnishings Editor

**WALLACE F. HAINLINE**  
Art Director

**MARION COUGH**  
Feature Editor

**MARION ROWLAND**  
Copy Editor

**PATRICIA GUINAN**  
Window Shopping

**ROY McMULLEN**  
Contributing Editor

**CAROLYN S. MURRAY**  
West Coast Editor

**MARVA SHEARER**  
Family Editor

**CECILE STARR**  
16mm Movies for Home Use

**RICHARD WILLIAMS**  
Music

## HOME FURNISHINGS AND DECORATING

**LAURA TANNER**  
Decoration

**SARA LITTLE**  
Decorative

**KENNETH YOUNG**  
Decoration

**HELEN LITTLE**  
Decoration

**ROBERT BURCHETTE**  
Decoration

**ELAINE NEAL**  
Decorating Adviser

## ARCHITECTURE AND BUILDING

**JOHN DEKOVEN HILL**  
Architectural Editor

**CURTIS BESINGER**  
Technical Editor

**ROBERT MOSHER**  
Building Editor

**MILES COLEMAN**  
Economic Consultant

**RAYMOND D. RITCHIE**  
Consultant on Construction  
and Specifications

**HENRY WRIGHT**  
Climate Control and  
Air Conditioning

## FOOD AND APPLIANCES

**POPPY CANNON**  
Food Editor

**NANCY CRAIG**  
Home Service Editor

**JULIE POLSHEK**  
Food Products

**PRISCILLA LANGEWIESCHE**  
Researcher

**VIRGINIA STANTON**  
Party Editor

**MARY ELIZABETH WILEY**  
Researcher

## GARDENING

**JEAN LAWSON**  
Horticulture and Landscaping

## HOUSE BEAUTIFUL'S MANY-SPLENDORED CHRISTMAS IDEAS

Presenting HOUSE BEAUTIFUL's Many-Splendored Christmas Collection **119**  
HOUSE BEAUTIFUL's Third Annual Collection of Christmas Decorations **120-127**  
Whatever You Serve During the Holidays, Present It Lavishly **128-135**  
Only Your Goose to Cook **136-137**  
The Fine Art of Giving a Frivolous Gift **142-145**  
25 Gifts for Discriminating Gardeners **148-151**  
Little Luxuries They Mightn't Give Themselves **158-161**  
Light Their Eyes This Christmas **162-163**  
Lights to Treble the Glory of Your Christmas Decorations **110**

## BUILDING AND DECORATING

HOUSE BEAUTIFUL's Many-Splendored Christmas Collection **119-127**  
Remodel for Television **152-155**  
Lights to Treble the Glory of Your Christmas Decorations **110**

## FOOD AND THE ARTS OF GOOD LIVING

Whatever You Serve During the Holidays, Present It Lavishly **128-135**  
Only Your Goose to Cook **136-137**  
That New Phenomenon—Mail Order Food Buying **138-139**  
Order This Memorable Meal from The Chambord **140-141**  
Light Their Eyes This Christmas **162-163**  
Introduction to The Womanly Arts **166-168**  
Memo to a Modern Epicure **8**

## GARDENING

25 Gifts for Discriminating Gardeners **148-151**

## MUSIC, ART AND 16MM FILMS

An Invitation to Pure Jazz **146-147**  
A Debate on High Fidelity **156-157**  
Five Wonderful Film Shows **164-165**  
Musical Fruits of The Mozart Year **24**

## OTHER FEATURES

Window Shopping **28-108**  
How to Leave Home and Like It **114**  
It's Worth Mentioning **111**

## ADVERTISING INDEX 207

House Beautiful is published monthly by the Hearst Corporation, 572 Madison Ave., New York 22, N. Y. Richard E. Berlin, President; John Randolph Hearst, Vice-Pres.; George Hearst, Vice-Pres.; Richard E. Deems, Exec. Vice-Pres. of Magazines; Fred Lewis, Vice-Pres. and Gen. Manager of Magazines; John R. Miller, Vice-Pres. for circulation; Richard A. Hoefel, Vice-Pres. for House Beautiful; G. O. Markuson, Vice-Pres. & Treasurer; R. F. McCauley, Secretary. © 1956 by the Hearst Corporation; all rights reserved. Advertising offices: 572 Madison Ave., New York 22; 1132 Park Square Bldg., Boston 16; 11 No. Wacker Dr., Chicago 6; 1712 Fisher Bldg., Detroit 2; 720 Keith Bldg., Cleveland 15; 1709 West 8th St., Los Angeles 17; 530 Hearst Bldg., San Francisco 3; 1447 Peachtree St. N. E., Atlanta 9; P.O. Box 3142, Tyler, Texas. Chamber of Commerce Bldg., Miami 32, Fla. Subscription prices: United States and possessions and Canada, \$5 for one year; \$7.50 for two years; \$10 for three years. All other countries, \$10 for one year. For change of address, give old address as well as the new, with postal zone number if any, and allow five weeks for change to become effective. Manuscript material submitted will be handled with care, but the magazine assumes no responsibility for it. No unsolicited manuscripts will be returned unless accompanied by full return postage and return envelope. The following trademarks registered in U. S. Patent Office: "House Beautiful's Building Manual," "House Beautiful's Buying Guide For the Bride," "House Beautiful's Practical Gardener," "The Bride's House," "Good Buys," "House Beautiful," "House Beautiful Combined With Home & Field," "Better Your Home—Better Your Living," "Climate Control," "Window Shopping," and "Pace Setter." Re-entered as second-class matter October 25, 1943, at the post office, New York, N. Y. under the Act of March 3, 1879. Authorized as second-class mail, Post Office Department, Ottawa. Printed in the U. S. A.

NOTICE TO POSTMASTER: Please send notifications regarding undeliverable magazines to  
House Beautiful, 250 West 55th Street, New York 19, N. Y.





*this Christmas, you can give much  
more to the woman you adore!  
more solid silver for your gift money  
more beauty for your gift money*

*more* **Wallace sterling**  
*the only solid silver that's sculptured-in-the-round!*



*The pattern goes all the way around ...front*



*...side*



*...back*

**TURN THE PAGE** for three wonderful ways to give more . . .



# more for the woman you



SILVER DESIGNED BY WILLIAM S. WARREN

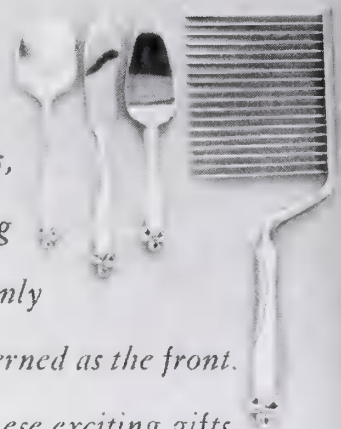
## FREE SOLID MAHOGANY CHEST!

You get gifts worth up to \$75\* when you Wallace gives you this solid mahogany pieces: a sugar spoon, a butter server, a cheese solid silver by Wallace has true "Third Dimension Beauty," with back and sides just as richly patterned as the front. And you can give or get a complete 40-piece service... eight 5-piece place settings... plus all of these exciting gifts, for as little as \$198... pay just a few dollars a week!



## 4 FREE SERVING PIECES!

buy a 40-piece service for eight! Yes, drawer chest, plus four sterling serving server and a cake breaker! Remember... only



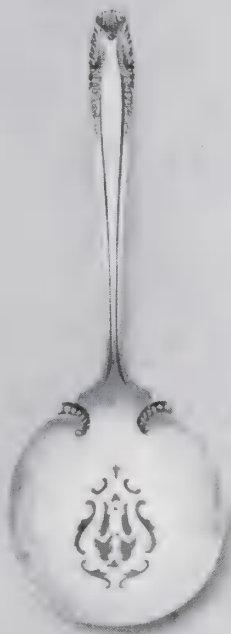
# Wallace sterling

at Wallingford, Connecticut, since 1835

\*VALUE OF GIFTS VARIES WITH THE PATTERN SELECTED. PRICES SHOWN ARE FOR 40-PIECE SERVICE FOR 8, INCLUDING FEDERAL TAX.



# adore! gifts worth 1/4 more!



## FREE

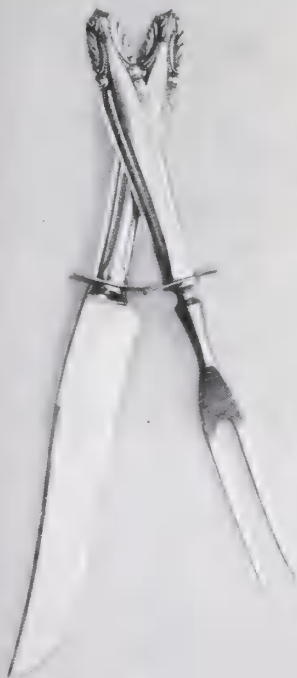
### \$16 FLAT SERVER

with this sterling serving set! The set (in the order shown, at right) includes a gravy ladle, an olive fork, a tablespoon, a lemon fork, and a handsome pie server. The free flat server (left) makes the service thrillingly complete! All for only **\$49.30** in a rich gift box!



**EXTRA SERVING PIECES FREE WITH THESE STERLING SERVING SETS . . .** *in any of the ten famous Wallace patterns! If your fair lady already owns Wallace tableware, she'll love a gift of matching serving pieces. And if she owns silver by some other maker, she'll like the effect of contrasting serving pieces. Many of today's smartest hostesses prefer to mix silver instead of matching it. Your Wallace dealer will help you pick the perfect "go-with" pattern!*

# Wallace sterling



## FREE

### \$24 STEAK CARVING SET

with this sterling serving set! The set (in the order shown, at right) includes a vegetable spoon, a cream ladle, a salad spoon . . . tablespoon, a bon-bon scoop, and a cold meat fork. Free steak carving set (left) makes it a really fabulous present! All for only **\$77.05** in a stunning gift box!







# SEE ALL THE WALLACE STERLING GIFT SPECIALS AT THESE AND OTHER FINE STORES

Abilene, Tex., Busch & Sons Jewelers  
Adrian, Mich., Berndt's Jewelry  
Akron, O., Henry B. Ball Co.  
Akron, O., Shulan's, Inc.  
Albany, N. Y., Adel-Loeb, Inc.  
Alexandria, Va., Saunders & Son  
Algonia, Ia., Sharps Jewelry  
Alhambra, Calif., H. E. Wellman, Jr.  
Aliquippa, Pa., Taper's Jewelers  
Annapolis, Md., Tilghman Co.  
Ardmore, Okla., B & L Jewelers  
Arlington, Mass., Swanson Jewelers  
Arlington, Va., Castelberg's  
Asbury Park, N. J., Steinbach Co.  
Atlanta, Ga., Myron E. Freeman & Bro.  
Atlanta, Ga., Walter R. Thomas, Inc.  
Atmore, Ala., McNeely Jewelers  
Auburn, Ind., Little's Jewelry Store  
Austin, Tex., Joe Koen & Son  
Austin, Tex., Kruger's

Bakersfield, Calif., Wickersham Jrs.  
Baltimore, Md., The James R. Armiger Co.  
Baltimore, Md., Castelberg's  
Baltimore, Md., Stewart's  
Batavia, N. Y., Francis and Mead  
Batesville, Ind., Gannon's Jewelers  
Beckley, W. V., Woodell's Jry. Store  
Belleville, Ill., Straub Jewelers, Inc.  
Bellingham, Wash., Muller & Asplund  
Beloit, Wisc., J. W. Anderson, Jrs.  
Beloit, Wisc., Wm. A. Hamlin, Jrs.  
Bergenfield, N. J., Raymonds Jrs.  
Berkeley, Calif., Charles H. Lee, Jrs.  
Binghamton, N. Y., Van Cott Jeweler  
Birmingham, Ala., Bromberg's  
Birmingham, Mich., Lake Jewelers  
Bismarck, N. Dak., Lund Jewelry  
Boise, Idaho, Leah's Corner Cupboard  
Boston, Mass., Jordan Marsh Co.  
Boston, Mass., Longs, Jewelers  
Bradstock, Pa., D. H. Devario & Co.  
Bridgeport, Conn., Spector's Jewelers  
Bronx, N. Y., Dubin & Korsunsky  
Brooklyn, N. Y., Goldfarb's of Bklyn., Inc.  
Brooklyn, N. Y., Edna Melkin, Silver  
Brooklyn, N. Y., Silver Mart  
Bryan, Tex., Caldwell's Jewelry Store  
Buffalo, N. Y., Engelbert Bros.  
Buffalo, N. Y., T. C. Tanke, Inc.

Carlsbad, New Mex., Gossett's Jry.  
Charlotte, N. C., Efrids of Charlotte  
Cheyenne, Wyo., Dan S. Park & Co.  
Chicago, Ill., Borg Flowers & Gifts  
Chicago, Ill., Orosen China Co.  
Chicago, Ill., Clayton & Ebban Jry. Co.  
Chicago, Ill., C. D. Peacock Inc.  
Chicago, Ill., Reichman Jewelers  
Claremont, N. H., Fred Allen Jeweler  
Cleveland, O., Freeman's Jry. Inc.  
Clinton, S. C., J. C. Thomas Jeweler  
Clovie, New Mex., Stanley's  
College Park, Md., Wolpe Jewelers  
Columbus, O., Kahn's Jewelers  
Columbus, O., Rogers Jewelers  
Coulville, Ore., Matejka Jewelers  
Cortland, N. Y., Harry Alpert Jeweler  
Covina, Calif., Finch Jewelers  
Crookston, Minn., Munn's Jewelry  
Dallas, Tex., Daniel's Lakewood Gift Shop  
Dalton, Ga., Davies & Son  
Davenport, Ia., Niemand's Jewelry  
Denver, Colo., Daniels and Fisher  
Des Moines, Ia., Joseph Jewelry  
Des Moines, Ia., The Plumb Jry. Store  
Des Plaines, Ill., Owen J. Pritchard, Jeweler  
Dodge City, Kans., Leonard Jry. Co.  
Dover, N. H., King's Jewelry  
E. Chicago, Ind., Albert Marcus, Jrs.  
E. Greenwich, R. I., Wood Jewelers  
Easthampton, Mass., Leo De Grandpre, Jeweler  
Eau Claire, Wisc., Lasker Jewelers  
Elgin, Ill., Schneff Bros. Jewelers  
Elizabeth, N. J., Howard Co. Jewelers  
Elmira, N. Y., L. Schreiman & Son  
Enterprise, Ala., Strickland Jry. Co.  
Erie, Pa., James Thomas Jeweler  
Fairfax, Va., Everhart Jewelers  
Fall River Mills, Calif., Bosworth's Jewelry  
 Fargo, N. Dak., Crescent Jewelers  
Fayetteville, N. C., Hatcher's Jewelers  
Fayetteville, N. C., Sterling Jrs., Inc.  
Fitchburg, Mass., F. W. Rice, Inc., Jrs.  
Flint, Mich., Wethered-Rice Co.  
Fort Dodge, Ia., Olson Jewelry  
Fort Smith, Ark., Millers, Inc.  
Fort Walton Beach, Fla., Vandegriff Jewelers  
Fort Wayne, Ind., Baber Jewelry, Inc.  
Fort Worth, Tex., Kruger's Jewelers  
Frederick, Md., Rensberg's Jry. Store  
Freehold, N. J., Ballaw's  
Fremont, Neb., Anderson's Jewelers  
Fresno, Calif., Nielsen Jewelers  
Galesburg, Ill., Arthur J. Nyman & Sons  
Galveston, Tex., Melcer's Jry. Store  
Glendale, Calif., Brand Jewelers  
Glendale, Calif., Webb's  
Goshen, Ind., Sigmond Surg. Inc.  
Grand Forks, N. Dak., Phelps Jry. Co.  
Grand Forks, N. Dak., R. H. Willey Jewelers  
Grand Junction, Colo., A. C. Parsons Jewelers  
Great Bend, Kans., Morrison Jewelry  
Great Falls, Mont., Crown Jewelry  
Greensburg, Ind., Gannon's Jry. Stores  
Greensburg, Pa., Royers, Inc.  
Grenada, Miss., F. R. Mickford & Son Jewelers

Hammond, Ind., Norman Jewelers  
Havre de Grace, Md., J. Davis Jeweler  
Hempstead, N. Y., Brown's Jewelers  
Herrington, Ore., Behrman Jewelry  
Houston, Tex., Becker's Jewelers  
Houston, Tex., L. Lechenger Jeweler  
Houston, Tex., Suniland Furniture Co.  
Houston, Tex., J. J. Sweeney Jry. Co.  
Hutchinson, Kans., Meador's  
Huntington Park, Calif., Raff Jry. Co.

Idaho Falls, Idaho, Ames Jewelry  
Idaho Falls, Idaho, Kugler's Jewelers  
Indianapolis, Ind., Rost Jewelry Co.  
Ironwood, Mich., Range Jewelers

Jamestown, N. Y., E. F. Bassett, Jr.  
Jamestown, N. Dak., Boatright Jrs.  
Jersey City, N. J., Nelmor Jewelers  
Joliet, Ill., Reisberg Jewelry Co.  
Joplin, Mo., Butterfield's Jry. Store

Kalamazoo, Mich., Miron D. Ellis, Jrs.  
Kalamazoo, Mich., Paul E. Morrison, Jeweler  
Kansas City, Mo., Hall's  
Kent, O., Kent Jewelry  
Kenosha, Wisc., Herbert's - Your Jwlr.  
Key West, Fla., Beachcomber Jewelers  
Kingsburg, Calif., Enns' Jewelry

La Crosse, Wisc., Cremer's Jry. Store  
Lafayette, La., Rider's  
Lake Charles, La., Rider Jewelry Co.  
Lamesa, Tex., McCall Drug Co.  
Lancaster, Wisc., Weber Bros.  
Lancaster, Pa., Zooks Jewelers Inc.  
Las Vegas, Nev., M. W. Davis Co.  
Lawiston, La., The Diamond Shop  
Lincoln, Neb., Miller & Paine  
Little Rock, Ark., Cave's Jewelers  
Logan, Utah, Cardon Jewelry Co.  
Logan, Utah, S. E. Needham, Jeweler  
Long Beach, Calif., Buffums'  
Lorain, O., Hart Jewelry Co.  
Louisville, Ky., Wm. Kendrick Jrs., Inc.  
Lubbock, Tex., Hemphill-Wells Co.

Madison, Ind., Oscar C. Bear Jeweler  
Madison, Wisc., O. M. Nelson & Son, Inc.

Mansfield, O., Laubscher Jewelers  
Marion, Ind., Meyer's Jewelers  
Martinsville, Va., Mefford Jewelers  
Mason City, Ia., Blanchards Inc.  
McKeesport, Pa., Morrows Jewelers  
Medford, Ore., Brophy's Jewelers  
Memphis, Tenn., Graves-Stewer Jewelers, Inc.  
Meridian, Miss., Rose Jewelry Co.  
Milford, Del., H. S. Saunders Jeweler  
Millville, N. J., Robert H. Harding Jrs.  
Milwaukee, Wisc., Bloedel's Jewelers  
Milwaukee, Wisc., Rank & Motterman Co.  
Minneapolis, Minn., Weld & Sons  
Missoula, Mont., B & H Jewelry  
Modesto, Calif., Claude O. Wendling  
Montrose, Calif., A. L. Brown, Jr.  
Moorhead, Minn., Martinson's Jry.  
Mt. Clemens, Mich., M. L. Green & Son  
Mt. Olive, N. C., Barfield Jewelers  
Mt. Pleasant, Tex., Hamilton Jewelers  
Mount Vernon, Wash., Del Priddy, Jir.

Nashville, Tenn., Harvey's  
Neenah, Wisc., McCarthy's Jry. Store  
Newark, N. J., W. Masur  
Newark, N. J., The Silver Shop Inc.  
New Bedford, Mass., Case Jeweler  
Newburgh, N. Y., W. C. Cornell Co.  
New Haven, Conn., Spector's Jewelers  
New London, Conn., L. Lewis & Co.  
New Orleans, La., Coleman E. Adler & Sons  
New York, N. Y., Macy's  
New York, N. Y., Michael C. Fina Co.  
New York, N. Y., M. Donchin & Co.  
New York, N. Y., N. Ornstein & Son  
New York, N. Y., L. Rackoff Jrs., Inc.  
New York, N. Y., Murray Rackoff Inc.  
New York, N. Y., Ferris E. Reeve Co.  
New York, N. Y., M. Weissman Inc.  
New York, N. Y., Stea & Riedel, Jrs.  
New York, N. Y., United States Silver Co., Inc.  
New York, N. Y., D. Wolford, Silversmiths  
Norfolk, Neb., Putters Jewelers  
Norwich, Conn., Modern Jewelers  
Nyack, N. Y., Bondell's Jewelry

Oakland, Calif., Davidson & Licht  
Oakland, Calif., H. Morton Co.  
Oak Park, Ill., Leland C. Fay  
Oak Park, Ill., Grable's Gift & Art Galleries  
Odessa, Tex., Gerson's Jewelers  
Odessa, Tex., T. L. Miller Jewelers  
Oklahoma City, Okla., B. C. Clark, Jrs.  
Oklahoma City, Okla., Hartwell Jry. Co.  
Oklahoma City, Okla., Midwest Jrs.  
Oklahoma City, Okla., Rosenfield's Jewelers  
Olympia, Wash., Neuffer's Jewelers  
Omaha, Neb., C. B. Brown Co., Jrs.  
Omaha, Neb., T. L. Combs & Sons, Jewelers  
Orlando, Fla., Home & Hobby House  
Oshkosh, Wisc., Angers' Jewelry Store  
Overton, Tex., Denman Jewelry Co.  
Owatonna, Minn., Vesterby & Watowa, Jewelers

Pacific Grove, Calif., Wells Jewelry  
Paintsville, Ky., Castle's Jry. Store  
Palestine, Tex., P. A. Kolstad, Jr.  
Paola, Kans., Carpenter's Jewelry  
Palo Alto, Calif., Gleim's Jewelers

Panama City, Fla., Cogburn Jry. Co.  
Park Ridge, Ill., von Buelow  
Passaic, N. J., M. J. Lyons  
Patchogue, N. Y., Rose Jewelers  
Paterson, N. J., Meyer Bros.  
Pawtucket, R. I., Cerels, Jewelers  
Peru, Ind., C. M. Hetzner Jry. Store  
Philadelphia, Pa., Andrew's Jewelers  
Philadelphia, Pa., J. E. Caldwell & Co.  
Phoenix, Ariz., Rosenzweig's Jewelers  
Pikeville, Ky., Hefner's Jewelers  
Pittsburgh, Pa., John J. Bruno Co.  
Pittsburgh, Pa., John M. Roberts Co.  
Pontiac, Mich., Connolly's Jewelers  
Pontiac, Mich., Fred N. Pauli Co.  
Porterville, Calif., Haener's  
Portland, Ore., Peninsula Diamond Shop  
Portland, Ore., Zell Bros. Jewelers  
Portsmouth, Va., Cooper's, Inc.  
Pottstown, Pa., A. E. Willauer Jrs.

Quakertown, Pa., A. Goldsmith's Son & Co.

Raleigh, N. C., Johnson's Jewelers  
Red Bank, N. J., Wilbur's Jewelers  
Reno, Nev., R. Herz & Bro.  
Richmond, Calif., Wolffs Jewelers  
Richmond, Ind., Jenkins Jewelers  
Ridgewood, N. Y., R. M. Bumford, Jrs.  
Rockford, Ill., Bolender's  
Rochester, N. Y., Hershberg's Inc.  
Rochester, N. Y., E. J. Scheer, Inc.  
Rockville Centre, L. I., N. Y., Goldie R. Blum Jewelry

Sacramento, Calif., Breuner's  
Sacramento, Calif., Greibus & Son, Jewelers  
St. Louis, Mo., Kiefer's Jewelers  
St. Louis, Mo., Mermord Jaccard & King  
St. Louis, Mo., Sells Jewelry Co.  
St. Petersburg, Fla., Bruce Walters, Jeweler  
Salinas, Calif., Goodfriends Jewelers  
Salt Lake City, Utah, Daynes Jry. Co.  
San Antonio, Tex., E. Hertzberg Jewelry Co.  
San Antonio, Tex., Joske's of Texas  
San Bernardino, Calif., Brand Jewelers  
San Bernardino, Calif., The Harris Co.  
San Diego, Calif., J. Jessop & Sons  
San Fernando, Calif., Ben Levitt  
San Francisco, Calif., Granat Bros.  
San Francisco, Calif., Shreve & Co.  
San Jose, Calif., Hudson's  
San Rafael, Calif., Herbert & Rohrer  
Santa Ana, Calif., Buffums'  
Scheneady, N. Y., Bickelmann  
Scottsbluff, Neb., LeRoy's Jewelers  
Scranton, Pa., Cleland-Simpson  
Seattle, Wash., Friedlander & Sons  
Sharon, Pa., Charles E. Farnicorn, Jeweler  
Sharon, Pa., Wengler's Jeweler  
Shelbyville, Ind., Connor's Jewelers  
Silver Spring, Md., Wright's Jry. Inc.  
Sioux Falls, S. Dak., Smith Jry. Co.  
Skokie, Ill., Falkenhayn Jewelers  
Sonoma, Calif., MacDonald Jewelers  
Souderton, Pa., Goshow's Jewelry  
Spokane, Wash., M. M. Jewelers  
Spokane, Wash., Sartori Jewelers  
Springfield, Mass., Arthur Cooley, Jr.  
Springfield, O., The Hofman-Green Jewelers  
Stamford, Conn., Zantow-Ferguson, Inc.  
Superior, Wisc., Yano Bros. Jewelers  
Susanville, Calif., Sierra Jewelers  
Syracuse, N. Y., H. J. Howe, Inc.

Terre Haute, Ind., T. S. Biggs Jwlr.  
Terre Haute, Ind., Elliott Jrs. Inc.  
Texarkana, Tex., Kay's Jewelers  
The Dalles, Ore., Lay Carlisle Jeweler  
Tonawanda, N. Y., Wallace Jewelers  
Traverse City, Mich., Martinek's Jwlr.  
Tucson, Ariz., Grunewald & Adams  
Uniontown, Pa., Hunt's Jewelers  
Utica, N. Y., The Gift Shop Jewelers  
Vallejo, Calif., Meyers Jewelers  
Walla Walla, Wash., Falkenberg's  
Glimme & Cundiff, Successors  
Washington, D. C., Anderson Bros. Inc.  
Washington, D. C., Castleberg's Jrs.  
Washington, D. C., A. Kahn, Inc.  
Washington, D. C., S. Kann Sons Co.  
Washington, D. C., Charles Schwartz & Son  
Washington, D. C., J. Clinton Tribby Co.  
Washington, Ind., Hagel's Jewel Shoppe  
Waterbury, Conn., Claytons, Jewelers  
Waterbury, Conn., M. A. Green, Jrs.  
Waukegan, Ill., Henderson Jewelry Store  
Wenatchee, Wash., Scott's Jewelry  
Wilkes-Barre, Pa., Isaac Long Store  
Wilkes-Barre, Pa., Meyer Jewelers  
Wilmington, Del., Millard F. Davis  
Wilmington, N. C., Huggins Jewelers  
Woonsocket, R. I., Paul Goldfine, Jwlr.  
Worcester, Mass., Lundborg & CO., Inc.

York, Pa., Futer Bros.  
Youngstown, O., Charles Carolyne, Inc.  
Yuma, Ariz., Gartland, Jewelers

**OUTSIDE U.S.A.**  
Anchorage, Alaska,  
J. Vic Brown & Sons Jewelers  
Habana, Cuba, Joyeria, Riviera  
Panama, Rep. of Panama, Ricardo  
Wahiawa, Oahu, T. H. Bennys at  
Wahiawa, Jewelers

## MEMO

## to a MODERN EPICURE

by Poppy Cannon



"People who eat are no problem and people who cook are even less of a problem when it comes to finding gifts." This obvious but sage observation simplifies life enormously, for, as far as we have been able to discover, just about everybody eats something with some pleasure and almost as many people these days take an interest in some form of cooking.

Nobody needs to be reminded of the princely and traditional hampers of wines and fruits, spirits and cordials, fruit cakes and bags of nuts. There are other things too—many little inexpensive items sure to bring a gleam to the epicurean eye.

### Edible Pebbles

Our office staff was thrown into an uproar when we discovered Swiss Candy Pebbles, actually sugar-coated bits of almond, replicas of the colorful stones of Lake Geneva, pink and brown and yellow and green, a trompe l'oeil sweet, and talk-titillant extraordinary. Most charming decoration for a dinner table, especially when served in an abalone shell whose colors reflect the soft hues of the delectable little stones. Imported from Switzerland, they are packed in New York by Cresca Company and are available in stores that carry Cresca prod-

ucts, hundreds of specialty shops and department stores. Gracious thought: Order at least a half dozen to keep on hand for the Dear Ones you forget!

### Open Sesames

We asked a number of our favorite gourmet cooks, "What little stocking stuffer or like-to-get would you give?" Strangely enough they all suggested "openers" of one kind or another:

**A Lid Flipper by Ekco** that lifts off tops as easily as drawing a breath. With a Lid Flipper all tumblers open, all pry caps whisk off. Costs about 15¢.

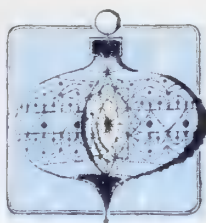
**A vacuum can opener**—please. I am one of those who can never turn the key around a coffee can without getting off the track. But now there is a little do-hicky, Can-Mate, made by Slip-Seal Company, Long Beach 13, California. Costs about 25¢, deals quickly, safely, easily with tins of coffee, shortening, meats, all sorts of vacuum cans. Hallelujah!

**A screw top jar and bottle opener.** Big jars, little jars, all kinds of bottles, ketchup, vinegar, oil, herbs, peanut butter, anything, everything, with a screw top lid, opens without being held under hot water, without any struggle with a Top-Off (Please turn to page 20)





# Dreaming of a **WHITE** Christmas!



Your dreams will come true when the man in your life selects a White Sewing Machine for your Christmas gift. It is many wonderful gifts in one . . . your doorway to fashion . . . beautiful furniture . . . and a sewing machine that is the favorite of women everywhere.

There are many White Sewing Machines to choose from . . . portables, or beautiful desks and consoles harmonize with the decor of your home. All are smooth running, full rotary machines, either zig zag or straight stitch models, complete with all attachments, free sewing instructions, and the famous White quality guarantee.

Make it a *really White Christmas* . . . select a White Sewing Machine today at your nearest White sewing center, department store or White Sewing Machine dealer . . . it will be delivered for Christmas.

**WHITE** SEWING MACHINE CORPORATION Cleveland 11, Ohio

FOR OVER 80 YEARS THE FINEST AMERICAN-MADE SEWING MACHINES





**ROYAL.** Continental Modern, in satin finished brass with crystal-clear Lucite. Runs *three full years* on one setting without relying on batteries. Silently rotating pendulum. Measures 9¼" high, 7⅞" wide, 5⅞" deep. One year warranty... **\$4950\***



**LONDON COACH.** Authentic coach lantern in gleaming lacquered brass with removable case. Silently rotating pendulum, runs *more than one full year* on each setting. Measures 8½" high, 3⅞" square at base. One year warranty... **\$3950\***

# Timepieces



**"HUNT."** Skillfully hand-carved stag. May be reset in either direction, cuckoo remains synchronized. Mahogany finish. **18" high.** One year warranty... **\$4950\***

Old-world craftsmanship...  
from the renowned  
**BLACK FOREST SHOP**  
of A. Schatz and Sons



\*Federal Tax of 10% not included. Prices subject to change without notice.





**DU BARRY.** Classic Baroque for wall or table, in black, gold color or ivory with painted designs. Silently rotating pendulum, runs more than a full year on each setting. Height to base, 8". Wall bracket, 3¼". One year warranty... \$3950\*



**NEW MADEMOISELLE.** Boudoir period piece, charming in ivory with painted rosettes. One full year's accurate time on just one setting, silently rotating pendulum. Height to brass tip, 8½". One year warranty... \$2950\*

# to Treasure

Fascinating conversation pieces for your rooms, yet so much more than that. For all their charm and individuality, Schatz clocks are marvels of efficiency.

Four-ball pendulums, rotating in complete silence, measure time with a degree of accuracy never before attained in clocks of this type. And the gay cuckoo clocks, deeply hand-carved, tick faithfully for eight days.

Such choice timepieces, of course, make the most delightful kind of gift for Christmas, weddings, anniversaries, important birthdays. See them at better stores or at Remington Rand Shaver Headquarters in 130 cities.

*The Only Imported Clocks with Local Service Throughout the United States.*

## SCHATZ Clocks

IMPORTED EXCLUSIVELY AND GUARANTEED BY *Remington Rand*  
Division of Sperry Rand Corporation



**"BIRD."** Hand-carved. A cheerful cuckoo and a soft chime sound each half-hour. Mahogany finish with white numerals and white baroque hands. 13" high. One year warranty... \$2950\*





## FABRICS

*...by Schumacher*

## FURNITURE

*...by Kittinger*

## SILVER

*...by Stieff*

## BRASSES

*...by Virginia  
Metalcrafters*

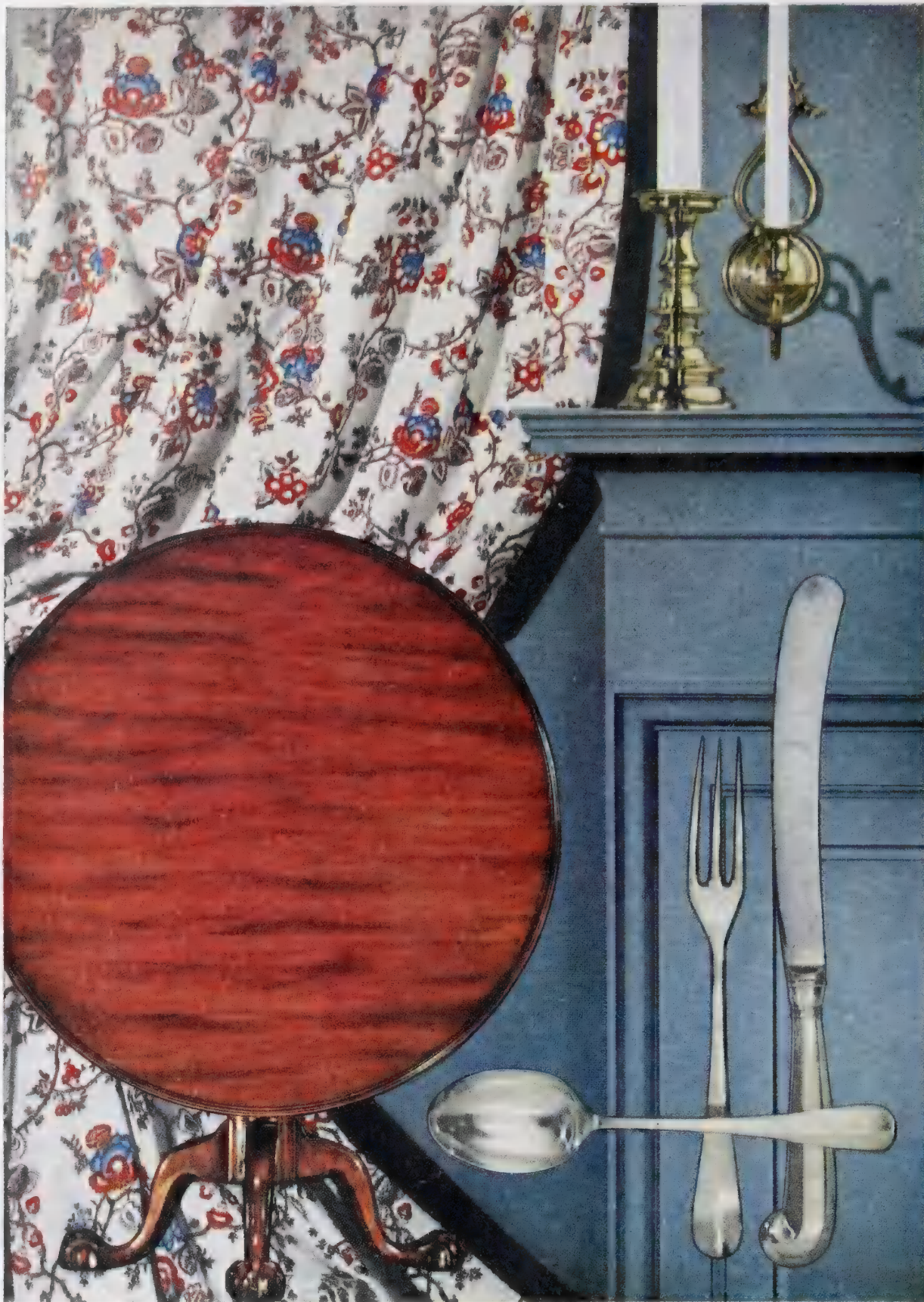
## PAINTS

*...by Pittsburgh*

*...and all*



*This is the Hallmark of  
Williamsburg Restoration,  
Inc. All of the authentic  
Reproductions made by  
licensed manufacturers,  
bear this seal of approval.*



*...bearing the Hallmark of Williamsburg Restoration, Inc.*

The enduring beauty, exquisite colors and expert craftsmanship of the 18th century are skillfully captured in Williamsburg Reproductions. These graceful brasses, for example, will blend with any decor, modern or traditional. Williamsburg Reproductions, at fine stores, are the work of outstanding craftsmen licensed to make exact copies of the lovely furnishings, colors and decorative accessories found in the famous Exhibition Buildings of Colonial Williamsburg.

Send now for your copy of our newest volume of 104 profusely illustrated pages showing entire line of Reproductions as well as the fascinating story of Colonial Williamsburg and its Reproduction Program. Mail \$1.25 to Craft House, Box 1955, Williamsburg, Va.





# BEAUTIFUL, beautiful BOOKS



CAN BE YOURS  
WHEN YOU OBTAIN A  
TRIAL MEMBERSHIP IN  
THE HERITAGE CLUB

and

ONE of these two books

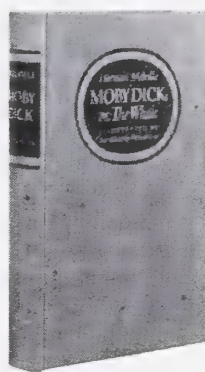
will be yours

free

if you obtain a new membership NOW!

**MOBY DICK** by Herman Melville, with an exciting introduction by Clifton Fadiman and powerful illustrations by Boardman Robinson. 638 pages; 6½ x 10 inches. Slipcased.

**ANNA KARENINA** by Leo Tolstoy, illustrated with 22 unusual color lithographs by the English painter, Barnett Freedman. 948 pages; 5⅞ x 8¾ inches. Slipcased.



YES, you are now invited to accept a membership in The Heritage Club for six months only. If you accept this invitation, you will obtain beautiful, beautiful books—at the same price that you are asked to pay for ordinary rental novels. And, in addition, we will send you absolutely free a copy of *Moby Dick* or a copy of *Anna Karenina*.

The members of The Heritage Club regularly come into possession of those "classics" which are our heritage from the past, in editions which will be the heritage of the future. They come into possession of books beautifully illustrated, finely printed on papers which are chemically tested to assure a life of at least two centuries, and handsomely bound and slipcased. With a Trial Membership, you subscribe for six books only, at a cost of \$3.95 each or of only \$3.55 each if you pay for the books in advance.

ASSUMING that you will want the six books of the Trial Membership as we plan to issue them, you will receive first *Green Mansions* by W. H. Hudson, brilliantly illustrated by Miguel Covarrubias, and, with it, whichever one of the three books you decide to accept: *Moby Dick* or *Anna Karenina*.

For five months thereafter—at the rate of

one book a month—you will receive: *The Red Badge of Courage* by Stephen Crane, illustrated by the famous John Steuart Curry; and *Oedipus the King* by Sophocles, with the Greek and English texts on facing pages, and illustrated by Demetrios Galanis; and Stendhal's *The Charterhouse of Parma*, with color drawings by Raffaello Busoni; and Hardy's *Tess of the d'Urbervilles*, illustrated by the great English wood-engraver, Agnes Miller Parker; and Dickens' *David Copperfield*, profusely illustrated with pen and ink drawings and portraits in color by John Austen.

Yet, if it should happen that you do not desire to own some of these titles, you are given a list of almost three dozen Heritage books-in-print from which it will be your privilege to select substitute titles!

THE HERITAGE CLUB is now entering its twenty-first year of fine publications. To celebrate our coming-of-age, we have chosen, for this Trial Membership offer, six of our most beautiful books. When you subscribe, therefore, you will own great books which will become proud possessions in your home.

Fill out this coupon and mail it promptly to The Heritage Club. You will receive our completely descriptive Prospectus at once.

## Reservation Coupon

To THE HERITAGE CLUB,  
595 MADISON AVE., New York 22

Please send me a copy of your new Prospectus in which are described the books to be distributed to the Trial Members in the coming six months. I understand that, if I send you my application, I will be entitled to have a copy of either *Moby Dick* or *Anna Karenina* without cost; and that you will now reserve a membership for me, awaiting my application.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

HB 21-6





# Crane's FOR CHRISTMAS

CRANE'S FINE PAPERS • MADE IN DALTON, MASSACHUSETTS • SINCE 1801

100% RAG PAPERS FOR SOCIAL AND BUSINESS CORRESPONDENCE • CURRENCY • SECURITIES • CARBON • TRACING





Bob Crosby and his talented daughter Cathy Crosby—her first appearance was on his popular CBS television show

## "At eighteen, a daughter is dreaming of a silver Christmas,"

*says Bob Crosby*

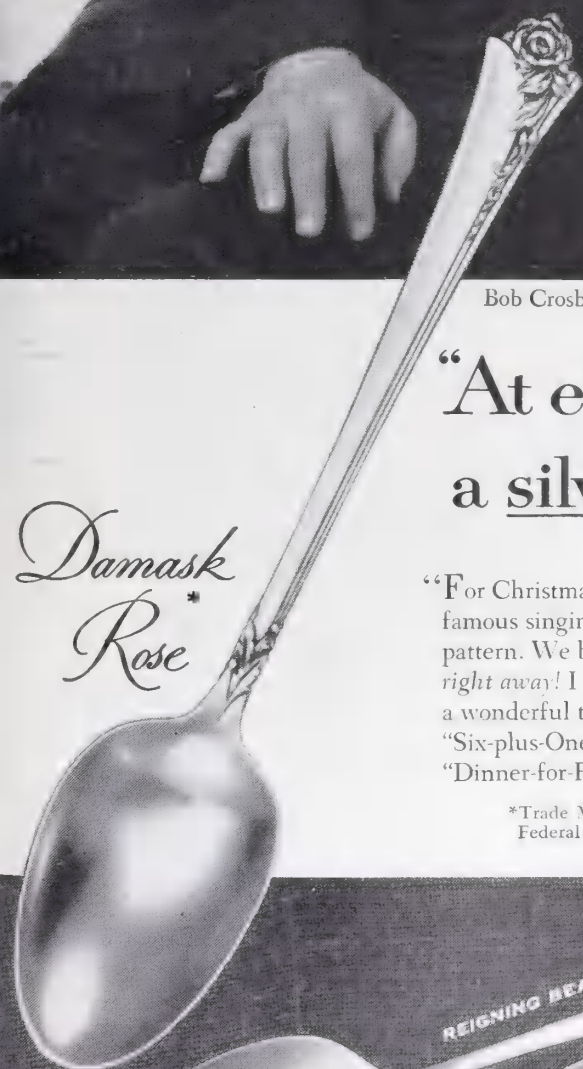
"For Christmas this year," says Cathy, the youngest of the famous singing Crosbys, "Dad took me to choose my silver pattern. We both picked Damask Rose\* in Heirloom Sterling *right away!* I love its graceful rose design!" Christmas is a wonderful time to start *your* Heirloom\* Sterling! "Six-plus-One" place settings start at \$32.50; the complete "Dinner-for-Four"—\$99.75; the "Dinner-for-Eight"—\$199.50!

\*Trade Marks. Copyright 1956, Oneida Ltd., Oneida, N. Y.  
Federal Tax included in all prices

## HEIRLOOM STERLING

CREATED IN THE  
DESIGN STUDIOS OF ONEIDA LTD. SILVERSMITHS

*Damask  
Rose\**





# COLLECTORS' ITEMS



ACTUAL SIZE: 8"

ACTUAL SIZE: 9 3/4"

For home decor and after uses, filled  
with imported PASCALL ENGLISH SWEETS.

AMERICANA COLLECTION choice of automobiles, streetcars,  
locomotives, riverboats, ships, bicycles . . . in black, gold and white.

DECORATOR COLLECTION . . . choice of six designs in decorator  
colors. CRESKA DECANTER, gold top and neck band.

Apothecary Jars . . . \$2.95 each; Decanters . . . \$2.50 each.

At leading Department, Fine Food, and Confectionery Stores  
everywhere! Send for FULL COLOR brochure and store nearest you.

BY **Cresca** OF COURSE!  
FAMOUS FOR FINE FOODS SINCE 1878

CRESKA CO., INC., DEPT N2, 111 EIGHTH AVENUE, NEW YORK 11, N. Y. TEL. WAtkins 4-5588

The attractively Decorated  
Apothecary Jars by Cresca  
are available at these fine stores

CONNECTICUT	G. Fox & Co. Edward Malley Co. Bloomington's Grieve, Bisset & Holland, Inc.	Hartford New Haven Stamford Waterbury Wilmington
DELAWARE	John Wanamaker	
D. C.	Woodward & Lothrop	
FLORIDA	Jordan Marsh Maas Bros.	Miami St. Petersburg
GEORGIA	Davison-Paxon Company	Atlanta
ILLINOIS	Carson, Pirie, Scott	Chicago
INDIANA	H. P. Wasson & Co. George Wymann & Co.	Indianapolis So. Bend
KENTUCKY	Stewart's	Louisville-Lexington
LOUISIANA	D. H. Holmes Co. A. M. & J. Solari, Ltd. Dalton's	New Orleans New Orleans Baton Rouge
MARYLAND	Hutzler's Stewart & Co.	Baltimore Baltimore
MASS.	Jordan Marsh	Boston
MICHIGAN	J. L. Hudson Co.	Detroit
MINNESOTA	Rothschild-Young Quinlan Co.	Minneapolis
MISSOURI	Scruggs, Vandervoort, Barney Stix, Baer & Fuller Woolf Brothers	St. Louis St. Louis Kansas City
NEW YORK	B. Altman & Co. Manhasset, White Plains Bloomington's Fresh Meadows, New Rochelle Gimbels Yonkers, Valley Stream John Wanamaker	New York New York New York New York New York New York Yonkers
NEW JERSEY	Wm. A. Jepson, Inc. Sibley, Lindsay & Curr B. Altman & Co.	Buffalo, N. Y. Rochester Short Hills
OHIO	M. O'Neil Co. H. & J. Pogue The Halle Bros. Co. The May Company The Johnson-Shelton Co. Lasalle's	Akron Cincinnati Cleveland Cleveland Dayton Toledo
OKLAHOMA	John A. Brown Co. Brown-Dunkin Co.	Oklahoma City Tulsa
PENNSYLVANIA	Gimbel's John Wanamaker Wm. Penn Shop Kaufmann's	Philadelphia Philadelphia Philadelphia Pittsburgh
RHODE ISLAND	The Shepard Co.	Providence
TENNESSEE	Goldsmith's	Memphis
TEXAS	Dreyfuss & Son Popular Dry Goods Co. Foley's Alfreds-Rice Blvd. Joske's of Texas	Dallas El Paso Houston Houston San Antonio
VIRGINIA	Rices Thalhimer's	Norfolk Richmond
WISCONSIN	T. A. Chapman Co.	Milwaukee
CUBA	Solis-Entrialgo-Y'cia S.A.	Havana

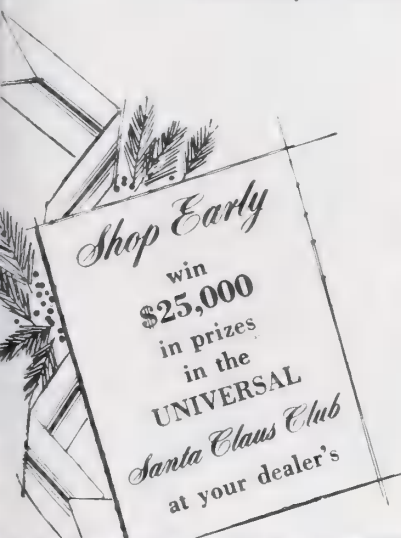
Prices slightly higher West of the Mississippi



# UNIVERSAL makes Christmas Shopping easy sledding!



The easiest way to do all your Christmas shopping is at your Universal dealer's. You can choose from many Universal appliances, confident of the quality, beauty and automatic convenience of every one. You can be sure, too, of the pleasure such a gift will bring, for you know you have given the finest. So, this Christmas, give the gift to make living easier electrically . . . and be sure it's Universal.



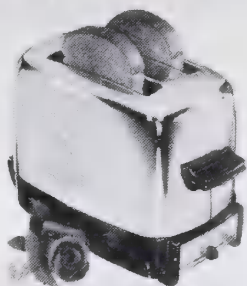
## UNIVERSAL Coffeematic

with the Flavor-Selector

New, finer-than-ever models of America's favorite. Quickly brews to the exact strength you choose, signals when ready and keeps serving temperature without increasing the strength . . . all automatically.

from \$24<sup>95</sup>

Ten-cup model shown, \$29.95, in copper, \$32.95



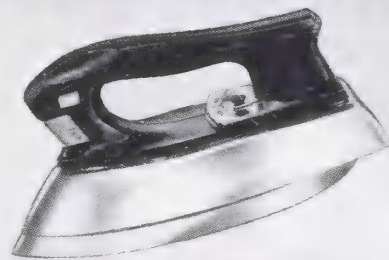
### Universal Toastamagic

Controlled by reflected heat. Reflector-Control browns any type of bread without adjustment . . . and faster, too. Hi-Rise racks even put muffins within easy reach. **\$17.95**  
in copper, \$21.95



### Universal Automatic Frying Pan

Maintains exact heat you dial. Cooks foods better without sticking or scorching. Sealed-in unit lets you immerse pan in water up to the Signalite for easy cleaning. **\$19.95**  
11½ in. size, with cover, \$25.95      Cover \$2.00



### Universal Steam 'n Dry Iron

Switches from steam to dry at a touch of the Jiffy-Switch and without emptying. Rounded, wrinkleproof heel irons in any direction. Cord switches over for left-handers. **\$14.95**



# UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



# Your best buy in blankets

*..9 leading manufacturers tell you what to look for*

Blankets look so much alike these days, a yardstick of quality is needed. For when you buy a blanket, you're making a very important investment. It is wrapped up with the comfort of one-third of your life. Naturally, you want the best in comfort, beauty and long wear, so here are some pointers to keep in mind when you are shopping for blankets.



## **Your best guide—the test of time**

One of the surest ways to get the finest blanket made is to choose the fiber that has been tested by time. And this means wool. For over 5,000 years, wool has proved to be Nature's most perfect protection against unfriendly temperatures. From the very dawn of history, man has depended upon wool for the most healthy and most comfortable type of covering.



## **Take a tip from kings and queens**

Through the ages, the world's most famous royalty have prized the magnificence of wool. Did you know that even in Queen Isabella's day, when nobles visited a foreign court, they bore gifts of wool—Nature's golden fleece!



## **Enjoy the utmost in luxury**

You'll find modern wool blankets are heavenly soft . . . and their beautiful, jewel-bright colors are unequalled. Magic "dye-attractors" lock the dye deep down in the very core of the fiber. That's why pure wool blankets can be cleaned again and again . . . colors remain sparkling!



## **You can have warmth without weight**

A blanket that lets you move and turn freely is so essential to restful sleep. And that is what you get with the lightweight protection of wool. Wool fibers have a natural crimp—unduplicated by man—which creates millions of tiny insulating pockets that shut out night-time drafts. You'll sleep in featherweight warmth—and without static, too!



## **For a lifetime of wear**

If you think about the future, you'll want blankets with the stamina of wool. Even with

youngsters' rough play, your wool blankets won't get a worn, threadbare look. For wool has unique resilience that prevents matting. And wool blankets don't shed their nap the way others often do.



## **Washing is no problem**

Wool blankets are so easy to wash, either by hand or right in your washing machine. Just follow the simple directions for temperature of water, soaking and washing time and drying. It's really remarkable how wool—the most prized of blankets—needs no pampering!



## **Think of your safety— and your family's too**

It's so reassuring to know that a wool blanket is nonflammable . . . won't catch on fire. That's one reason why America's airlines and the U. S. Army buy blankets of fine wool.

## **No other fiber combines so many advantages**

That's why wool is the yardstick of quality in blankets. For the best in luxury, comfort, and long wear—nothing measures up to wool!

*This important message is presented by these nine leading blanket manufacturers—Faribo Kenwood • Lebanon • Mariposa • North Star Orr • Pendleton • St. Mary's • Springfield.*



Look! You're the first to see them!

# FLINT®

*"2000" kitchen tools by* **EKCO®**



**NEW, LONG GRACEFUL LOOK**

Modern design at its best. Hang-up hole in center of handle for new balance.

**GUARANTEED FOR 15 YEARS**

Finest vanadium stainless steel. Far and away the most efficient Kitchen Tools ever made.

**BEAUTIFULLY GIFT BOXED**



## MEMO TO A MODERN EPICURE

CONTINUED FROM PAGE 8

Opener made by Edlund of Burlington, Vermont. This treasure sells for about 50¢.

## Chicken for the Holiday

Not for The Big Meal, perhaps, but for the in-between festivities, quick-frozen breasts of chicken are so right. Here are three specially gala versions:

## The Bird Goes Arabian

Margarite Lewis, New York's All-Nations cook, who prepares dinner menus in 32 languages, after much pleading, has parted with her recipe for chicken with sour cherry sauce.

Provide 1 chicken breast for each serving. Cover with a marinade of lemon juice, basil and sage, using about 3 or 4 tablespoons of lemon juice for each breast. To serve 4, use 1 cup lemon juice, 1 tablespoon basil (half as much if it is dried), and about 1/2 teaspoon sage. Allow chicken to thaw in the marinade and remain there for several hours, 24 if possible. Bake in a slow oven about 40 minutes, until golden brown.

Meanwhile prepare a red cherry sauce. Drain juice from 1 can of pitted sour red cherries, thicken the juice with 1 tablespoon cornstarch or arrowroot and cook until clear. Add the juice of a lemon, 1/2 cup of honey, and 1/4 teaspoon ground ginger. Let this simmer together until thoroughly blended, add the cherries and heat. If you wish to brighten the color, add some red vegetable coloring. Serve over fluffy white rice. A spinach mushroom soufflé is an excellent accompaniment.

## Fried in the Package

Swift's, in case you haven't heard, has a quick-frozen browned fried chicken. But is it really good? The answer is, "Yes, very!" It can be heated by broiling over charcoal or in the oven or in the skillet. Directions are on the package. Particularly savory when brushed with lemon-flavored butter or your favorite barbecue sauce, and then sprinkled lavishly with chopped parsley and chives.

## Chicken and Artichokes Anderson

Your own or Swift's fried chicken combines delectably with Birds Eye quick-frozen artichoke hearts (yes, there are such) to make a most *parisien* dish. Place the fried chicken in a heavy skillet or your electric frying pan along with 2 tablespoons butter. Add 1 package of artichoke hearts, 1 level teaspoon really good poultry seasoning (like Anderson Farms, for instance), 1/2 cup dry sherry, 1 can condensed cream of chicken soup, 2/3 cup top milk or light cream. Cover and bring to a boil gradually. Simmer very slowly for about 15 minutes. Sprinkle with chopped parsley and serve. Serves 4.

## Cinnamon "Sweets"

To go along with ham, pork, or poultry instead of the usual glazed or candied sweet potatoes, you might try Dorann's newest achievement, quick-frozen sweet potato puffs. Place the frozen puffs on a very well-buttered dish, preferably one that can go to the table. Brush with melted butter and sprinkle with sugar and cinnamon. Be liberal. A grating of lemon or orange rind adds an interesting touch, too. If you don't feel like grating your own, House of Herbs does it for you. Heat puffs in the oven or under the broiler according to package directions.

## No-Problem Cooky

Pillsbury has brought to market a new kind of brown and serve specialty, slice-and-bake icebox cookies—coconut, peanut, butterscotch. These offer infinite possibilities aside from the obvious. You can, for instance, achieve tart shells and galettes in the true French manner, for the galette paste is nothing more or less than a cooky dough. Simply form the long rolls into balls and roll as if you had done the mixing yourself. All sorts of shapely cookies can be made from this dough, too. Roll out on a marble slab or well-floured pastry board and cut to suit your fancy—or allow the dough to soften just enough to become malleable and put through a cooky press.



for the  
heart of your home...  
this inspired fireplace  
in Stylon ceramic tile...

your cost of tile  
and installation,  
about \$475<sup>00\*</sup>

At last, a fireplace which will retain its original glistening beauty for a lifetime... because Stylon real Ceramic Tile never fades, never dulls, wipes clean of soot in seconds, is completely heat-resistant.

In Stylon Ceramic Tile, the fireplace becomes an important decorating feature... truly the focal point of your living room. Here, you see the versatility of Stylon's soft-hued natural clays with accents of pink glazes, in a room combining modern and traditional decor.

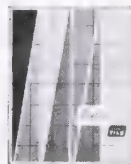
Whether you are buying, building or remodeling, this extraordinary tile fireplace can be yours for a surprisingly reasonable initial cost, with not one cent for upkeep.

Ask your architect, builder or tile contractor to show you the wide range of Stylon colors, textures and patterns for every room in the house. Your tile contractor will supply free estimates.

\*May differ slightly from place to place

MEMBER,  
TILE COUNCIL  
OF AMERICA, INC.

# Stylon



Stylon Corp., 82 Summer St., Milford, Mass.

FREE... COMPLETE SPECIFICATIONS  
FOR CONSTRUCTION OF THE  
STYLON FIREPLACE AND HOOD

Includes suggestions for alternate color  
schemes in Stylon Ceramic Tile.

CERAMIC  
TILE

Name.....

Address.....

City..... Zone..... State.....

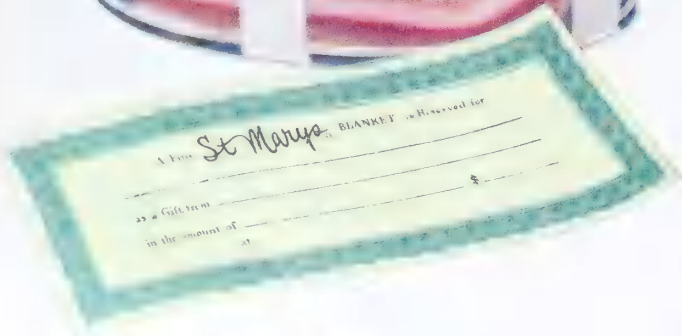




**Stylon**

CERAMIC  
**TILE**





Say "Merry Christmas" with a  
**St. Marys**

**MINIATURE GIFT PACKAGE and CERTIFICATE**

**Let her choose her own beautiful St. Marys blanket!**

Here's a blanket invitation from St. Marys to solve your Christmas gift-giving problems. Our charming new miniature gift package contains a fleecy bit of St. Marys blanketing and an attractive certificate that enables her to choose the blanket of her dreams and color schemes. A gift of a St. Marys, America's finest all-wool blanket, is a warm wonderful way to express your Christmas wishes. A St. Marys gift package and certificate is a convenient way to do your Christmas shopping!

*The perfect gift: easy to select,  
glamorous to give, exciting to receive!  
From \$14.97 at all leading department  
stores and linen shops.*

**ST. MARYS BLANKETS**  
ST. MARYS, OHIO





CRAFTED TO THE *Richness*  
*of Good Taste* FOR A  
 LIFETIME OF SATISFACTION!

CHAPEL BELLS

ROSECREST

SPRING BUD

FRENCH SCROLL

You'll be so glad years from now if you make ALVIN your choice today! Ten lovely patterns present a choice for every taste and liking . . . all superb table silver by the world's most skillful craftsmen. Select yours with confidence at your dealer's from these and other Alvin patterns.

CHATEAU ROSE

PRINCE EUGENE

DELLA ROBBIA

SOUTHERN CHARM

**ALVIN** *Sterling*

Illustrated price folder showing all Alvin Patterns gladly sent upon request.

**THE ALVIN SILVERSMITHS**  
 DEPARTMENT H-12  
 Providence 7, Rhode Island

6-Piece  
 Place Settings  
 from \$35.00†  
 (Fed. Tax Incl.)

ALVIN original designs have been selected to set enchanting dining tables since 1885.

Double duty hollow handle butter spreaders with mirror-finish stainless steel blades can be substituted for flat handle spreaders at no extra cost in all Alvin patterns. Additional uses: buffet, snack or fruit knives.

†Prices subject to change without notice

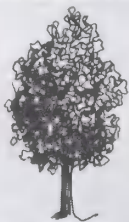


send but

25¢

for big beautiful

Invitation  
decorator's  
portfolio



Just off the presses—your personal collection of everything new and fashionable from America's most esteemed furniture makers. Looking for new ideas? Contemporary? Provincial? Traditional? You'll find them all in our magnificent decorator's portfolio. Send but 25¢ to cover postage and handling charges.

*George S. Loomer*

Secretary-Manager,

American Walnut Manufacturers' Association



Landstrom Furniture - Rockford, Ill.

Jens Elham - New York, N. Y.



Craddock Furniture - Evansville, Ind.

Vaughan-Bassett - Galax, Va.



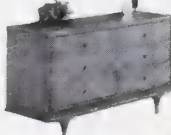
National Furniture - Mount Airy, N. C.

Grand Rapids Chair - Grand Rapids, Mich.



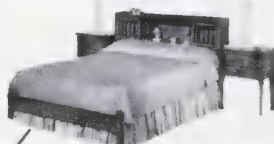
Bissman - Springfield, Mo.

Kent-Coffey - Lenoir, N. C.



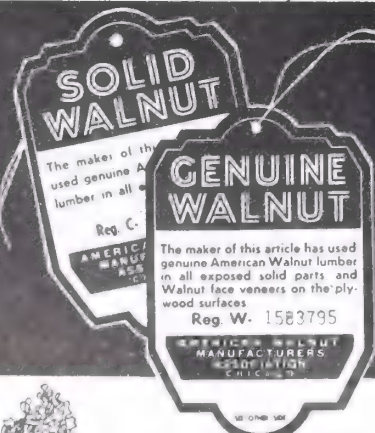
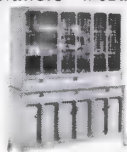
Richard Wheelwright - New York, N. Y.

Sanford - Sanford, N. C.



Erwin-Lambeth - Thomasville, N. C.

White Furniture - Mebane, N. C.



look for these  
tags because

**walnut**

is the one prestige  
wood used in only the  
world's finest furniture.

american walnut

manufacturers' association

662 Lake Shore Drive, Chicago 11



PAUL CALLE

## Musical Fruits of the Mozart Year

By RICHARD WILLIAMS

Well, it's all over. The Mozart mammoth rally has disbanded. The commemorative celebration has ended and the birthday candles have been packed away. Looking back, we may observe—gladly or ruefully—that Wolfgang Amadeus received in 1956 more publicity, more fame, more encomiums, than in any year of his career, living or posthumous.

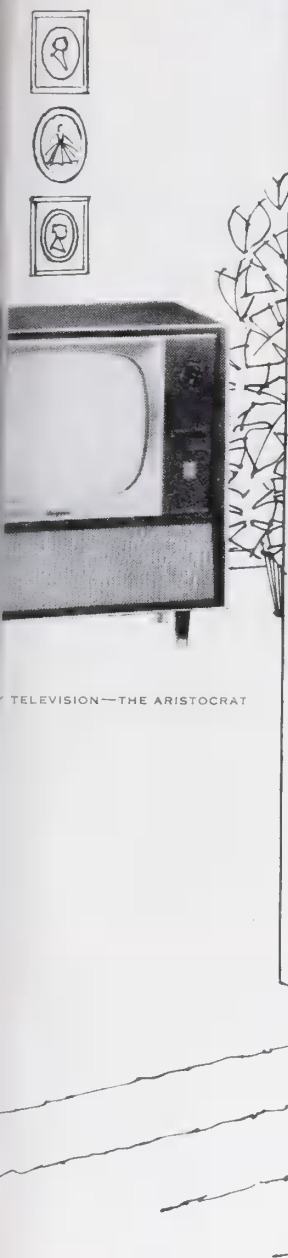
The occasion, which, as everybody interested in music knows, was the 200th anniversary of the composer's birth, gave us the opportunity to organize on a big scale, to cry in a world-wide chorus, "What a genius!" and "How wonderful!" Mozart was news. He became the Prince Rainier of the

musical world. All during the year there could be heard a loud and furious beating of the public drum, an instrument used sparingly by the composer himself.

There was no musical festival in 1956, no orchestra from Amsterdam to Zanzibar and no operatic *signe*, however modest, that did not attempt performances of Mozart works. Many of these performances were good, many of them were bad. Mozart is not an easy composer to perform. You cannot "fake" him as you can Stravinsky or Berlioz. Mozart's power lies not in mass noise nor in thunderstorm tragedy. His greatness cannot be measured by decibels. He is not a hi-fi boom. (Please turn to page 26)



# Magnavox High Fidelity



TELEVISION—THE ARISTOCRAT

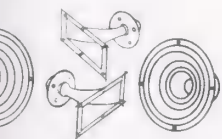


THE IMPERIAL SYMPHONY—MATCHED CONSOLES CONTAIN RADIO-  
PHONOGRAPH CONTROLS (RIGHT) AMPLIFIER-SPEAKER SYSTEM (LEFT)

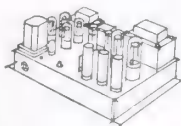
## the most faithful reproduction of music the world has ever known

You're ready for high fidelity that is perfect beyond comparison, ready for the magnificent Magnavox Imperial Symphony. From relative AM-FM radio-phonograph comes splendid, exciting sound of purity undistorted throughout the range of audibility. Not a assembly of parts, this flawless instrument is completely integrated—mechanically and acoustically—to achieve true tonal balance. Shown in

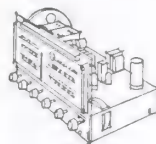
matched, hand-rubbed cherry cabinets of Italian Provincial design at \$795, the Imperial Symphony is also available in contemporary styling. Magnavox high fidelity instruments are priced as low as \$79.50. Magnavox brings high fidelity to television, too, with the four-speaker Aristocrat shown at the upper left—an experience in sight and sound you won't forget. \$399.50 (VHF) in hand-rubbed Syntex mahogany color finish.



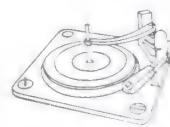
Fidelity Speakers—15" and 24" with 35 oz. and 24 oz. magnets—two extremely efficient high fidelity horns.



40-Watt Magnavox Dual-Channel Amplifier has tremendous power for undistorted, full-range reproduction of high fidelity sound.

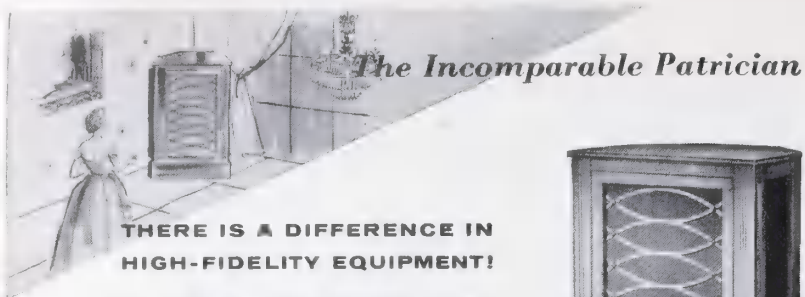


New Super-Selective AM-FM Tuner gives revolutionary drift-free, static-free FM and unsurpassed AM reception; features precision tuning eye.



Imperial Multi-Speed Record Changer has patented Magnavox Pianissimo pick-up with diamond stylus; it exerts less than 1/2 oz. tracking pressure.





THERE IS A DIFFERENCE IN  
HIGH-FIDELITY EQUIPMENT!

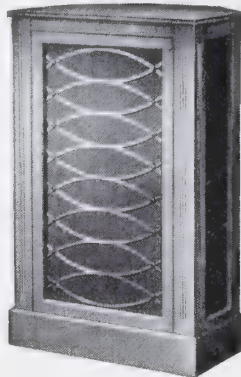
Hear It! See It! Thrill to It! It's

**Electro-Voice®**

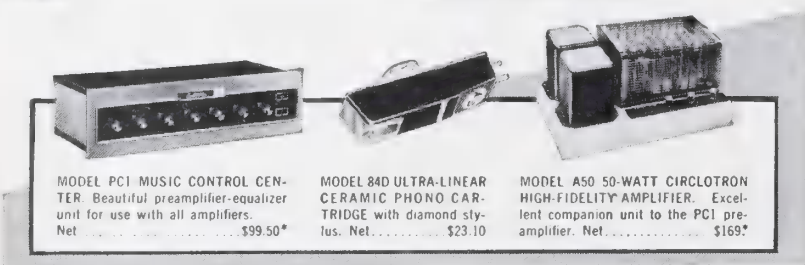
In loudspeakers, in loudspeaker systems, THE PATRICIAN IV is the difference in high-fidelity music reproduction, with its 18-inch low, low-frequency driver; two unique horns for the rhythmic mid-bass range; diffraction horn for the vital presence range; VHF driver for silky highs. THE PATRICIAN IV is the speaker system that reproduces more than nine of the ten octaves heard by the human ear.

Electro-Voice, for speakers, speaker enclosures, systems, amplifiers, preamps, tuners, phono cartridges, enclosure kits and microphones. Available everywhere.

New Catalog-Guide gives you complete facts on speaker systems for true high-fidelity music reproduction. Send 25c to cover postage and handling for Catalog No. 117-HB612.



**THE PATRICIAN IV.** 62" high, 39" wide, 29" deep. Includes "K" type indirect radiator folded-horn and E-V 18WK 18-in. LF driver, two E-V 82HF mid-bass drivers with A8419 LF phenolic horn sections, T25A treble driver with 6HD diffraction horn, T35 Super-Sonax VHF driver, X2635 4-way crossover network and three AT37 level controls. Mahogany. Net \$865. Blonde (Lined Oak). Net \$885. Walnut. Net \$958. 4-Way Driver Components for Patrician IV. Model 103C. Net \$393. Patrician "K" Horn only. Model 115. Net \$200. Patrician IV Ready-to-Assemble Interior Horn Assembly Kit, the K01. Net \$118.  
\*Slightly higher in the West.



**MODEL PCI MUSIC CONTROL CENTER.** Beautiful preamplifier-equalizer unit for use with all amplifiers. Net \$99.50\*

**MODEL 84D ULTRA-LINEAR CERAMIC PHONO CARTRIDGE** with diamond stylus. Net \$23.10

**MODEL A50 50-WATT CIRCLOTRON HIGH-FIDELITY AMPLIFIER.** Excellent companion unit to the PCI pre-amplifier. Net \$169\*

NO FINER CHOICE THAN

**Electro-Voice**

ELECTRO-VOICE, INC.  
BUCHANAN, MICHIGAN

Canada: E-V of Canada Ltd., 1908 Avenue Road,  
Toronto, Ontario  
Export: 13 East 40th St., New York 16, U.S.A.

ENJOY THE DIFFERENCE SOON!

ELECTRO-VOICE HIGH FIDELITY EQUIPMENT IS AVAILABLE AT:

**ALABAMA**  
TUSCALOOSA: Scott Recording Laboratory, Municipal Airport

**ARKANSAS**  
LITTLE ROCK: Moses Melody Shop, 311 Main

**CALIFORNIA**  
HOLLYWOOD: Hollywood Electronics, 7460 Melrose  
Western States Electronics, 1509 N. Western  
Newark Electric Co., 4736 W. Century  
LOS ANGELES: Crenshaw Hi-Fi Center, 107 Santa Barbara Plaza  
Henry Radio, 11240 W. Olympic  
Midway Electronic Supply, 2817 Crenshaw  
OAKLAND: Coast Electronics, 4166 Broadway  
PASADENA: High-Fidelity House, 536 S. Fair Oaks  
SAN FRANCISCO: San Francisco Radio Supply, 1284 Market

**COLORADO**  
COLORADO SPRINGS: Deits Bros., 119 E. Pikes Peak  
DENVER: Allegro Music Shop Inc., 262 Fillmore  
The Chas. E. Wells Music Co., 1629 California

**CONNECTICUT**  
NEW HAVEN: David Dean Smith, 262 Elm Radio Shack, 230 Crown  
**DELAWARE**  
WILMINGTON: Radio Electric Service, 3rd & Tatnall  
Wilmington Electric Specialty, 403 Delaware

**DISTRICT OF COLUMBIA**  
WASHINGTON: Electronic Wholesalers, 2345 Sherman N.W.

**FLORIDA**  
GAINESVILLE: Goddard-Gamesville, Inc., 1031 Main  
MELBOURNE: McHose Electronics, 640 New Haven  
MIAMI: Flagler Radio, 1068 W. Flagler  
High Fidelity Associates, 3888 Biscayne  
ORLANDO: Goddard-Orlando, 631 W. Central  
TAMPA: Goddard-Tampa, 601 S. Morgan  
WEST PALM BEACH: Goddard Distributors, 1309 N. Dixie  
The House of High Fidelity, 205 Datura

**ILLINOIS**  
BROADVIEW: Hi-Fi Unlimited, 1305 Roosevelt  
CHICAGO: Allied Radio, 100 N. Western  
Hestonary Exodiers, 2909 W. Devon  
Hestonary Exodiers Co., 733 W. Madison  
Schwartz Bros. Hi-Fi Studios, 1215 E. 43rd  
Voice & Vision, 927 N. Rush

**LOUISIANA**  
BATON ROUGE: Louisiana Radio & TV Distributors, 1645 Plank

**MAINE**  
PORTLAND: Canfield Flexitone, 57 Portland

**MARYLAND**  
SALISBURY: Radio Electric Service Co. of Delaware

**MASSACHUSETTS**  
BOSTON: Cramer Electronics, 811 Boylston  
De Mambro Radio, 1095 Commonwealth  
Lafayette Radio, 110 Federal  
Radio Shack, 167 Washington  
Yankee Electronics, 257 Huntington  
CAMBRIDGE: Hi-Fi Labs, 1077 Massachusetts  
FRAMINGHAM: Hi-Fi Studios, 277 Worcester  
HOLYOKE: Tel-O-Wire Sound, 37 Railroad  
LAWRENCE: Young and Young of Lawrence, Inc., 198 Broadway  
SPRINGFIELD: Soundco Electronics, 147 Dwight  
WORCESTER: Fred G. Walters Co. Inc., 1308 Grafton

**MICHIGAN**  
BATTLE CREEK: Electronic Supply Corp., 94 Hamlin  
BIRMINGHAM: McCallum & Dean, 409-411 East Maple  
DETROIT: Audio House Inc., 19771 Conant  
Hi-Fi Studios, 8300 Fenkel  
K.L.A. Laboratories, 7375 Woodward  
Pecar Electronics, 10729 Morang  
Sihler's Radio Shop Inc., 15822 Gr. River  
EAST LANSING: Campus Music Shop, 106 W. Grand River Ave.  
LANSING: Tape Recording Industries, 3335 E. Michigan  
SAGINAW: Audio Communications, 1511 James

**MINNESOTA**  
MINNEAPOLIS: Audio King Co., 1827 E. Lake  
Hi-Fi Sound, 69 South 12th

**NEW JERSEY**  
MOUNTAINVIEW: Federated Purchaser, Inc., 1021 Highway 22  
NEWARK: Federated Purchaser, Inc. 114 Hudson  
Hudson Radio & TV, 35 Williams  
Lafayette Radio, 24 Central  
PLAINFIELD: Lafayette Radio, 139 W. 2nd

**NEW MEXICO**  
ALBUQUERQUE: Hi-Fi Equipment, 816 San Mateo S.E.

**NEW YORK**  
ALBANY: Hi-Fidelity Center, 324 Central  
BROOKLYN: Benray Electronics, 485 Coney Island  
JAMESTOWN: Warren Radio, 31 Forest  
NEW YORK: Federated Purchaser, 66 Dey  
Harvey Radio, 103 W. 43rd  
Hudson Radio & TV, 48 W. 48th  
Hudson Radio & TV, 212 Fulton N.  
Leonard Radio, 69 Cortlandt  
Lafayette Radio, 100 6th Street

Sun Radio & Electronics, 650 6th  
Terminal Radio, 85 Cortlandt  
UTICA: Electronics Labs & Supply, 1415 Oriskany W.

**OHIO**  
CANTON: George F. Ebel, 3017 Cleveland, N.W.  
CLEVELAND: Audio Craft, 2915 Prospect  
Progress Radio Supply, 413-415 Huron  
COLUMBUS: Shaffer Music, 849 N. High  
DAYTON: Custom Electronics, 1000 S. Main  
Slotts-Friedman, 135 E. Second  
TOLEDO: Jamesons' High Fidelity, 840 W. Central

**OREGON**  
PORTLAND: Burke-Arenz Music Co. (formerly L.D. Heater Co.), 1001 S.W. Morrison

**PENNSYLVANIA**  
ALLENTOWN: Federated Purchaser, 1115 Hamilton  
Radio Electric Service, 1042 Hamilton St.  
CHESTER: A. C. Radio Supply  
EASTON: Radio Electric Service, 916 Northampton  
ERIE: Warren Radio, 1315 Peach St.  
LANCASTER: George D. Barbey, 622 Lumbia

**LEBANON** George D. Barbey, 821 Quentin  
MEADVILLE: Warren Radio, 1057 S. Main  
PHILADELPHIA: Almo Radio, 509 Arch  
A. C. Radio Supply, 1539 W. Passyunk  
Radio Electric Service, 709 Arch  
Radio Electric Service, 3412 Germantown Ave.

Radio Electric Service, 5930 Market St.  
POTTSTOWN: George D. Barbey, 205 N. York  
READING: George D. Barbey, 2nd & Penn  
WYNNWOOD: Shryock Hi-Fidelity Radio  
TV, Bonwit-Teller Bldg.  
YORK: Radio Electric Service of Delaware

**RHODE ISLAND**  
PROVIDENCE: Audionics Company, 790 North Main

**TEXAS**  
BEAUMONT: Thompson Audio Center, 1000 Alma at Park  
DALLAS: Crabtree's Wholesale Radio, 2608 Ross  
HOUSTON: Wrye Co., Ltd., 2410 W. Alabama  
SAN ANTONIO: High Fidelity House, Vandergriff Audio Co., 4106 San Pedro

**WASHINGTON**  
SPOKANE: House of High Fidelity, 20th Century Sales Inc., 1021 W. First Ave.

**CANADA**  
ONTARIO: OTTAWA: Canadian Electrical Supply, 836 Somerset W.  
TORONTO: Canadian Electrical Supply, 522 Yonge St.  
QUEBEC: MONTREAL: Canadian Electrical Supply, 275 Craig St. W.  
Excel Distributing, 690 St. James St. W.

## MUSICAL FRUITS OF THE MOZART YEAR

CONTINUED FROM PAGE 24

All must be clean in a Mozartean performance—clean, precise and yet fluid. His scores must be perceived with an eye sensitive and quick; they must be heard with an ear which can listen to the meaning beneath the surface. The alternation of sun and cloud, of light now brilliantly bright, now veiled by sadness, which occurs in Mozart's music must be caught without sacrificing the accurate delineation of his design.

Any musician will tell you that Mozart is difficult, because he seems so easy. It is true of any composer, but it is especially true of Mozart that he requires a certain style for performance, a style to which only a wise and aristocratic musician can do justice. So the poor performances outnumbered the good ones (they always do). That perhaps isn't important. The total effect of hearing Mozart, even when you make allowances, is to increase your admiration for him.

The question of excellence becomes more important when we deal with recordings—performances meant to serve us for years to come and to prolong the Mozart year into a Mozart lifetime. The recording companies, those modern popularizers of music, threw everything they had into the Mozart year. So many recordings were released that they figuratively and literally came out of our ears. Even at that, the project initially announced by the Philips Company of Holland—recording every single note that Mozart ever wrote—was not carried to completion.

Listening to even a part of this mass of Mozart, which includes the lesser works in two or three versions, makes one conscious of two facts: First, that there are lesser works; that Mozart did produce "occasional" music on which he

lavished insufficient care, having no doubt, not the slightest conception that they would be taken as a gospel more than a century after his death. In a word, all of Mozart's music is not good and there is little reason why anybody but a specialist would want to listen to even a note he penned. Much better to concentrate on the good, the great, the beautiful, of which there is no more beautiful example.

The second fact which emerges is that a new recording is not necessarily a better recording, simply because it is new. It may be technically better, its sound being more modern, fuller and richer. But the older recording may still give you greater satisfaction, because of an artist's communication, because of the mood of the performance.

To be sure, many fine new recordings were released in 1956. Yet none of the three new performances of *The Magic Flute* can compete with the old version which Sir Thomas Beecham conducted, nor do the four new versions of *The Marriage of Figaro* quite supplant the superb original Fritz Busch performance at Glyndebourne. The finest performance of the G-Minor Symphony No. 40 is still to be heard on the slightly dated sound of Bruno Walter and the New York Philharmonic; but there are no fewer than 23 versions of that symphony in the current record catalog.

A guide to the best recordings of Mozart's major works seems therefore desirable. Here is such a guide, conscientiously compiled of something old, something new. Its immediate purpose is to aid in the selection of gifts for your musical friends. Its larger purpose is for yourself—to inaugurate many hours of listening joy, regardless of anniversaries, milestones or publicity flooded commemorations.

### Casals Festival at Perpignan

(2 albums—a selection of Mozart's chamber and other music)

COLUMBIA

### Concerto in B Flat for Bassoon, K. 191

Helaerts, Collins, London Symphony

LONDON

### Concerto for Horn

Brain, Von Karajan, Philharmonic Orchestra

ANGEL

### Concerto No. 9 in E Flat (piano), K. 271

Kempff, Munchinger, Stuttgart Church Orchestra

LONDON

### Concerto No. 20 in D (piano), K. 466

Gieseking, Rosbaud, Philharmonic Orchestra

ANGEL

Serkin, Ormandy, Philadelphia Orchestra

COLUMBIA

### Concerto No. 24 in C (piano), K. 491

Curzon, Krips, London Symphony

LONDON

(Please turn to page 109)



# A PRACTICAL GUIDE FOR GIVING

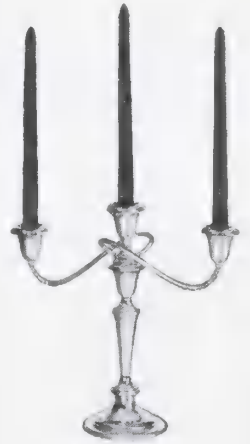


If you want to select a gift that will be remembered for a lifetime, just study the distinctive Gorham sterling silver shown on this page. Your authorized Gorham jeweler is now featuring these and many more exciting Gorham gift ideas—see him today!

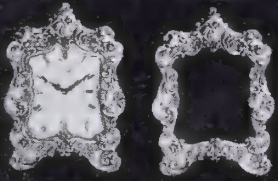
## ANOTHER FABULOUS GORHAM 125th ANNIVERSARY OFFER!

During November and December only, this authentic early American coffee service in Gorham sterling is being made available at a substantial saving. The 11-cup coffee pot features Gorham's new reinforced, heat-insulated and dent-resistant handle. Regularly priced at \$172.50, you save \$47.50 at Gorham's anniversary price of **\$125.**

*Matching tea pot available.*



**PURITAN CANDELABRA,**  
each divides into 8 individual  
units, ht. 12 1/4", pr. \$82.50



**VICTORIAN ALARM CLOCK,**  
10 jewels, \$35.50. Matching  
picture frame, ht. 5", \$10.95



**STRASBOURG COMPOTE,**  
height 6" \$16.50



**PURITAN CANDLESTICK,**  
height 3 1/2", pair \$10.95



**PURITAN BREAD TRAY,**  
length 12", \$29.75



**REGENCY DRESSER SET,** com-  
plete with 3 pieces, \$52.50



**SUGAR, \$12.; 1/2 PINT  
CREAMER, \$12.75; VERSATILE  
TRIVITRAY, diam. 7 1/2", \$7.50**



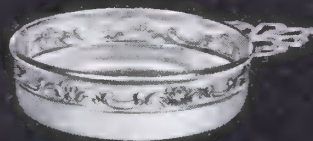
**PIERCED BONBON DISH,**  
length 8 1/4", \$19.75



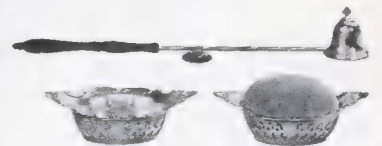
**PURITAN SALT & PEPPER,**  
height 4 1/2", pr. \$9.75



**HEART-SHAPED MINT DISH,**  
length 5", \$12.75



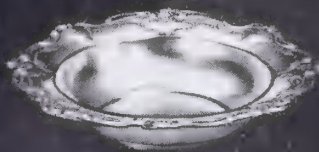
**STRASBOURG PORRINGER,**  
for many uses, \$13.50



**CANDLE SNUFFER,** reg. \$4.75,  
now \$3.95; **NUT DISH,**  
\$4.75; **PIN CUSHION,** \$5.50



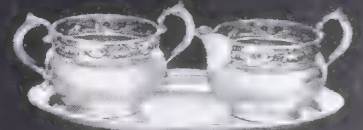
**DOUBLE RING NAPKIN SET,**  
complete \$4.75



**DUCHESS CHANTILLY BOWL,**  
diam. 10 1/2", \$55



**CELESTE SANDWICH PLATE,**  
diam. 10", \$35; 9", \$26.50;  
8", \$17.50



**STRASBOURG sugar, \$14.50;**  
creamers, \$15.25; 9" Puritan  
tray, \$18.50, set \$48.25

**Gorham** **STERLING**  
America's Leading Silversmiths Since 1831  
125th Anniversary



Look for the famous Gorham Seal on the under-  
side of all sterling holloware. The seal is your  
assurance of authentic design, distinctive quality  
and traditionally superior craftsmanship.

PRICES INCLUDE FEDERAL TAX.



for gracious living... discriminating giving



## AMBER BRAND GENUINE SMITHFIELD HAM

Slow-baked, wine-basted  
internationally famous for  
UNIQUE FLAVOR!

**\$1.95**  
LB.

Add \$1.00 per Ham to cover shipping, \$1.75 per Ham West of the Mississippi River

For all those who appreciate the finer things, a Smithfield Ham is the ideal gift. They are baked slowly, evenly, basted liberally in wine to bring out all the succulent goodness which a year or more of aging produces. They need no refrigeration. A 300-year reputation for flavor and distinction makes a Smithfield Ham a gracious gift for business associates, clients, friends, family.

Send check or money order. 7 to 12 pound weights.  
State weight desired. We'll refund or bill you for difference.

**The Smithfield Ham and Products Co., Inc.**  
SMITHFIELD, 2, VIRGINIA

### CHRISTMAS ADORATION



#### CHRIST CHILD IN CRIB

Beautiful, hand-molded figure of THE INFANT in wax, lifelike on real straw and wood crib - from Austria. A gift that will be cherished.

5 1/4" long - \$3.75 ppd.  
6 1/4" long - \$4.75 ppd.  
8 1/4" long - \$6.95 ppd.  
10 1/4" long - \$8.95 ppd.  
11 1/4" long - \$10.95 ppd.

\*available with Swiss Musical Movement playing "Silent Night" and another hymn... \$22.50 ppd.

**GLORIOUS WORKS OF ART** - from Austria Masterfully sculptured and hand-colored wax figures under glass domes, mounted on wood base.

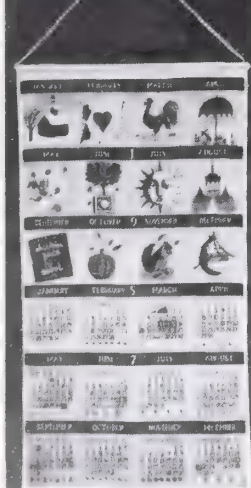
CHRIST CHILD, 6" high... \$3.50 ppd.  
MADONNA & CHILD, 6" high... \$3.75 ppd.  
HOLY FAMILY, 3 1/2" high... \$5.50 ppd.  
HOLY FAMILY, 4 1/2" high (not shown) 7.50 ppd.



**GINA & SELMA, INC.**

Dept. HB-12,  
1048 Lexington Ave.  
New York 21, N.Y.

### linen towel-calendar ... AS NEW AS 1957



A towel as modern as next year, with all the charm of an old-fashioned New England sampler! Of non-crushable beige Belgian linen, each month is appropriately illustrated in warm harvest colors. Wooden rod makes it easy to hang in kitchen, bedroom, den or nursery. Measures 18" x 30". Order several for all occasion gifts. Individually gift packaged in a convenient mailing tube.

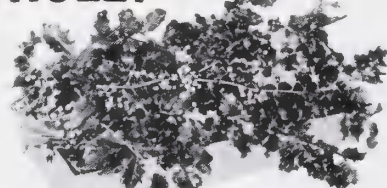
**\$1.25**  
ppd.

Write for FREE catalog.

**SETH and JED**

Dept. B-12 New Marlborough, Mass.

### Selected Oregon English HOLLY SPRAYS-WREATHS



FOR CHRISTMAS

Say "Merry Christmas" the traditional way with beautiful glossy-green, full red-berried English Holly sprays and wreaths. Carefully selected. Treated for long life. Ideal for gifts and home decoration. Greeting cards enclosed. Holly shipped about Dec. 10th. Mail gift list early to assure delivery.

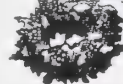


#### "MERRY CHRISTMAS" BOX

Over a bushel of choice red-berried holly sprays

**\$5.35**

Postpaid in U.S.A.



#### WREATHS

Lovely wreath, heavily clustered with berries. Outside diameter: 16".

**\$4.95**

Postpaid in U.S.A.

#### "DECORATOR'S" BOX

Holly wreath (16-in. dia.) and over a bushel of assorted length sprays

**\$9.55**

All orders sent SPECIAL DELIVERY Postpaid in U.S.A.

#### ENGLISH HOLLY PACKERS

P.O. BOX 425 • PORTLAND 7, OREGON



### THE MELODY THAT ELUDED

the Songwriter will never be written now. Because two melodious Eighth Notes decided to become bookends. And here they are, made of solid polished brass, standing 6 1/2" high on a 4"x4" base. \$9.95. In a black satin finish, they're \$4.95. Postpaid.

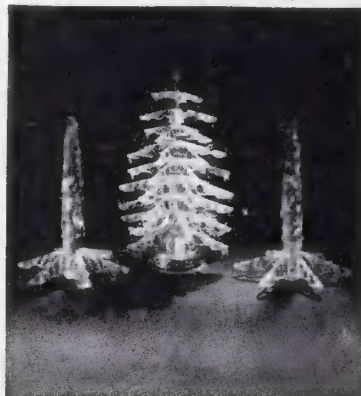
**TENNESSEE CHROMIUM PLATING CO.**

206 Louise Avenue N. Nashville 5, Tenn.



## WINDOW

Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping.



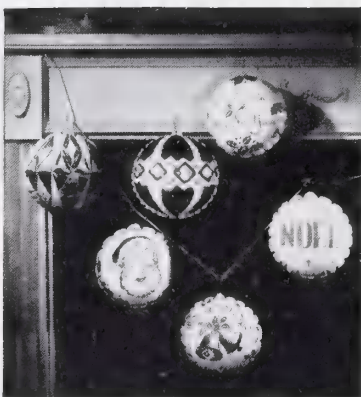
### TECHNICOLOR TREE!

We've never seen such value. A crystal plastic tree, 11" high, comes with 48 ornaments. When you've set it up, tipped the branches with the brilliant Christmas balls, you'll rush out to buy color film! We're going to plant a grove of them down the center of our Christmas table! \$1 each. Tree with matching candleholders, 2 red candles, \$1.95. Ppd. Page & Biddle, Haverford, Pa.



### A CLOCK-EYED LADY

will have the time of her life whenever she powders her nose, because this gleaming gold-finished compact has a handsome watch mounted on its hinged cover. Give it to a chronically-late Butterfly and she'll shock all her beaux by being punctual as well as pretty! \$9.95 ppd. House in the Garden, 19 Garden Place, Brooklyn, N. Y.



### BLOW YOUR OWN ORN- aments!

Isn't this a great idea? Plastic ornaments blow up to fat circles about 6" in diameter, and the assorted designs put you in the Christmas spirit with "Merry Christmas," "Season's Greetings," "Noël," etc. They come with holes for hanging on a tree outdoors, or on a mantel, doorway, etc. \$2.95 for 6, ppd. Carol Beatty, 200 Beatty Bldg., Dept. 246, Hollywood 46, California.

### PUT 'EM UP, PARDNER!

And as a harassed Ma who is forever finding herself at gun-point, you'll mean "Pick up your weapons, Buster, and put them away in your very own pine and plywood Gun Rack!" It's pre-drilled for easy assembly, will stand or hang. 24" long x 16" high; 7" deep at bottom, 2 1/2" at top. Unfinished, \$4.95; light natural finish, \$5.95. Ppd. From Jeff Elliot, Dept. HB12, Statesville, N.C.





SHOPPING

WITH

Pat Guinan

**MR. FIVE-BY-FIVE** is a roly-poly snowman all blown up for the Holidays and so *tremendous*, your eyes will pop! He's 5½' tall, has black eyes, red nose, jaunty bow and takes a firm stand on your lawn or roof. White plastic snowman inflates with vacuum cleaner, is easily anchored with 4 grommets. \$18.95 ppd. Jenifer House, Dept. HB, New Marlboro Stage, Great Barrington, Mass.



**A DATE TO REMEMBER** will never be forgotten if you wear this "just for you" charm. A calendar page is engraved with any month, date and year. In sterling or gold fill: 25¢-piece size, \$5; 50¢-size, \$6; silver-dollar size, \$8. In 14k gold: \$20, \$35 and \$45. Sterling or gold-fill bracelet, \$5; 14k gold, \$40. Any inscription on back at 10¢ a letter. Tax & post. incl. Order from Yuletidings, 957 Park Ave., New York 28, N.Y.



**CLAUS THAT REFRESHES** is a wonderful plastic plate decorated with a brilliant picture of Santa. The hard plastic plate has a porcelain-like finish so you can use it all through the holidays. It washes like a regular plate. We think they're absolutely marvelous. A set of twelve 10" plates, \$1.59 postpaid. Order from Bard's, Dept. 1182, Evanston, Illinois.



**IT'S A SMALL WORLD**, and when you give it a couple of whirls, what have you got? A sharpened pencil! How's *that* for a new twist on global affairs? A perfect little world globe screws onto desk or wall and sharpens a child's pencils while it sharpens his knowledge of geography. Globe is 2" in diameter. \$1 ppd. From Edith Chapman, Nyack, N.Y.



THE ORIGINAL . . . WORLD FAMOUS!

Food-of-the-Month-Club®

AROUND THE WORLD IN "ATEY-DAZE"

Give friends, family and business associates this passport to a 12-month Epicurean Odyssey. Truly the "Ace of Clubs" . . . a vivid departure from the conventional. Buffet delicacies, hors d'oeuvres, zesty snacks in taste-tingling combinations . . . each a connoisseur's selection from the finest the world offers.

Beautiful, rich, full color box-covers deliberately designed as collector's items . . . each a portrait of a fascinating, famous foreign restaurant.

The Food-of-the-Month-Club assures you of a parade of thanks throughout the year!

Each exotic package contains a different selection from overseas . . . no two are alike! Each is a bon-bon voyage to a foreign country . . . premiere classe.

3-BOX CLUB Dec., Jan., Feb. ppd. \$13.95

6-BOX CLUB Dec. thru May " \$27.75

9-BOX CLUB Dec. thru Aug. " \$39.75

12-BOX CLUB Dec. thru Nov. " \$49.95

LEAGUE OF RATIONS Dec. only " \$5.95

SEND CHECK or M.O.

The Gourmet Guild

320 N.E. 75th St. Dept. 4-G, Miami, Fla.

Get the FREE 24-page full color catalog

from Haiti

mahogany

NUT DISH

ONLY \$1.35 each postpaid

Hand-sculptured in Haiti of smooth solid mahogany for serving nuts, pretzelettes, cocktail snacks, mints, etc. Designed by Umanoff, it's a piece you'll prize as a notable achievement in modern wood sculpture. Scatter several around . . . for convenience and for their pure decorative beauty. (And we couldn't think of a nicer "more-taste-than-money" hostess gift!) 12" long in satin-finish natural mahogany.

Hobi

Immediate delivery  
Satisfaction guaranteed  
Send check or money order

Dept. B-126, 15 West 57 St., New York 19, N. Y.

Beloved all over the world

FLOWER MADONNA

"M. I. Hummel"

with indented signature. Beautiful inspiring work of art.

9" high, white \$8.00 ppd. handtinted \$14.50

12¾" high, white \$14.50 ppd. handtinted \$27.00 ppd.

Available 36 beautiful "Hummel" CHRISTMAS CARDS \$2.25 ppd.

New Hummel Fig. catalog free with 1st order

GRACEFUL ANGELS

white 6 asstd. \$7.65 3 asstd. \$3.85 ppd.

handtinted 6 asstd. \$11.55 3 asstd. \$6.25 ppd.

Order from

Hildegarde Studios

Dept. HB

597 Farmington Ave., Hartford 5, Conn.

SWISS MUSICAL CHURCH

Here is a little miniature Church that you will always treasure. It is 11 inches high, lacquered and covered with glistening snow. It has an electric light that is reflected through beautifully colored windows. Princess Pine bushes have fallen snow on them. Open the door and hear the immortal Silent Night played on a genuine Swiss Musical unit. Sturdily constructed of select plywoods.

Price \$7.50 Postpaid

Piltzecker Swiss Imports

P. O. Box 31, Wood-Ridge, N. J.

Dinnerware Booklet FREE!

"MUMS"

ENGLISH BONE CHINA

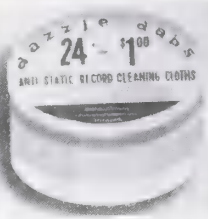
Herbert S. Mills

11 EAST KING ST., HAMILTON, CANADA

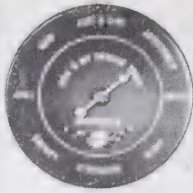




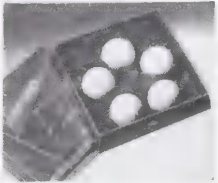
Hot Horse Race! Touch a lit cigarette to magic paper and start 6 horses racing! Paper can't flame. 50 races for \$1.



Dazzle Dabs are 3 1/4" disposable circles that are scientifically treated to remove static and dust from records. Box of 24, \$1.



"How Is My Darling Today?" Red wood Mood Barometer dials to Jolly, Kind, Grumpy, Hysterical, etc. Lots of fun for just \$1.



Golf Ball Soap would fool a 'Slammin' Sammy Sneed! Fun for men and it's good soap! Box of 5, \$1.

### Dillies for a Dollar

add 10¢ postage per item  
no c.o.d.'s please



19 GARDEN PLACE • BROOKLYN 1, N.Y.



Nativity Set glows in the dark. 20 pieces, mounted on heavy cardboard, are fun to set up. \$1 for 2 sets.



### Small fry CUDDLE BEAR

Most talented teddy we've ever met! Just toss him into the washing machine whenever he needs a bath and he'll come out good as new. Made of plumply stuffed pure white orlon with a beguiling satin bow. He's 9 1/2" tall, has big blue eyes and loves to be hugged. Give him to your favorite youngster for Christmas!

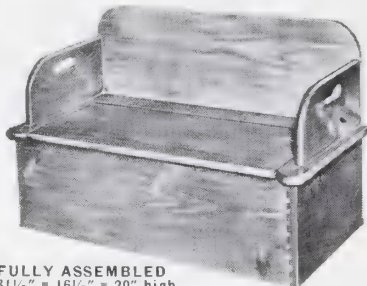
\$4.95 ppd.

Sorry, no C.O.D.'s

Beverly Baker

Dept. B-12 Box 135 Darien, Conn.

### Early American TOY-CHEST BENCH



FULLY ASSEMBLED  
31 1/2" x 16 1/2" x 20" high

You'll bless this chest that keeps toys under control (and not under foot!)... you'll love its charming Colonial flavor... and you'll find many other uses for this decorative piece wherever there's a storage problem! Hand-made of solid Pine and dovetailed, it will hold the toys of your children and your children's children. Cut out handles and concealed sliders make it easy to move despite its very solid construction. Direct from our workshop to you.

Write for FREE catalog

Express charges collect  
Send check or Money Order only \$14.95  
Quick delivery  
Satisfaction Guaranteed \$16.95 with hand-rubbed, antiques Pine finish

Jeff Elliot Craftsmen

Dept. B-126, Statesville, North Carolina



### 14" TALL HEIDI DOLL

She is dressed in colorful Swiss costume. Her hair is blonde, her eyes are blue, she wears a slip and panties too. Guaranteed to please any little miss. We don't see how it is possible at this tiny price.

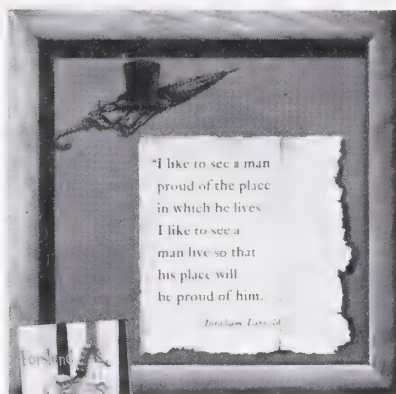
2 HEIDI DOLLS ..... \$1.95

Please Add 25¢ For Shipping

Send For Free Gift Catalog

WHAT'S NEW SHOP

Wynnewood, Dept. B12, Penna.



### WORDS OF LINCOLN

for your wall... \$1 p.p.  
plus our "spanking new" catalog

Our brand new portfolio of Quaint American Furniture is yours FREE with these words of Lincoln. Charming framed in hand-rubbed cherry, 8 1/4" x 8 1/4", we hope you will find this colorfully lithographed quotation as inspiring as we have. Catalog alone 25¢.

Carl Forslund Quaint American Furniture

122 FULTON, GRAND RAPIDS, MICHIGAN



## WINDOW



**AUTUMN LEAVES** of brilliant copper, orange and red are embedded in a glass-fiber tray that we think is *the* tray of all times. First of all it's intrinsically beautiful. Second, it's virtually indestructible, absolutely burn- and stain-proof. The size is eminently practical, 15" x 20". And the price is fantastic! \$6.95 plus 75¢ for postage and handling. Twining & Buck, Salisbury, Conn.



**A CHI-CHI CHIEN** will be an oo-la-la pooch in this wide French contour collar jazzed up with rhinestones. Pizzaz for poodles and chic for pekes (or any breed), it comes in aqua, chartreuse, pink, white, black, red, yellow, green; has pet's name engraved on plate. \$4.95. Matching rhinestone-studded leash, \$1.50. Ppd. Send neck girth and pet's name to Curtis Creations, Dept. H-1, Genesee-Hopper Bldg., Utica, N.Y.



**THE PEARL SPEC-LACE** is the most glamorous excuse yet for wearing glasses! The two ends are fitted with silvery clips that grip the shafts of any glasses. When you're not wearing them, they dangle smartly; never get lost. This will delight every goggle-eyed lady on your Christmas list. \$1.95 ppd. Artisan Galleries, 2100 N. Haskell Ave., Dallas 4, Texas.

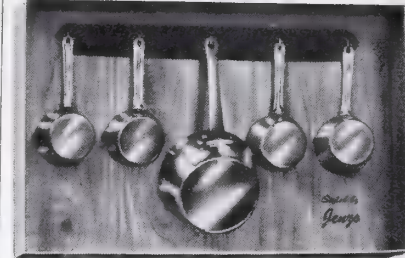
### 130 COLOR TV TOYS—\$1.00



LARGE SIZE IN FULL COLOR New toy sensation, fun for ages 2-14. Realistic in every detail, this fun packed kit contains enough characters to put on 4 play TV shows at once... western, circus, variety show, drama, etc. Over 130 actors, actresses, acrobats, circus animals, dancers, clowns, cowboys, singers, TV cameras, scenery and studio props of rigid bookstock... ready to cut out and stand up. Even the youngest children will love TV dolls, recognize favorites. Educational "Director's Kit" explains how to set up shows. Each individual piece stands up—average 5" high. FREE—2 funny TV puppets, arms-legs move. Send \$1 plus 25¢ postage and handling (total \$1.25) for each set or 4 sets for \$4.00 to:

### WOLF ENTERPRISES

1550 Sherman Ave., 112-C, Denver, Col.



### Solid Copper PIPKIN SET

A magnificent six-piece set featuring four gleaming, solid copper "petit-pipkins" (1 3/4" dia.), one solid copper 3" pipkin and a black wrought iron bracket. Use the 3" pipkin for melting butter. Serve it individually in the "petit-pipkins". Smart for serving, wonderfully decorative for kitchen walls... and splendid gifts! Attractively gift-boxed. The complete 6-piece set, postpaid.....\$7.95

Satisfaction Guaranteed! Send check or M. O.  
No C. O. D.'s

### Story Book Village

● GREEN LANE, PENNSYLVANIA ●



SHOPPING



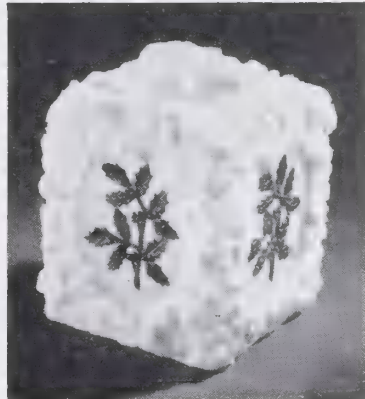
**UNDER BAR KNIFE** is a handsome stainless-steel tool with a forged serrated blade that performs four jobs. The blade slices, opens, and the notch opens cans. The pronged end spears olives and onions. The pistol handle slices ice. \$4.00 plus 25¢ postpaid. Hammacher Schlemmer, 145 W. 57th St., New York 22, N.Y.



**MOOSE WHERE YOU MOOSE** as long as you have a Cat Napper to keep you cozy. A single weave afghan of soft, pure wool in the old star plaid pattern, woven in one or two colors on black and white. Cabin style, walnut brown, colonial red, or Delft blue. settlers' sun, or green, rifle rust or hill purple. Fringed, 54" x 72". \$17.50 postpaid. Virginia Goodwin, Dilworth Sta., Charlotte 3, N. C.



**IRISH HOLLY CANDLE**, made since the 15th century by Dublin craftsmen, glows with a translucent, three-dimensional effect as it burns. And it burns for 50 hours! Hand-molded panels of green holly leaves and red berries stand out against the 4" candle, and the effect is one of radiant loveliness. \$3.95 each, postpaid. Harris Candle Imports, 204 Commercial St., Portland, Maine.



**Child's Ballet Tu-Tu and Tiara** includes Ballet Pants



**\$8.95** postpaid

Every little girl wants a ballet costume for parties, "dress-up" and masquerades. Authentic ballet dress; gleaming Satin bodice, 8-tiered skirt of nylon net, silver lace trim. White, pink. Sizes 4 to 14. State size, color.

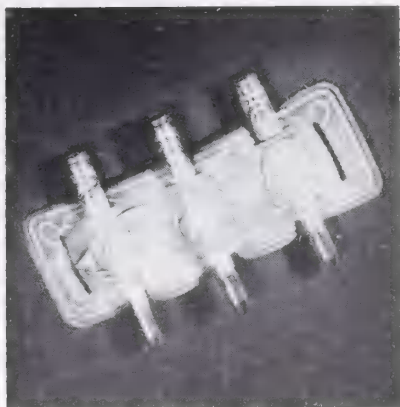
**Fairy Princess Costume . . .10.95** Includes: wand, star tiara. White, pink, blue. State size, color.

**Majorette Costume . . .10.95** Red, white, blue. State size.

**Hula Costume, . . .10.95**

Postpaid anywhere in U.S. Satisfaction guaranteed.

**ARTISTIC DANCE FASHIONS** 818 17th St., N.W. WASHINGTON 6, D. C. (Dept. H)



**THE LONE RANGER "WRITES" AGAIN**

Here's ammunition to thrill every youngun on your list. It's an authentic cartridge holder with 3 ball point pen "bullets" that write blue, red & green. The Lone Ranger, Silver & Tonto are embossed on the leather holder that slips over a belt.

In Colorful Box. All for only **\$1** postpaid. Special Price at 6 sets for \$5.

Send cash, check or M.O. Immediate Delivery  
**OLD PUEBLO TRADERS** BOX 4035, DEPT. BL TUCSON, ARIZONA



present **your name attractively**  
GUIDE YOUR FRIENDS—BEAUTIFY YOUR HOME  
with **DAY-n-NIGHT** Markers

PERFECT FOR GIFTS—ANY WORDING YOU WANT\*

Your name gleams in permanent reflector letters on your **DAY-n-NIGHT** Marker—shines brightly in headlights, softly in moonlight! It helps your friends find their way—helps the doctor, mailman and delivery men. Its graceful proportions and quiet good taste make your home more attractive.

The letters are treated with the same material that makes highway signs shine in your headlights, and they are permanent because they are embossed in the background plate.

**THE PERFECT GIFTS FOR**

Letters shine bright at night  
Easy to read **DAY-n-NIGHT**  
2 sided; raised letters on both sides  
Rustproof—lifetime aluminum throughout  
Permanent embossed lettering—raised in solid plates  
Baked enamel finish—black background—white reflector letters  
Attractive size—nameplates 2 1/2" x 18", number plates 2 1/2" x 7"  
Any wording you want, up to 17 letters and numbers on nameplates, up to 6 on number plates. Same on both sides

**COLOR!** Background on any marker in your choice of **ANTIQUE COPPER ■ BARN RED ■ KELLY GREEN**  
Baked enamel automobile finish. Same brilliant white reflecting letters as black and white styles. **only \$1.00 extra per marker**

**DAY-n-NIGHT Driveway Guides**  
Make it easy to find and follow your driveway!

Both sides of **DAY-n-NIGHT** Driveway Guides are treated with thousands of tiny round mirrors that shine brilliant yellow in car headlights, or gleam in the rays from tail-light or back-up light. You'll bless the Guides in backing out as well as driving in! Yellow color shows clearly against snow, shrubbery, lawns. Rustproof—made of aluminum. 24 inches high, with wrought aluminum stake.



**SATISFACTION GUARANTEED OR YOUR MONEY BACK!**

**WE SHIP WITHIN 48 HOURS**  
*Spear* ENGINEERING COMPANY—  
508 Spear Bldg., Colorado Springs, Colo.

**ORDER FORM**  
*Spear* ENGINEERING COMPANY—  
508 Spear Bldg., Colorado Springs, Colo.

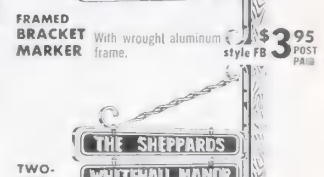
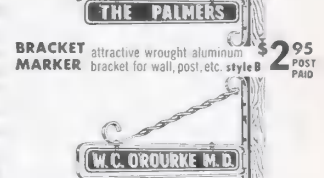
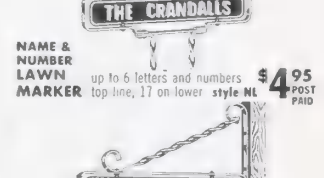
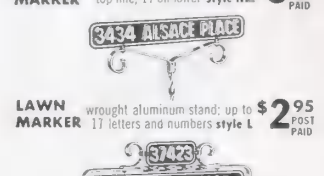
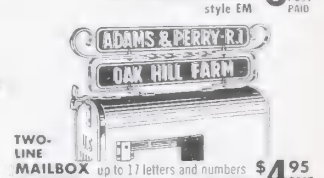
*ANY WORDING YOU WANT, ON ANY STYLE MARKER	STYLE	WORDING—Any wording you want, up to 17 letters and numbers on large plate, 6 on small. Show punctuation but don't count it.	COLOR	PRICE (Add \$1.00 for color)
	TOP			
	BOTTOM			

SHIP TO: ADDRESS CITY ROUTE OR ZONE STATE

TOTAL

Remittance enclosed, ship postpaid or to: Ship C.O.D. with cash C.O.D. fees and postage

**NAME & NUMBER BRACKET MARKER** shown at left. 17 letters and numbers on top line, 6 on lower. Wrought aluminum bracket. Style NB **\$4.95** POSTPAID





## DOUBLY WELCOME GIFT IDEA! SANTA BANK-LITE



A "DEPOSIT LURING" BANK  
A "GOBLIN CHASING"  
NIGHT LIGHT

What more could you do for the small fry on your list—than to provide the means for their immediate safety—and future security! Santa was never more jolly nor more appealing—in his gleaming, gorgeously colored plastic coat. He comes complete with bulb, cord and plug—safely tucked away in a box for gift giving.

**\$1**

Includes Postage

HOUSE OF *Alan Charles*

DEPT. HB2, COBBS CREEK PARK,  
P.O. BOX 5550, PHILA., PA.

Write for FREE 36-Page SUR-PRIZE Catalog

## CHRISTMAS RIBBON RACK



Will keep six 150 foot rolls of 7/16" heavy satin ribbon right at your fingertips. Simply draw the desired ribbon through the guide, cut and sail through your gift wrapping like a breeze. Your choice of ribbon colors: Red, Emerald Green, White, Gold, Royal Blue, Light Blue, Pink, Orchid, Mint and Maize. The heavy wire rack has four plastic feet to protect the surface of table or desk.

Rack with 6 rolls ..... \$4.10 ppd.  
Rack only ..... \$1.25 ppd.  
Two Ribbon Rolls only ..... \$1.00 ppd.

Send for free Gift Catalog

HB12  
the KREBS Westerly, Rhode Island

## ARTIST FRAMES

Finest Art Creations!  
at  
Genuine Savings



Fine quality  
Artists 2 in 1  
Frames

Precision made of 3/4" select quality RAW OAK molding, with inner frame finished in white. A universal favorite. Perfect for modern decor!

SIZE	PRICE	SIZE	PRICE
8" x 10"	\$2.84	20" x 24"	\$5.15
9" x 12"	3.10	22" x 28"	5.70
10" x 14"	3.30	22" x 30"	5.80
11" x 14"	3.44	24" x 30"	5.85
12" x 16"	3.56	25" x 30"	5.95
13" x 18"	3.78	24" x 36"	6.85
16" x 20"	4.48	27" x 36"	6.95
18" x 24"	4.90	30" x 48"	7.30

Made in all SUBJECT sizes

Verona Art Co. is foremost for frames . . . in models for every taste . . . every requirement and decorative setting. Shipped chgs. col.

VERONA ART CO.

511 N. Charles St., Baltimore 1, Md.



## Clown PENCIL SHARPENER

We've never seen anything quite like this before, and certainly we've never seen anything that fits the bill for so many Christmas presents. The fat little Funny Man screws onto the wall or desk; the pencil fits in a hole in his tummy; and a turn of the crank sharpens the point. . . .

**\$1.00**

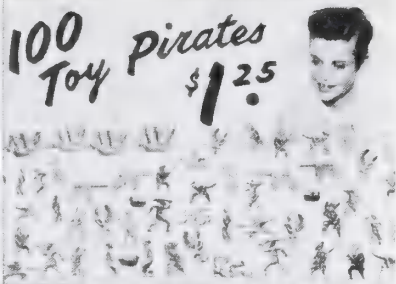
Postpaid

2 for \$1.95 ppd., 4 for \$3.75 ppd.

Penna. Residents Add 3% Sales Tax  
Sorry No Stamps or COD's Please  
Send For Free Gift Catalog

*Bryn Mawr Gifts*

Bryn Mawr B12, Penna.



## YES, 100 TOY PIRATES FOR \$1.25

Your favorite kid will be the most popular on the block when he receives this set of 100 molded plastic Toy Pirates. This big treasure box of authentic toys includes: 8 Swordsman, 4 Prisoners, 8 Cannon, 8 Buccaneers, 4 Galleyman, 4 Treasure Chests, 4 Chest Bearers, 8 Mermaids, 8 Accordion Players, 4 Pirate "Gold-brickers," 8 Treasure Diggers, 8 Musketeers, 8 Pistol Fighters, 8 Seamen, PLUS Captain Kidd, Long John Silver AND a Fleet of 1 Pirate Ships. Each toy is made to scale, stands on its own base, and is molded of durable brightly colored plastic. Order several sets NOW to keep the kids busy and happy for hours. Send \$1.25 for each set of 100 Toy Pirates to:

**BODINE'S**

501 E. Preston St. Baltimore 2, Md.  
Ask for our Gift Catalog



## WINDOW



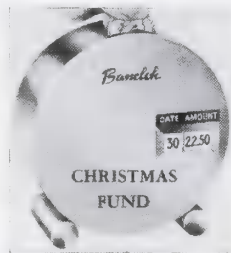
**BRIDAL SWEET.** Shaped like a miniature tureen and decorated with fat little cherubs, it's hand made in Italy of glazed white earthenware. Even if you've sworn off sweets, you'll want it in your living room, because the pierced design on the cover lends itself to absolutely enchanting flower arrangements. 8" x 4 1/2" x 5 1/2" high. \$3.95 ppd. Cortley Gifts, 305 E. 83rd St., N. Y. C.



**PIGSKIN CIGAR CASE.** If you know anyone who smokes cigars, you won't have to think twice about *this* purchase! A telescope case in imported polished pigskin holds 5 cigars of any length. Stamped in gold with 3 initials. \$3.50 ppd. Order from David P. Ehrlich, 207 Washington St., Boston 8, Massachusetts.



**LITTLE BLINKY** is a wee winking Christmas tree whose colorful candle lights blink on and off. It works on a standard flashlight battery in the base. To start the lights flashing, just give the base a twist. We hope you'll order enough to put beside each place at your Christmas table. 5" high. 75¢ each; \$2 for 3; postpaid. (Batteries not included.) Florida Gifts & Gadgets, 1356 Main St., Sarasota, Florida.



## Gives You \$100.00 for Christmas automatically!

With each "Christmas Fund" Date and Amount Bank. Drop in 25¢ a day, or Calendar won't change date. Also totals amount saved. Good year after year. Order plain or with "Christmas Fund" in gold letters. Reg. \$3.50, now only \$1.99 each, 3 for \$5.75 ppd. Mail cash, check or money order to **LEECRAFT**, Dept. HX, 300 Albany Ave., Brooklyn 13, N. Y. Sold by mail only—prompt delivery.



Sweetly Scented Sequin Sparkled

## ANGEL BELLE

Here's a Christmas Preview—Dazzling dainty charmer to highlight gift wrappings, delight young doll collector, use as a party favor or tree decoration. 5 1/2" tall, satin gown with braid and sequin trim, a delicately hand painted face, backed by rich gold wings and halo, holding a tiny tinkling bell.

White or pastel pink, blue or green. Mark color. Petite perfection for only \$1.00 (Postpaid)

**MARDELL'S GIFTS** BOX 245 MARSHALL MICHIGAN



# SHOPPING



**SABLE CHOKER.** It's young and gay as a football end, chic as a fashion editor, exciting as the collision of a room apart. It's made of deep brown sable tails, a brown velvet bow replacing the sable head, and it has the original clasp closing—just full-size fur scarf. Hard-to-get price is \$17.50 incl. tax. Paid. Harold Rubin, 52 E. 5th St., New York.



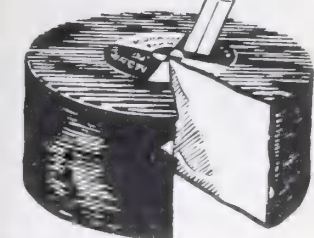
**LIPOP BOX** for Good Boys and Girls is the merchandise-box that ever lured naughty angels to polish up their faces. A wood chest, finished in natural or antique pine, is decorated with 3-dimensional wood lipopops in circus colors. We think every grandmother should have one in her house. 5" x 4" x 4" high. \$2.95 plus 25¢ postage. Peddler's Cart, Hubbard Station, Winnetka, Ill.



**R KNOB SANTA** is your ambassador of Good Will all through the Yuletide and creates entrance that reflects the spirit of the season. 9" heavy replica of that jolly elf's face with bushy nose, sequin eyes, and beard and dressed in red, white, green, and tan, in back and fits any size. \$1.50 ppd. Kimball Toys, 1000 North Street, Oshkosh, Wis.



**Sharp, Zesty**  
**Beer-cured**  
**Cheddar**



**\$5.50** postpaid

Shelf-cure these big 5 lb. wheels more than a year at carefully controlled temperatures. This brings out fully the sharp, zesty flavor of this famous New York cheddar cheese. A delicious, distinctive gift. Fashioned Wood Cheese Box—\$5.00. West of Mississippi, add \$.50; West of Rockies, add \$.75.

Send check or money order to:

**Cohawk Farms**  
Storford 2 New York



*Staff Of Life*

**BREAD BOX**

Unique, authentic and wonderfully useful, Staff of Life Bread Box has handsome rubbed finish on solid Salem maple. Brightly polished copper hardware and nails decorate this handy spacious bread box. Over 16" wide by 11" deep with two big shelves—one removable; it holds over two large loaves with spare room. Hinges permit door removal for easy cleaning. Order this perfect gift now. We will gladly gift wrap and mail free of charge—send us your Christmas list.

Money Refunded If Not Delighted

Only **\$13.95** Prepaid

**Olde Colony House**

6001 Old Richmond Road

Bellaire, Texas

LET THE MOST EXCITING GIFT UNDER THE TREE SAY...

# Merry Christmas

*for you!*

**GOLDEN, TREE-RIPENED  
FLORIDA FRUIT**

from **Cobb's**

Your friends, business associates and loved ones will say, "How thoughtful!" World famous Cobb's gaily packaged Fruits and Delicacies are **always** excitingly received...you can give no finer gifts!

NOW IS THE TIME TO  
**"REMEMBER NOT TO FORGET!"**

**Cobb's "SAMPLER"**  
GIFT No. 84 **\$4.45**

Here is an ideal gift at a modest price... A perfect traditional Christmas Memento for anyone on your list. Contains a generous assortment of Fruit, Candy, Preserves and Pecans. Weight approx. 8 lbs.



**GIFT No. 14**

**\$6.95**

This colorful, hand-woven Tia Juana Hamper, heaped high with luscious fruits... Giant Grapefruit, Pineapple Oranges, Persian Limes, three jars of Preserves... Pineapple Jam, Orange-Cherry Preserves, Citrus Mint Jelly... is purposely packed to thrill the eye and the palate. When emptied, makes a wonderful room decoration and picnic accessory. Approx. 12 lbs.

**GIFT No. 6**

**\$11.85**

Approx. 54 lbs. — Beauty and the Feast... Juice-heavy Oranges, giant sweet-sweet Grapefruit, Kumquats, Persian Limes, a sack of Papershell Pecans, 3 jars of healthful, delicious Guava Jelly, Pineapple-Cherry Marmalade and Tropical Fruit Conserve. What a value!

**Gift No. 4**

**\$8.95**

Same as above Gift No. 6 except does not contain delicacies or pecans... **all fruit.**

**Gift No. 1**

**\$5.95**

Same as above Gift No. 4 except half the size and weight... **all fruit.**

**GIFT No. 35**

**\$7.95**

Approx. 25 lbs. — A gaily colored handwoven imported Half Bushel Basket brimming over with an assortment of Florida's Finest Fruits... Pineapple Oranges, sugar-sweet Grapefruit, Giant Persian Limes, Chinese Kumquats. One of our most popular Hampers year after year. Positively guaranteed to please ANYONE!

**Gift No. 11**

**\$12.85**

Exactly the same as above Gift No. 35 except **TWICE THE SIZE AND CONTENTS.**

**OBEY THAT Christmas URGE  
ORDER NOW!**

Send check or money order; express charges will be prepaid. No foreign shipments except Canada—add 15% for Canada and west of the Rockies.

Unless otherwise instructed, delivery will be made for Christmas  
Send for **FREE 24-page full color catalog**

# Cobb's

BOX 2-D  
LITTLE RIVER (MIAMI), FLORIDA





## TWO INDIVIDUALLY MONOGRAMMED. MATCHED GRAIN EHRlich PIPES

complete in a satin lined, silver embossed jewel case . . . only **7<sup>50</sup>** set postpaid

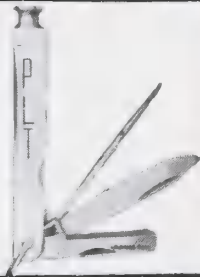
Since 1868, all over the world, Ehrlich pipes have been recognized as the ultimate in quality — the pipe that the connoisseur smokes. Here is your opportunity to give a complete set of 2 matched-grain seasoned Algerian briar pipes in popular shapes, monogrammed with 3 initials — at the amazingly low price of \$7.50.

## INITIALED PIPE SMOKERS KNIFE

made in England of finest Sheffield steel

. . . perfect gift for the pipe smoker . . . includes Tamper, Cleaning Pick, Cutting Blade, Pipe and Carbon Scraper . . . initialed FREE . . . complete with genuine leather case.

only **3<sup>50</sup>** postpaid



## GENUINE BLOCK MEERSCHAUM PIPES

Each pipe is in a satin lined, silver embossed, maroon jewel case as pictured. This pipe is offered at the low price of 15.00 to introduce meerschaum to smokers who have never smoked a meerschaum pipe. Hand made of the finest block meerschaum to give the utmost in smoking pleasure.

an outstanding value at **15<sup>00</sup>** initialed FREE

DAVID P. EHRlich CO.

Dept. 44B, 207 Washington Street, Boston 5, Mass. Orders shipped same day received

## PERMANENT CHRISTMAS TREES

you'll use year after year!



At last—a Christmas tree you can store in winter and re-use every Yuletide season. Of flameproof visco, it comes in green, white, pink and light blue. Truly beautiful when decorated with lights, tinsel, gifts. Order several—the smaller sizes to decorate window or mantel, the larger as your regular family tree.

72".....\$18.95 48".....\$9.95  
60".....\$13.95 42".....\$6.95

All prices postpaid.

Sorry, no C.O.D.'s.

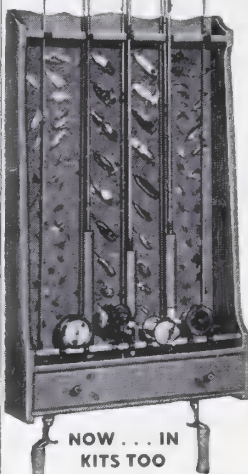
ABELL COMPANY

Dept. B-12

475 Fifth Avenue New York 17, N. Y.

## Fisherman's Joy

PRETTIEST RACK YOU EVER SAW  
Protects All His Gear In One Handsome Display



Now he'll enjoy fishing equipment year round in this wonderful, new show rack. It does everything. Safeguards up to 5 rods, any type or size. In rubber holders. They can't warp, fall out. Shows 5 reels, all types. Neutral gray felt back holds flies, lures, plugs. Hook them in-out in a jiffy. Large accessory drawer. Finely crafted in polished honey-tone knotty pine, or lovely maple or mahogany finish. Size 22" x 37".

ONLY \$23.95

IN COMPLETE KITS—for easy home assembly. Prefitted, drilled, sanded, etc., with simple step-by-step instructions—ONLY \$12.95

Express Chgs. Collect No C.O.D.'s MONEY BACK GUARANTEE

Yield House Dept. B12-6 No. Conway, New Hampshire

CUSTOM LOOK

ELEGANCE IN SOLID SILVER

MASSIVE CUFF BRACELET

\$8 incl. tax, postage

sterling by

Janiyé

CATALOGUE ON REQUEST • JANIYÉ L. L. HARRISON, SAN FRANCISCO 5



## WINDOW



**TERRY CHRISTMAS** T are imprinted with "Merry C mas." "Happy New Year, colorful holiday designs th sparkled with tiny brilliants, are white terry cloth in the 11" fingertip size. Fun for bathroom. Or you might them instead of cards. 69¢ \$1.29 the pair. Ppd. Foster H 430 S. Jefferson, Peoria, Ill



**14K GOLD TOOTHPI** Don't shop for ties or socks, kerchiefs or shirts. His dr are full of them. For 'the got-everything" tycoon (you ther-in-law, for instance, or bachelor uncle), get this 14K toothpick in its own leather It will be the talk of the E tive Suite. \$7.50 incl. tax. Merrin Jewelers, 530 Ma Ave., New York 22.



**IT'S A WINNING HA** every time for the man who these intriguing "Artist Mo cards. A 52-card playing has standard backs—but fronts are full-color picture pin-up girls. Actually there's ing offensive about them, when Aunt Agatha is the f for bridge, better not play these! \$1.95 per deck, ppd. from Hostess House, 5858 F St., Pittsburgh, Pennsylvania



## Rain or Shine PLAY GOLF!

Living Room or Lawn

HAVE fun, pep up parties & improve your golf game this amazing new easy way.

Par-tee Golf is a new Kit, containing 2 beautifully finished standard size putters (worth almost price of set), 3 regulation golf balls, 5 beautiful pastel miracle metal grip cups that catch balls, score card, rule book, instructions. Order now, reg. \$11.95, now **\$10.98** postpaid. Money back guarantee.

## VIRGIN CASHMERE Swiss EMBROIDERED CLOX

(Diamond Motif or Polka Dot)

Charcoal, Oxford, Lt. Grey, Black, Navy, Camel, Brown.

Sizes 10 thru 13

Reinforced with 40% Spun Nylon

Xmas Box optional. Specify. Anklets **4.00** pr. 3 pr. **10.50**  
Longs **4.50** pr. 3 pr. **12.00**

(May be assorted)

Remit with order. Sent postpaid.

GENERAL HOSIERY COMPANY P. O. Box 5035 Greensboro, N. C.

## DRIVERS!

One Squirt NO ICE

Amazing D-Ice in plastic Squirt bottle instantly melts windshield ice like "liquid flame". 4 oz. \$1.00 ppd.

Send check or M. O. to

Paragon Sport Goods Co., 861 Broadway, M



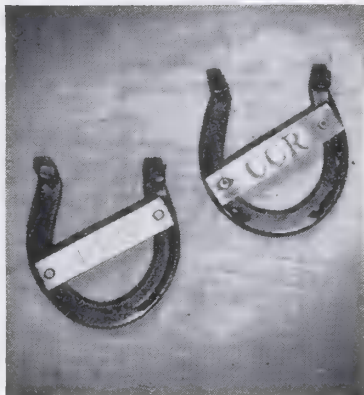


# SHOPPING



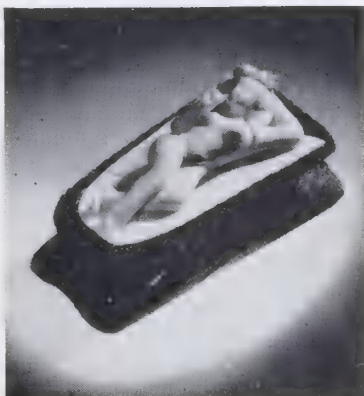
## WEIGHT FOR HIS LUCK.

We honestly don't know how we'd produce a *Window Shopping* column without these ponyshoe paperweights. They're brilliant performers. They're *very* lucky. And they're handsome. They're also better than a congratulatory note when a man gets a promotion. Copper strap is imprinted with up to 4 initials. \$1.50 each; 3 are \$4; ppd. Horseshoe Forge, Lexington, Massachusetts.



## THE DOCTOR'S LADY,

hand-carved of ivory, is a familiar figure in China. Because a doctor there is not allowed to examine a woman, patient stands behind screen and points to where she hurts—on the 3" figure! The Chinese doctor then prescribes for her. Wonderful present for *your* doctor's desk! Mounted on ebony cradle. \$5.95 ppd. Edward H. Ziff, Box 3072, Merchandise Mart Plaza, Chicago 54, Illinois.



## DRAWN FOR DADDY or

Mommie or Grandmother, a child's "work of art" can achieve immortality. Just send it in to this shop. Any size will do and the paper can be folded. It will be reproduced under glaze on a 7" ash tray, or on a 5½" x 4½" cigarette box. \$6.95 each, plus 50¢ post. 10 days delivery. Order from Young Rembrandts, Loch Lane, Port Chester, N.Y.



**LOOK What A Smart Gift  
One Dollar Will Buy!**



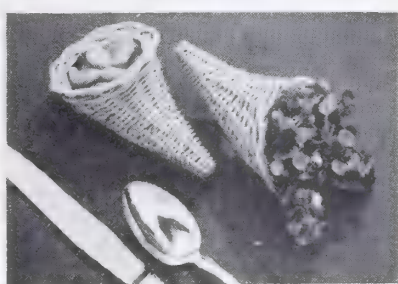
**Unbreakable Cast Aluminum  
Eagle Door Markers**

with popular wrinkled black  
finish to beautify any door

Luxurious looking Gardner original. Slip name into slot, attach in two minutes. Adds instant charm and personality. Jet black finish accents any color. 3½" x 4". Easily mailed, ideal Christmas gifts. Order now. Shipped immediately prepaid. 3 FOR \$2.85.

**FREE!** 88 item color catalog filled with interesting, unusual items for everyone. Write at once.

**Ralph Gardner Foundry**  
NORTH EASTON MASSACHUSETTS



**Miniature HORNS of PLENTY  
MAKE HOLIDAY TABLES FESTIVE**

Add a gay, festive air to *your* holiday entertaining—with these delightful miniature cornucopias. Fill them with flowers or bright, small fruit—use them as individual nut cups or for mints. Their uses are as many as your own imagination can give them! Imported from Hong Kong, these tiny cornucopias are so unlike anything you've seen in table decorations. Woven of wicker, they measure 2¼" at top, approximately 4" long. Order a set now for the holidays—or for any special day—they will make your table look its sparkling best!

Please write for free catalog Set of 8, only **\$1.95** post-paid  
No C.O.D.'s

**artisan galleries**

2100-A12 N. Haskell • Dallas 4, Texas

## what is YOUR HOLIDAY PLEASURE



## TURKEY?



## ... HAM?

**Either Delicacy—Unforgettable for Christmas Feasting and Gifting! It's the Rare Forst Smoked Flavor that Makes the Difference—the Indescribably Piquant Delight of Every Smoke-Sweet Morsel!**

M-m-m... this is eating! The juiciest turkeys, applewood smoked, aromatically spiced, golden brown; Southern-style succulent hams, long-cured to insure that different Forst flavor. Choice, broad-breasted birds and pampered porkers—slowly smoked 'til the aromatic flavor wafts from smoldering embers into every morsel!

**Best of all, no cooking—no shopping! Each delectable Forst delicacy comes to you ready to slice and serve. Just send us your order!**

**FORST CATSKILL MOUNTAIN Smoked TURKEY**

Whole smoked turkeys from 8 to 20 lbs., net wt. Ready to eat. Price \$1.75 lb.

**FORST CATSKILL MOUNTAIN PAK-O-SIX**

Perfect for gifts or entertaining! Six festive vacuum-packed family-size cans—one each of Forst's three famous Smoked Turkey delicacies: generous slices, all-purpose Handi-Cut, smooth Pate. Also one each of Forst's finger-size franks, smoked pork sausages, smoked turkey sausages. Gift boxed. **ONLY \$6.50.**

**FORST "DELICACY OF THE SEASON" CLUB**  
The Gift That Says "Merry Christmas" the Year Round

Four magnificent gifts—\$32.50 to \$84.50. \$53.00 membership offers:—Christmas, a 8 to 10 lb. Smoked Turkey. Easter, a 10 to 12 lb. Smoked Ham. July, Pak-O-Six treats. Fall, 1 lb. ctn. Smoked Pork Sausages, a whole 8 to 10 lbs. side of Smoked Bacon. The \$32.50 membership includes Christmas Turkey. Easter—Party Pak of Salami and Braunschweiger (liverwurst). July—Peter Stuyvesant Selection of Canned Smoked Delicacies. Oct.—4 lb. ctn. Smoked Pork Sausages. Engraved Membership Certificate, personalized greeting card, with each gift. DeLux Membership—\$73.50; Super DeLux membership—\$84.50. Write for details.

THE FORSTS, Route 448 Kingston, N. Y. I am attaching herewith my Gift List (together with names and addresses of recipients and the signature I would like on accompanying gift cards.) I enclose my check for \$\_\_\_\_\_ to cover \_\_\_\_\_ memberships in your "Delicacy of the Season" Club, at \$53.00 per membership. Delivery charges prepaid in U.S.

\_\_\_\_\_ Memberships at \$32.50 as described.

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Bank Ref.: State of N. Y. Nat'l Bank, Kingston, N. Y.

**FORST CATSKILL MOUNTAIN Smoked HAM**

Net wt. from 10 to 18 lbs. Ready to serve. Price \$1.50 lb.



Order now. Delight your relatives, friends, business associates with these luxurious gifts. All delicacies beautifully gift wrapped, shipped prepaid in U.S. Write today for **FREE** new full color gift catalog.

**YOUR GUARANTEE—Nearly a Century of Serving and Satisfying Discriminating Gourmets the World Over!**

THE FORSTS, Route 448 Kingston, N. Y. I enclose my Gift List, with complete addresses of recipients, and Check for \$\_\_\_\_\_. I would like my gift cards signed \_\_\_\_\_

Please ship the Forst Smoked Delicacies checked below, delivery charges prepaid in U.S.

\_\_\_\_\_ Smoked Turkeys.

(8 to 20 lbs.) at \$1.75 lb.

\_\_\_\_\_ Smoked Hams.

(10 to 18 lbs.) at \$1.50 lb.

\_\_\_\_\_ Pak-O-Six \_\_\_\_\_ \$6.50

Approximate date required \_\_\_\_\_

☐ Send New Full Color Catalog

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**IMPORTANT: All Forst Products are Government Inspected!**



## GUARANTEED TO BLOOM UP TO 6 LONG WEEKS!



**EXOTIC FRESH  
FLOWERS FROM  
FAR-AWAY AFRICA!**



1 box of 25 Star of Bethlehem flowers at peak of bloom. Larger, more glorious arrangements made with 2 or 3 boxes.

Shipped postpaid anywhere in U. S.  
Add 3% Sales Tax for N. Y. C. Delivery

**BOX OF  
25 FOR \$3.50**

These snow-white fresh flowers open into a glory of perfect stars—from 10 to 20 on each cut stem. Delivered before Christmas; will blossom at their loveliest throughout Christmas week and last beyond the New Year! Gift box contains instructions for care and inspiring story of Star of Bethlehem. Order now—quantities limited!

Mail and phone orders promptly filled. No COD's.

Dept. HB-3 160 East 57th Street, New York 22, N. Y. • Plaza 3-3730

**A  
Gift  
for  
Your  
Garden**



### This Shell Fountain

Beautifully carved from Italian Stone it provides a charming bird bath for your garden, terrace or patio. 45 in. high, with the bathing shell 43 x 39 in. It's in our catalog (10 cts. please for mailing) with many other lovely ornaments in marble, bronze, lead and stone. See them in our galleries.

**ERKINS STUDIOS**

42 West 40th St. New York 18, N. Y.

### AMERICAN EAGLE



A rare gift for a good friend or your own home. This plaque adds interest to any bare wall space—above fireplace, in living room, den, game or tack room. Beautifully sculptured from heavy aluminum, finished in satin black, brass or copper. Size 23 x 18". Bracket at back holds eagle away from wall. **\$12.50** postpaid

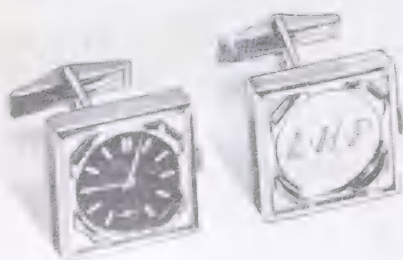
Write for Free Christmas Gift Catalog

**Hagerstrom**

METALCRAFT STUDIO

Original Handcrafted Specialties since 1922—House Signs, Lanterns, Weatherpanes, Mail Boxes, etc.  
Dept. HB, Old Milwaukee Road, Wheeling, Ill.

### EVERY MOMENT IS MORE PRECIOUS



with these time-telling 3/4" square cuff links! Superbly crafted, with long lasting 14K gold overlay. One link contains a 17 jeweled, inca-bloc Swiss watch of guaranteed accuracy. The other has a hand engraved monogram which makes it even more personal. A wonderful gift for the top man in your life! 48 hour delivery.

**\$39.95** plus 10% Fed. Tax

Sorry, C.O.D.'s. Write for FREE catalog.  
Dept. B-12, 102 Warren St., New York 7, N. Y.

Merrill Ann Creations



## WINDOW



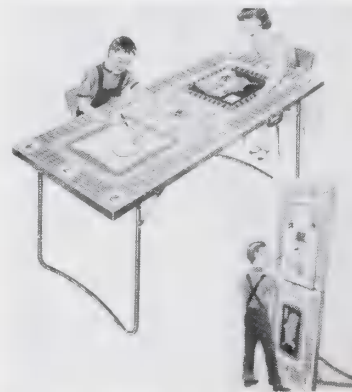
### VELVETEEN TROUSERS.

tapered to leg, sabre-slim and cavalier-elegant, will make you feel as long-legged as Grace Kelly, as casually sophisticated as Audrey Hepburn. Wear them with a tailored shirt for stretching out in front of TV. Wear them with a scoop-neck jersey for cocktails by your fireside. In black or peacock blue; waist sizes 22-32; \$10.95 ppd. Beckwith's, 37 Essex St., Boston 11, Massachusetts.



### ROCK-'N'-ROLL Santas get

in a few licks at the merriest jam session of the season. Real hep St. Nicks hold different foil jazz instruments, and they're mounted on snowy-white place cards. Your guests will be real gone when they dig these on the Christmas dinner table! In bright red and green chenille wire, 2" high Santas are 8 for \$1. Ppd. Order from Heide Herwig, 710 Elm Street, Chillicothe, Illinois.



### TABLE OF CONTENTS too

numerous to list is as fine a buy as we've seen. A Study 'n Game folding table for children is lithographed with games, multiplication tables, weights and measures, etc. It can even be set up as a standing easel. With drawing board, pad, crayons, it seats 8 to 10 children: is lightweight steel. 60" x 21 1/2" x 25 1/2" high, \$14.95 exp. coll. Mrs. Dorothy Damar, 742 Damar Bldg., Elizabeth, N.J.

### WHISKEY FLAVORED TOOTHPASTE!!



Genuine 6 Proof Stuff  
Scotch • Rye • Bourbon

Why fight oral hygiene—enjoy it! Here's the best argument yet for brushing teeth 3 times a day. Full size 2 1/2 oz. tubes. Don't hoard (there's plenty) so give 'em for gifts. Send \$1 for each tube and start living.

**\$1.00**  
ppd.

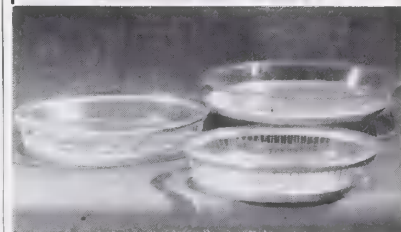
### NAUGHTY COMIC PARTY BUTTONS FOR ADULTS

Why let the kids have all the fun? These 1 1/2" full color metal buttons have riotous grown-up cartoons and comments that unfreeze guests in a hurry. All different set of 12 just

**\$1.00**  
ppd.



### CANAPE SERVICE AT ITS GRACIOUS BEST!



... and all yours at wonderfully low prices!

Heat canapés in the genuine Pyrex dish. Pop the dish into its attractive rigid bamboo "higo" tray . . . and VOILA! truly elegant canape service.

Of course, the dish and the tray may be used separately, and very effectively, too. The tray may be used to serve expresso, cordials, fruits; the Pyrex dish makes a wonderful pie plate.

8" service, \$3.95 complete

9" service, 4.95 complete

10" service, 5.95 complete

or, at our very special price of

**\$14.50** for all three sizes

Gift boxed, if you wish, at no extra charge.

Shipped prepaid, of course, anywhere in the U.S.A. For N.Y.C. Deliveries, add 3% sales tax.

Send for our free "Giftlets" catalog

**MAIL-AGE**

Dept. B-12

P.O. Box 109 Pratt Station Brooklyn 5, N.Y.

**HOSTESS HOUSE DEPT. B-12**  
5858 FORBES ST. PITTSBURGH 17, PA.



# SHOPPING



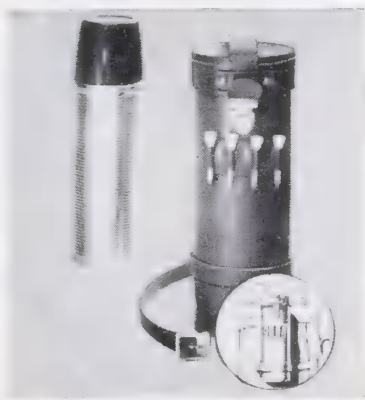
**THE WORLD IS HER OYSTER** (an "Oyster Rockefeller," of course!) when she wears this pearl bracelet. If it were ten times the price, we think you'd buy it for a pretty girl. As it is, you can buy it for *ten* pretty girls! The gleaming pearl bracelet dangles a gold-plated oyster shell with a single pearl in its jaw. \$1 incl. tax and post. Bryn Mawr Gifts, Bryn Mawr, Pennsylvania.




**STERLING COAT HANGER** for a man's topcoat or a woman's mink is elegant insurance against mix-ups in a check room. Front is engraved with first and last name. Back is engraved with town and state of residence. A few stitches secure it to the label-spot of a coat for in-shape hanging. Print name, town and state. \$3.30 incl. tax and post. Closet Accessories, Dept. 1182, Evanston, Illinois.



**GOLF OASIS** is a lightweight beverage caddy fitted with a pint vacuum bottle that clips onto a golf bag and serves you clear cold water or hot coffee, anywhere on the course. The golfer with stomach ulcers will fill it with cold milk! In handsome cowhide case with brass hardware and tee holder strap, it's \$9.95 plus 50¢ post. J. L. Alan Co., Dept. HB, Box 85, East Norwich, New York.



## FOR OUTDOOR LIVING



Bouquets by Candlelight: Three globes of creamy translucent glass above gleaming brass holders (for vigil light candles) and, on the lower tier, three brass holders for bouquets. Also in antique white brushed, lightly, with gilt. 18" high, 11" wide. Post-paid \$36.50

No COD's please. Satisfaction Guaranteed

If you are interested in other flower holders we would be glad to send our brochure on request.

### AU BON GOUT

15 Via Mizner  
Palm Beach, Florida

## rare, aged Country Cheeses



**Blue Box** NOT SOLD IN STORES

A tasteful gift for your friends this Christmas, one you can't buy in stores—these BLUE BOX assortments of six choice Swiss Colony favorites beautifully packaged. Center cuts of Juncured Swiss, old-fashioned Brick, and golden Port Salut, plus 3 dessert cheeses—creamy Camembert, Glarus and Rexoli. Satisfaction guaranteed.

Pack 3—BLUE BOX 3 1/2 lbs., del. \$5.95  
Pack 2—BLUE BOX 5 lbs., del. \$8.30

Send for FREE booklet describing our many other gift assortments.

### THE SWISS COLONY

56 Cheese Row, Monroe, Wis.

You'll save and save  
They'll rave and rave  
when you send  
*Christmas gifts...*



by Harry and David!

Hardly 1 in 1,000 has ever tasted 'em!

### ROYAL RIVIERA PEARS®

America's rarest fruit!

The gift they'll always remember. Talk about thanks! You'll never hear the last of it. A just-right present for anyone, whether they live in a castle or a cottage. So juicy you eat 'em with a spoon. Packed in handsome gift boxes with your greetings. Definitely impressive, yet inexpensive. Perfect delivery guaranteed.

GIFT NO. 1 (shown) —10 to 14 pears, a great favorite, ppd. \$3.95  
GIFT NO. 2 (16-20 big pears) ppd. \$4.75  
GIFT NO. 3 (20-25 smaller pears) ppd. \$4.55



Give the famous, the original, one-and-only

### FRUIT-OF-THE-MONTH CLUB®

The gift that creates praise and excitement for you the year 'round. You order just *once* but the lucky folks you name receive a whole parade of America's finest fruits 'n delicacies, each beautifully packaged, each with your greeting. Tell us how to sign the handsome engraved membership certificate announcing your gift and treats to come.

12-BOX CLUB: Royal Riviera Pears at Christmas; Apples, Jan.; Grapefruit, Feb.; Fine Oranges, Mar.; Cheese, April; Preserves, May; Canned Fruit, June; Nectarines, July; Summer Pears, Aug.; Peaches, Sept.; Grapes, Oct.; Royal Riviera Pears, Nov.

Gift No. 20, ppd. \$47.95  
8-BOX CLUB: Christmas, Jan., Feb., May, July, Sept., Oct., Nov. treats.  
Gift No. 15, ppd. \$31.95  
3-BOX CLUB: Christmas, Jan. and Feb. treats.  
Gift No. 11, ppd. \$11.65



So beautiful! So impressive!

### ROYAL GIFT BASKET

These gorgeous baskets are heaped high with Royal Riviera Pears, fruits, nuts, candies, other rare treats. Your lucky friends will show 'em off—and sing your praises—for days 'n days before they start excavating! The focus of all eyes at Christmas. So much for so little! We ship direct from our own Bear Creek Orchards—no extra charge for fancy wrappings and delivery.

GIFT NO. 6 (shown) ppd. \$11.85  
Shipping wt. about 17 lbs.  
GIFT NO. 7 ppd. \$14.95  
Bigger 'n more beautiful—shipping wt. about 21 lbs.  
GIFT NO. 8 ppd. \$19.95  
Biggest—shipping wt. about 29 lbs.



First gift seen under any Christmas tree

### TOWER OF TREATS®

Imagine giving folks quintuplets—not just 1 present, but 5 sparkling gift boxes towering 14" high! All tied with satin ribbons, topped with a big bow and a Christmas sprig of real Oregon holly. Inside are Royal Riviera Pears, jumbo apples, giant fias and other surprises. If we told you this grand gift cost \$18 you wouldn't bat an eye. But here's good news:

GIFT NO. 51 (King size—shown) ppd. only \$7.85  
GIFT NO. 50 (Queen size—4 boxes) ppd. only \$6.75



Sweet treat for kids of all ages

### LOLLYPOP TREE

We went all the way to France for these gosh-o-golly jolly lollypops. They're so all-fired fancy and fine-tasting, small kids will keep out of mischief for 2 hours handrunning just for the promise of one taste. The lollies are all poppin' out of a handsome molded fibre tree. Folks'll love this for decorating mantles, tables, and their sweet 2th.

GIFT NO. 67 ppd. \$3.85

SO EASY TO ORDER! Just send us your list with check or M.O. (no charges, no C.O.D.'s, please). Perfect delivery guaranteed.

\*©© H&D

## Harry and David

BOX 7A MEDFORD, OREGON





## The way to select ORIENTAL RUGS



is to examine them  
in your own home

Hundreds of rare antique, semi-antique, and new oriental rugs to choose from; in perfect condition . . . and moderately priced.

SEND FOR DESCRIPTIVE LISTS and Color Photographs . . . then make your choice. Your selection, with additional rugs for comparison, will be sent to you EXPRESS PREPAID.

200 Perfect Antique Rugs	\$90 to \$200
100 Perfect Antique Rugs	\$200 and up
500 Semi Antique Rugs in Old Designs	\$39 and up
100 Choice 9 x 12 Rugs from Iran	\$325 to \$850

### Many giant and unusual sizes

For sale by America's foremost authority and expert on Oriental Rugs, and largest exclusive dealer in natural, untreated rugs

We sincerely believe that our rugs are the best values on the market today. Many customers, from all parts of America, say that similar rugs are offered at double our prices. Good Oriental Rugs are sound investments. No deposit or expense to you in ordering our rugs shipped on approval.

No obligation to buy.

Postcards and inquiries from outside Continental U. S. not answered.

**CHAS. W. JACOBSEN** • 401 S. SALINA ST., SYRACUSE, N. Y.



### NEW FACES

For thumb tacks. Around the "clock" you have sturdy useful thumb tacks (you're always looking for one) which have fruit and vegetable shaped heads on them, and in natural colors. Just hang this on your kitchen wall. 3 1/2" round. 10 thumb tacks included. \$1.25 includes postage.

Sorry, no C.O.D.'s

Please send orders to Dept. H

**EDITH CHAPMAN**

260 Main Street, New York, N. Y.



### DISAPPEARING NUDE

Is a tiny figure that is mysteriously housed in the barrel of a mechanical pencil. When the pencil is pointed upward, a gold-plated "curtain" falls back and little Lady Godiva appears! Reverse the position, and the curtain drops on your burlesque queen. Fun for men and not offensive.

**\$1.00**  
2 FOR  
\$1.95  
Postpaid

Penna. Residents Add 3% Sales Tax  
Send For Free Gift Catalog

**Page & Biddle**

21 STATION ROAD, HAVERFORD, B-12, PA.

### Give a Glorious GLADIOLUS GARDEN this Christmas



Rare treat for home owners! Rainbow assortment of 1 doz. extra jumbo-size Glad bulbs, each big as an orange! All famous name varieties in red, pink, yellow, white, purple, lavender, orange, lovely blends.

Handsomely packed in reusable wicker bread-and-fruit basket. Easy growing directions enclosed. Bulbs keep perfectly till early spring planting time. Fun to get . . . fun to grow . . . sheer joy when they burst into bloom with exquisite huge Glads this summer, and every summer for years! Often surprise you with 2 or more flower stalks per bulb!

This extra jumbo-size rarely available.  
Order for gifts and your garden now!

Only **\$4.95** ppd. Send Check or M.O.  
Satisfaction Guaranteed or Money Back

**Stern's Nurseries**

Dept. E, Geneva, N.Y.



## WINDOW SHOPPING



**CHRISTMAS COMBS** for holiday butterflies are these pocket groomers that slip neatly into red felt cases, decorated with such symbols of the jolly season as bells and holly leaves. For repairing the ravages of a fast Mambo, or smoothing a topknot tossed by the wayward wind, these are gay tools for party girls. \$1 for two! Matching eye-glass case, \$1. Ppd. The Added Touch, Dept. HB, Wynnewood, Pa.



**GREAT SHOEMANSHIP** has gone into these German-made Rieker walking shoes for men. For instance: top-grade brown leather uppers; full leather lining; steel-reinforced workman's toe; heavy rubber lug sole. And that hand-sewn weather welt is an extravagance in shoemaking. It makes them cold-proof and wet-proof. Sizes 7-13; narrow, medium, wide; \$16.95 ppd. Carroll Reed Ski Shops, N. Conway, N.H.



**SANTA'S POOPED** and so are we, but you'll share our enthusiasm for dashing off Christmas thank-you notes when you see this amusing box of 15 notes and matching envelopes. On white background, each 3" x 4" note says "thank you," is colorfully illustrated with an over-worked, tired Santa and Company. \$1 each; 2 are \$1.95. Ppd. No c.o.d.'s. Elron Products, 225 W. Erie Street, Chicago 10, Illinois.

(Please turn to page 43)



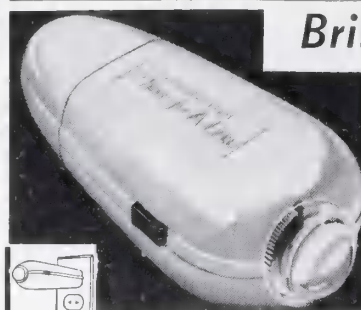
### Paul Revere Pitcher with a Heart of Cold

Handsome Paul Revere style pitcher to fine silver plate holds 1 1/2 qts. Detachable glass "CHILL" cylinder holds ice cubes, keeps beverages cold without dilution. With shimmering silver plated cover, it's a perfectly beautiful buy for a bride, business or important client.

\$15.75 incl. tax

Postpaid. No C.O.D.'s

**bertram shrier, Inc.**  
1145 Connecticut Ave. Washington, D.C.



### Brilliant New Discovery!

#### RECHARGEABLE POCKET FLASHLIGHT Plugs Into Any AC Outlet

Now you can save the expense and annoyance of replacing batteries. With this amazing flashlight you recharge the storage cells over and over again. Lasts indefinitely. Carry it with you for any emergency. Small and light enough to fit a purse. Only 4 1/2" x 2"—weighs 3 1/2 oz.

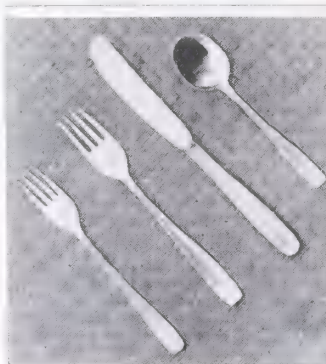
Sorry no C.O.D.'s \$7.95 (postpaid)

**DISTINCTIVE GIFTS UNLIMITED**

P.O. Box 155

Larchmont, N.Y.

**1 YEAR GUARANTEE by Remington Rand**



#### \$14.95 16 Piece Starter Set (4 Place Settings)

When shipments are tardy, it's lucky for you! Satin finished by HOLLAND'S finest craftsmen, this delicate modern stainless arrived too late for our regular Xmas trade. We offer it DIRECT to you at this unbelievably low price.

**high quality stainless**

• No rust, tarnish or polishing.

■ Hollow handle knives w/ wonder edge.

■ Gaily colored Xmas gift box.

Soup spoons, butter knives and cocktail forks can be added at 85¢ ea. (4 for \$3.00). TO ORDER: Enclose check or M.O. No C.O.D. please. Money back guarantee. Xmas delivery if ordered now.

(California shipments only add 4% tax.)

**STAINLESS SHOP** • San Carlos at 6th • CARMEL, Calif.  
(Ted Holt, Owner & Importer)





ANY LEVEL OF LIGHT

...at your fingertips

with the new

Luxtrol

LAMP CONTROL

Light just right for every activity, mood and seeing task is yours with the new LUXTROL Lamp Control. Now you can dial any amount of light from any lamp . . . table or floor. Bright for reading, sewing. Subdued for conversation. Lower for TV or rest. And all the levels in between.

LUXTROL Lamp Control is styled in form and color of simple beauty . . . by Edward Crouse of E. J. Wormley and Associates. It rests on any surface conveniently near your lamp — or conveniently away from it. Plug it into any outlet . . . then plug your lamp into the LUXTROL plug at the outlet.

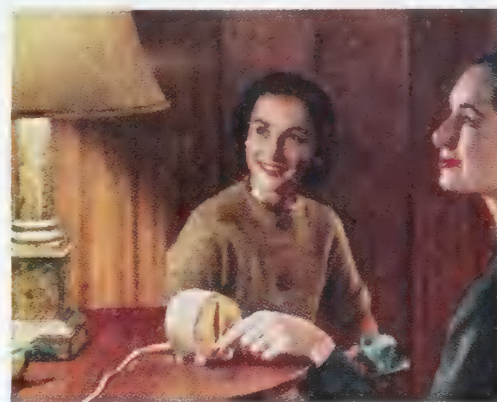
At once . . . the magic of variable light control is yours! LUXTROL Lamp Control is made by the leading manufacturer of light control equipment. It is an autotransformer. Not a rheostat. Look for LUXTROL Lamp Control at your favorite department, gift, or lamp store. For further information on LUXTROL Lamp Control, write to 2106 Demers Avenue, Bristol, Connecticut.

—and what a wonderful gift!

A conversation piece — really appreciated by the family, relatives, friends. And by those "who have everything".



LUXTROL LAMP CONTROL IS A PRODUCT OF  
THE SUPERIOR ELECTRIC COMPANY OF BRISTOL, CONNECTICUT

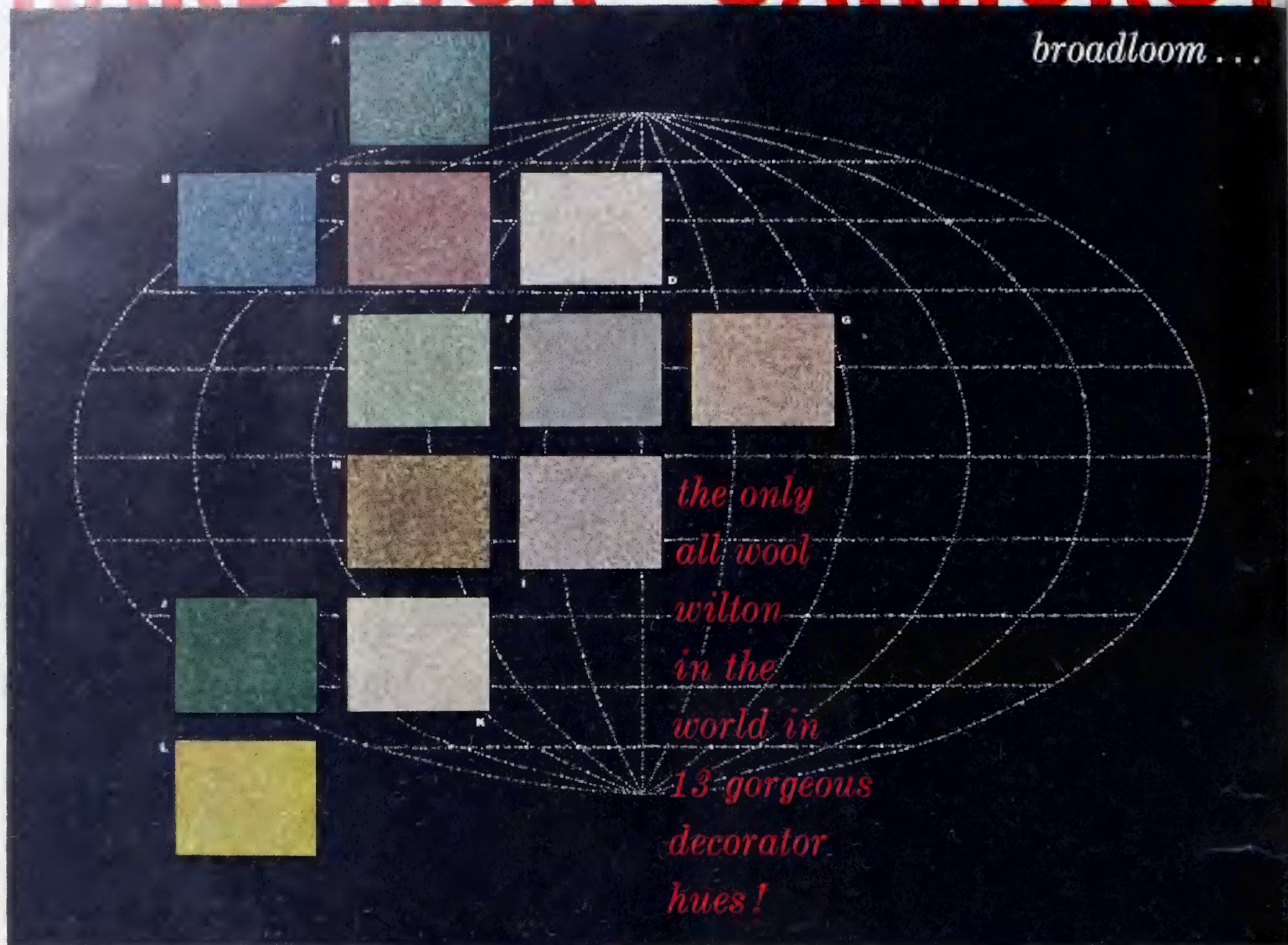




*of course  
you'll  
want*

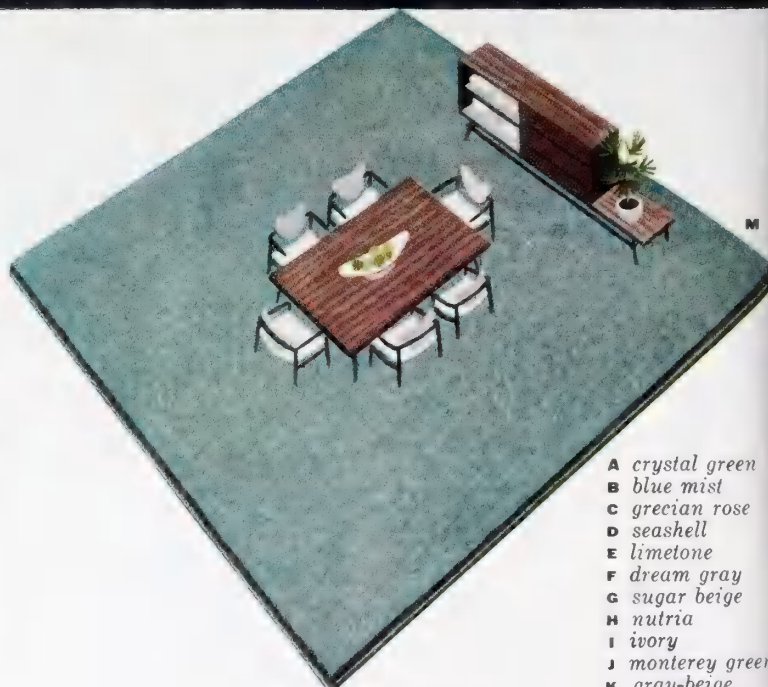
# HARDWICK'S OAKHURST

*broadloom . . .*



*when it comes  
to carpeting  
...small wonder  
the decorating  
world is wedded  
to...beauty  
from the looms of*

**HARDWICK & MAGEE CO.**



- A crystal green
- B blue mist
- C grecian rose
- D seashell
- E limetone
- F dream gray
- G sugar beige
- H nutria
- I ivory
- J monterey green
- K gray-beige
- L prairie gold
- M turquoise



# "My Niagara Cyclo-Massage<sup>®</sup> Chair is wonderful . . . relieves tension and fatigue in no time at all"

JOHN S. HEWITT



JOHN S. HEWITT  
President  
Anahist Co.

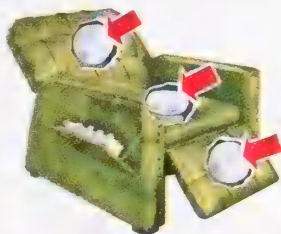
"There's nothing quite like a leisurely 'ride' in one of the new Niagara Chairs. In the middle of the day, I like to lean back in mine and let the cyclo-massage motors relax tired muscles and nerves. The Niagara Chair is a wonderful aid to comfort and health . . . and it would, I think, be a delight to any busy executive."

Now you can help increase circulation, ease tension, and improve physical condition—easily, comfortably—while you read or rest.

The Niagara Lounge Chair is a beautiful reclining chair of simple, conservative lines that contains *three* Niagara Cyclo-Massage motors. Exhaustive research engineering has made possible this amazing equipment, and medical research confirms its remarkable muscle relaxant and sedative effects.

If you want the sensation of a lifetime, just sit in the Niagara chair. Ease back to your most comfortable position, turn on the motors, and . . . aaaahhhh . . . that's it. Cares and wears of mind and body float away. You are but half-conscious of a marvelous action, like thousands of tiny fingers gently stroking, kneading, reaching deep, DEEP down to manipulate and comfort every muscle and joint in your body.

You owe it to yourself to try the Niagara Chair or, at least, to get complete details on it. Send coupon for complete details including beautiful, full-color brochure.



Buried in the deep, foam-rubber cushions are three cyclo-massage motors . . . not common vibrators but duplicates of the motors used in Niagara Massage equipment built for hospitals, clinics, and athletic teams.



Niagara Massage is available in many models to suit every need and condition, including the comfortable EXECUTIVE CUSHION for use on desk chair, and the THERMO-CYCLOPAD, right, combining heat and massage to help relieve pain of chronic arthritis, bursitis, fibrositis and rheumatism. Send for complete details.



Thermo-Cyclopad



Executive Cushion

**SEND FOR FREE BOOKLET**

NIAGARA, Dept. HB126, Adamsville, Pa.  
Send me details on Niagara.

Name

Address



# "MY WIFE IS A GENIUS!"



## LOOK AT THE WONDERFUL THINGS SHE DOES WITH HER

Compliments come from the unlikeliest sources—husbands and kids and even in-laws—when you have a General Slicer in your kitchen.

Whatever the food—a General gives you perfect slices everytime—appetite-appealing slices that look so good they just *plead to be eaten*. And when you taste them . . . mmm! Until you've experienced *freshly sliced* foods, you just don't know how enjoyable eating can be.

*For breakfast*—slice fruits, oranges, bread, bacon and ham—crispy thin or farm-style thick. *For lunch*—slice sandwich bread, cheese, tomatoes, cucumbers, vegetables, coldcuts. *For dinner*—slice roasts, French-fried potatoes, ham butts, even pineapple for desserts.

A General slicer saves money, too, because you can buy bulk foods—loaf cheeses and sides of bacon, for instance—and slice them yourself. Perfect for portioning frozen foods. *Available at better stores everywhere.*

GENERAL SLICING MACHINE CO., INC., Walden, New York

# General SLICER



This Christmas help your wife be a genius.

Give her a General—since 1932 the 'name' in slicers.

Illustrated: Model 150—6 1/4" blade, gravity feed, pedestal legs stand securely on suction cups. Gleaming lifetime chrome, \$19.95. Others from \$12.95 to \$99.50. Slightly higher on West Coast.





# WINDOW SHOPPING

CONTINUED FROM PAGE 38

**BUILDING BOOM** is for you if you get a Rig-A-Jig for playroom architect. It's a construction set, the color-specially-notched pieces of which go together without tools. Whether a child creates a snowflake design or a Merry-round that turns, it will be most absorbing toy. 236-piece set with gay Idea Book, \$3 ppd. Rig-A-Jig, 32 W. Washington, Chicago 2, Illinois.

**ABC BOOKS!** Here's the simplest way we've found to entertain children and teach them at the same time! The ABC book tells the alphabet in rhyme. The Dickory's clock makes telling a whiz, and Ten Little Indians teach the numbers 1 to 10. All 3 talking books are brightly colored. \$1.49 each; 3 for \$4.25. Ppd. Martha Miller, 180 N. Wacker Dr., Chicago 554, Chicago, Illinois.

**GRINNING CLOWN-AROUNDS** adore this fat grinning clown. They'll wiggle his ears and his saucy nose (in either red or blue) and drop in those coins and dimes that adoring parents are so prone to drop. This happy clown bank is on silver plate, \$9.95 incl. and post. Christmas delivery guaranteed. Murray Rackoff Jewelry, 1225 6th Ave., New York 19.

## Miller's Liquor and Coffee Bar

Equipped with handsome chrome-plated glass cocktail shaker, having "eternity" markings, two sets of 4 glasses each, chrome jigger and stirrer and components for 2 quart-size liquor bottles. Coffee Bar includes AC-DC percolator, cups, spoons, containers for coffee and cream and pint Thermos bottle. Complete, shabby Wheat Canvas case with red velvet lining... \$47.50. Prepaid.

**ANTHONY SPECIALISTS IN LUGGAGE**  
3 • 751 MADISON AVENUE • N.Y. 21, N.Y.



## VIVE LA VANITY STOOL

Frenchly feminine, this petite stool is equally at home in milady's bathroom or bedroom. Beautifully plated in brass, its braced legs provide marvelous support. The softly padded buttoned cushion is covered in lavish satin, choice of white, green, and pink. Also in corduroy white, pink, avocado, turquoise, gold. Fits any period room. Height 22½". Allow about 3 weeks delivery. Money back guarantee. No cod please. Shipped express charge collect.

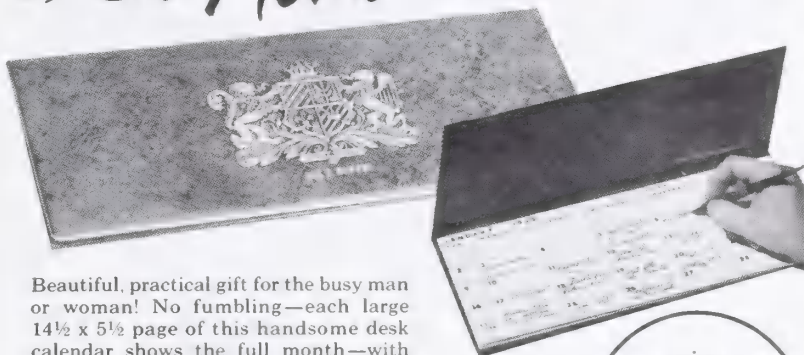
only \$15.95

**Millman's interiors**

98-104 Main Street

Poughkeepsie, N.Y.

# FOR BUSY PEOPLE... THE 1957 Memo Calendar!



Beautiful, practical gift for the busy man or woman! No fumbling—each large 14½ x 5½ page of this handsome desk calendar shows the full month—with ample space for daily reminders. Cover is smooth, rich, two-tone walnut brown simulated leather, padded and deeply embossed with an impressive golden coat of arms. Adds an air of distinction to home or office desk. Yearly refills available. For your friends? 5 @ \$4.75 ea.; 10 @ \$4.45 ea.; 25 @ \$4.25 ea. Postpaid. Name embossed 60c each on 5 or more.

price:  
**\$4.95 each**  
Postpaid (no C.O.D.)  
Name embossed in  
gold 75c each

HOWARD COMPANY • 121 N. Washington St. • Peoria, Illinois



## RELAX in PATAKWA MOCCASINS

Luxury for the whole family

from the Indian Reservation Country of soft, washable sueded cowhide, flexible padded soles, lifted inside heel cushions and insoles. BLISS TO WEAR indoors and out with cuffs rolled up or down.

HANDCRAFTED in Natural, Turquoise, Brown, Red, Russet, Golden Corn, Indian White.

FOR MEN and WOMEN in sizes 4 to 8... \$4.95  
in sizes 9 thru 12... \$5.95

FOR CHILDREN too in natural or brown only. Sizes  
5, 7, 9... \$2.95  
11, 13, 2... \$3.95

Send cash, check or m.o. For COD's send \$2 deposit. Immed. Delivery — Satisf. guar.



OLD PUEBLO TRADERS Box 4035, Dept. HB-3  
Tucson, Arizona

## Leather Elegance With Rhinestones For His Christmas Gift

Handsome, durable, fully lined, topgrain cowhide collars studded with diamond cut rhinestones. Or, rhinestones with rubies, sapphires, emeralds or plain. Pet's name engraved on plate. Corbin padlock. COLORS: Aqua, pink, white, tan, red, black, yellow, blue, chartreuse, green. C.O.D., \$2.50, plus postage. Or, send \$2.50, post paid. Matching 5-ft. rhinestone leash, \$1.50. 10-ft. leash, \$3.00. Take neck girth with string. Send string and pet's name.



## FRENCH Wide-Contour Collars

Wide contour cowhide collars for every size and breed. Studied with diamond cut rhinestones. Or, plain. COLORS: Aqua, pink, white, tan, red, black, yellow, blue, chartreuse, green. \$4.95, post paid. Matching 5-ft. rhinestone handle leash, \$1.50. Send neck girth and pet's name.

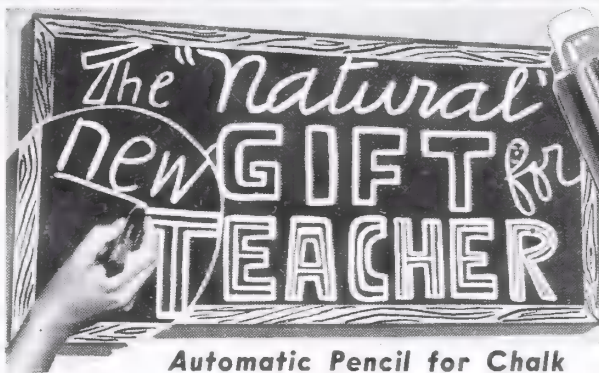
## Leather Elegance RHINESTONED HARNESS

Cowhide elegance! Rhinestone studded harness in above mentioned colors. Choice of rubies, sapphires, emeralds. For small or large dogs. Pet's name on plate. Complete, \$4.50. 5-ft. leash, \$1.50. Send string indicating BODY girth and pet's name. Guaranteed or refund.



CURTIS CREATIONS  
Dept. H. Genesee-Hopper Bldg.

Utica, N. Y.



## Automatic Pencil for Chalk

THINK! Who is most important in the life of your child, next to you...? Teacher deserves this practical token of your appreciation: New HAND-GENIC, an automatic pencil that holds any blackboard chalk. Ends forever messy chalk dust on hands and clothes. No more recoiling from finger-nails scratching on board, screeching or crumbling chalk. Scientifically balanced, it makes chalk writing a smooth pleasure. NEW, DIFFERENT GIFT OF LASTING USEFULNESS. Every teaching hour teacher will bless HAND-GENIC... and your child. Sturdy metal construction, 3-Yr. written guarantee. Jewel-like 22K gold plated cap in beautiful contrast with onyx-black barrel. It's distinctive to use, thoughtful to give.

EXCLUSIVE! NOT SOLD IN STORES

HAND-GENIC SPECIALTY CO., Dept. P  
161 West 23rd St., New York 11, N. Y.

\$2.00, or only \$5.00 for set of 3 (cash, money order, check, no C.O.D.'s). Postage free. Satisfaction or money back. Same day shipping guaranteed.

MAIL COUPON TODAY!

HAND-GENIC SPECIALTY CO. Dept. P  
161 West 23rd St., New York 11, N. Y.  
Please rush \_\_\_\_\_ HAND-GENICS under your money-back guarantee.  
I enclose \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





**\$1.00 STOCKING STUFFERS!**

**A—Surprise Balls!**  
Made of yards of gay crepe paper. Unwind, and 12 little gifts fall out . . . dolls, whistles, etc. Mr. and Mrs. Santa, Candy Cane, all in Christmas colors. Each Surprise Ball (complete with 12 gifts) . . . **\$1.00**

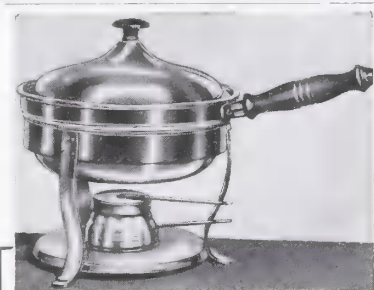
**B—Felt Gift Balls!**  
To hang on the tree, tie on packages. Each ball has a pocket in its back to hold money, a card, a diamond ring! 3 1/2" dia. felt circles trimmed with Christmas sparkle. 6 Balls, in assorted colors . . . **\$1.00**

**C—Tuba Toy!**  
A toy filled with toys! Pull out bottom of 11" Santa tube for a shower of play hats, puzzles, toys! Child will play with Santa long after his contents are explored. Each Tuba Toy . . . **\$1.00**

Send for **FREE** Christmas Catalog!

**Ward Phillips Co.**

12 Main Street  
Carpentersville 1, Illinois



### GLEAMING SOLID COPPER CHAFING DISH

Chafing dish cookery is fun, and it adds an exciting touch to meals. You'll find our beautiful solid copper chafing dish a wonderful addition for gracious entertaining, really fine cooking. Lined in pure black tin to retain all the natural food flavors, it has alcohol burner that really cooks, brass legs and walnut handle with matching knob. Holds two quarts. Guaranteed for years of pleasure and dependable service.

No. 1—Heavy quality model . . . **\$39.00**  
No. 1A—Lighter weight model . . . **\$26.90**  
13 1/4" heavy solid copper tray, ideal for chafing dish . . . **7.50**

Write for complete catalogue of other "666" specialties. No C.O.D.'s please.

**Bazar Français**  
EST 1877

666 SIXTH AVE. NEW YORK 10, N.Y.

You Won't Believe You'll Pay Just **ONE DOLLAR** for this clever



**COPPER 'n BRASS VITAMIN BOWL**

Yes - it's only **\$1**

Postpaid to you

**FREE!** Christmas Gift Catalog In color—write for it!

An adorable server for your essential food supplements. Yes, the delightful tiny golden tongs are included. Just 2 inches across, this glistening brass bowl with its rich silver plated interior is perfect for serving vitamins, pills, saccharin tablets, etc. The top is tight fitting and made of lacquered copper, deep toned for glamour. A most thoughtful gift for friends who use saccharin. Order several at this wonderful low get acquainted price of just \$1.00, postpaid.

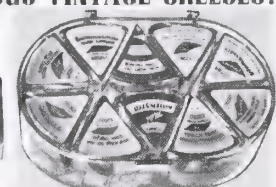
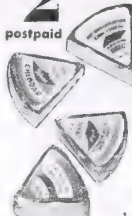
Satisfaction Guaranteed or Money Back.

**Foster House**

430-812 S. Jefferson St.  
Peoria, Illinois

Give a Jewel Box Brimful of **20 LUSCIOUS VINTAGE CHEESES!**

ONLY **\$2.95** postpaid



Here's a gift to please your most discriminating friends — and a wonderful gourmet's bounty for your own entertaining.

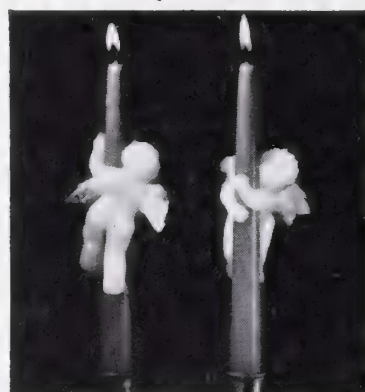
A fascinating assortment of 20 hearty, mouth-watering cheeses, beautifully packed in attractive, re-usable ruby-red plastic case. Delicious, exciting blends of superb processed varieties: Sharp Aged Cheddar, Smoked Cheddar, Wine Cheddar, Aged Gruyère Swiss, Munster, Brick, Limburger, Swiss and Tomato, Swiss and Kummel. Each luscious wedge is individually jacketed in gold foil to preserve intact its delicious flavor.

Order Now By Mail • Unconditionally Guaranteed Christmas delivery guaranteed E. of Miss. on orders received up to Dec. 22nd, West, Dec. 20th.

**Old World Cheese Company, Inc.**  
Dept. B, 245 Jericho Turnpike, Mineola, N.Y.  
Phone: Pioneer 2-4010



## WINDOW



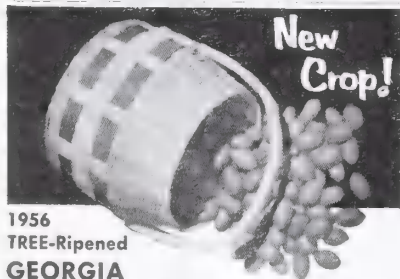
**CHUBBY CHERUBS** shinnyng right up your car and glowing with heavenly. They're fat little plastic angels pale pink with roly-poly bodies. When you see candlelight shining through their wings, can't help but grin with delight. They're copies of Dresden cherubs and are really a darling addition to any holiday setting! \$3 a pair. Vermont Crossroads, Waterbury, Vermont.



**BUCK HUNTING?** Who these gift-scurrying days? we've bagged a present for a lar which should take care of lots of problem men on your A gold-plated key ring is attached to a good nail clipper from which swivels out a car blank. A locksmith can cut it to fit any ignition. But please specify make and year of car. \$1.99. Sugar 'n Spice, 5446 Drexel St., Philadelphia 31, Pa.



**BLACK BEAUTY** is a true phantom example of the talent of the man from Connecticut. It takes wood (in this case, carved ebony wood), and it comes to life. We think it's a wood-sculptured horse below a museum, and certainly worth much more than he pays for them. This rearing horse is 4 1/2" high and costs \$12.50. M. E. Brasher, Chickadee Valley, Kent, Connecticut.



### 1956 TREE-RIPENED GEORGIA PAPER SHELL PECANS!

From the red old hills of Georgia, you get the finest full-flavored pecans grown.

**REDLAND BRAND**

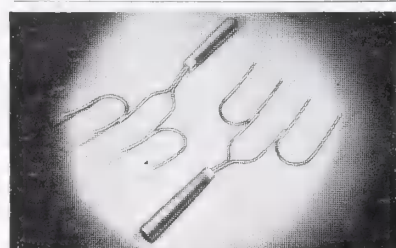
5 Lb. Basket Mammoth Stuarts . . . **\$4.95**  
10 Lb. Basket Mammoth Stuarts . . . **\$8.95**  
5 Lb. Basket Mammoth Schleys . . . **\$5.95**  
10 Lb. Basket Mammoth Schleys . . . **\$10.95**  
5 Lb. Box Fancy Large Stuart Halves . . . **\$9.75**  
5 Lb. Box Fancy Large Stuart Pieces . . . **\$8.25**

Send us your gift list

POSTPAID—INSURED

Write for **NEW BROCHURE**

**Harvey's**  
JONESBORO 1, GEORGIA



### IVES MEAT-LIFTERS.

the perfect practical gift for the Gourmet!

For any occasion, give a pair of Ives Meat-Lifters. Your thoughtfulness for safety in handling large roasts, hams, steaks, and fowl the easy, convenient way, will be doubly appreciated. No spills—no painful burns—no loss of tasty juices. Features stainless steel tines, natural wood, heat-proof handles. Approx. 12 1/2" long; overall tine spread 6 1/2". Mailed in self-storage box.

Send check or money order—sorry, no C.O.D.'s. **\$2.75** per pair. Money-back guarantee plus 25¢ postage in U.S.A.

**IVES NEW PRODUCTS, Inc.**  
208 Medical Arts Building • Richmond, Ind.

### Genuine IVORY COCKTAIL PICKS

Imported from Hong Kong



The most beautiful picks in the whole wide world. Hand carved designs: Buddha and elephant head designs; to 4" long. Used for cocktail tidbits, olives, lemons, meat balls, favors, prizes. Gift packaged in authentic and gold Chinese envelope. \$1.00 each, two postpaid. \$5.00 a dozen. Ideal for those "who have everything." Order today.

**B. TARPLEY (Imports)**  
1615 Kenyon St. N. W., Washington 10.



# SHOPPING



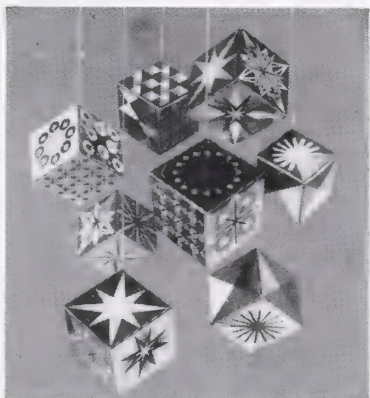
## LITTLE GIRL'S TEA

TY will be the gala event in the nursery if you give her this china set that is decorated with flowers and banded with gold. It's a service for 6, so she can invite her two best friends Raggedy Ann and Andy and battered Teddy Bear. Six cups and saucers, 6 sandwich plates, a teapot, sugar and creamer. 50 ppd. F.A.O. Schwarz, 745 Ave., New York 22, N. Y.



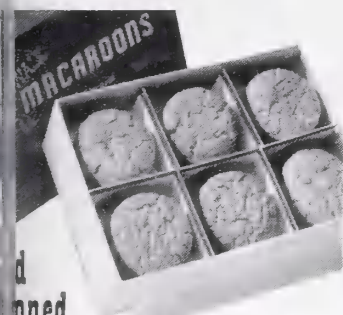
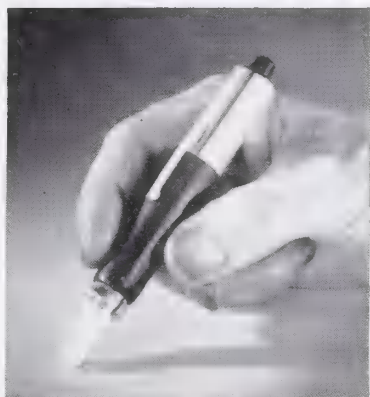
## HOW TO GET READY?

Consider trimming it with ornament-boxes of laminated aluminum foil. Each one 1 1/2" x 2 1/2", and every side is decorated with a different design. Turn slowly—a fascinating display of pattern and color. In the center you can put a gift certificate, jewelry. Set of 8. \$1: 12 ppd. 50. Ppd. Seth & Jed, Dept. 2, New Marlborough, Mass.



## FOR THE TEACHER:

We hope one of your pigtail or cow-pupils gives you this for Christmas. It's an automatic pen that holds a piece of chalk. It ends forever messy chalk and the chance of fingernails chipping on blackboard. Black barrel with gold-plated tip. \$2 each; \$5 for 3. Ppd. Genie Specialty Co., Dept. 51 W. 23rd St., N. Y. C.



## ALMOND MACAROONS

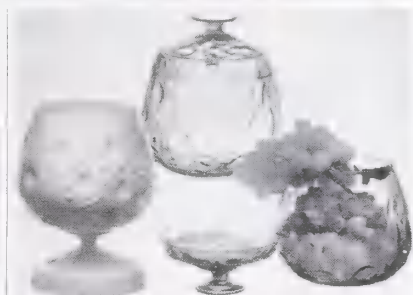
Just crunch through the crispy coating, get a mouthwatering taste of rich chewy almond center—and you'll have hit the high spot of anyone's Christmas! Munch them with ice cream, milk, ice cream, coffee. They're delicious every way! A flavorsome party favor... a delightfully unusual gift!

Box of 24 (illustrated) \$1.95, ppd.  
Box of 48 (Family Size) \$3.50, ppd.

**PEANUT MACARONS**—laced with Indian Rum! Shreds of delicious Philip-  
pocoanut are delicately blended with  
of finest Jamaica Rums. 1 lb. tin,  
ppd.

**GIFT WRAPPED**  
or Money Order. No C.O.D.'s Please,  
for FREE Folder of Other Assortments.

**L. ROTH** Macaroon Bake Shop  
Boardwalk, Dept. D, Atlantic City, N. J.



## HAND-BLOWN CRYSTAL TURNABOUT

It's a fruit bowl... a candy dish... a vase... a compote. Change its use with a simple turn of the lid. The versatile turnabout will solve many serving problems... is a charming gift for any hostess. Hand-blown textured crystal, in jewel tones of amber, amethyst, sapphire, smoke or milk white. 7 1/2" high, 4 1/2" across opening.

Complete, \$3.95 postpaid

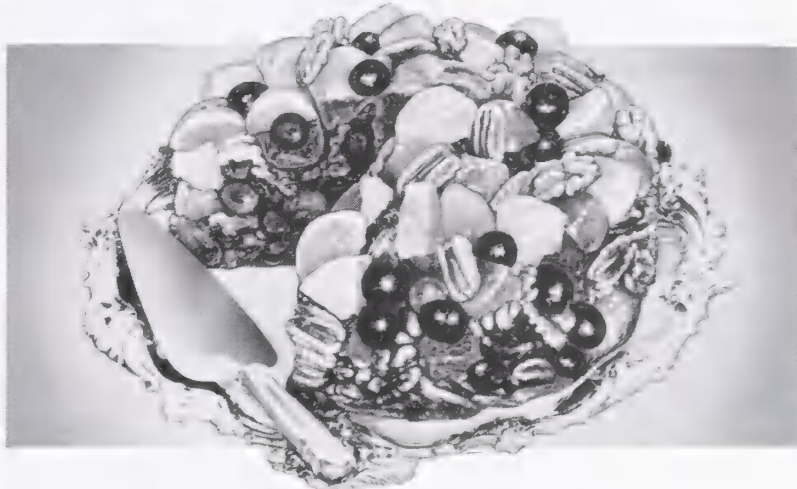
Send for free gift catalog. No C.O.D.'s

**Dunkhovens** 4115-A12 Lafayette St.  
Dallas, Texas

# Exciting Gifts

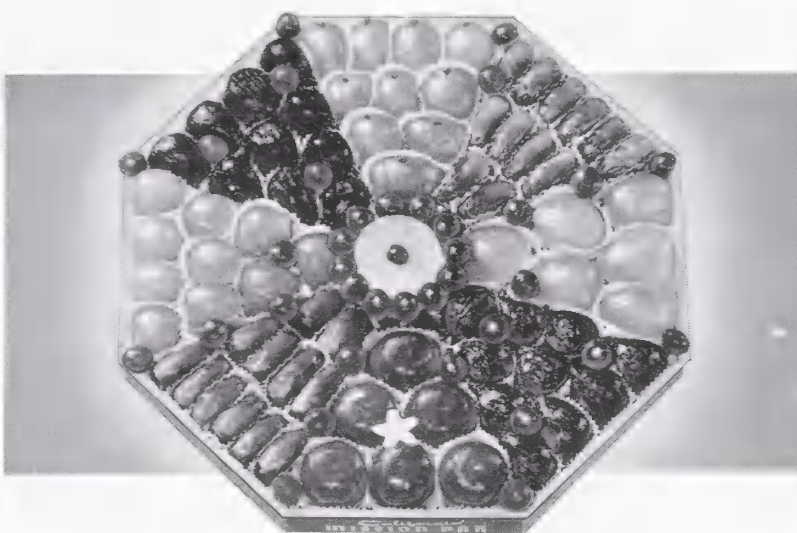
WITH THE MAGIC OF CALIFORNIA  
IN EVERY TEMPTING MORSEL

...so easy to give... so sure to be welcome



**HEAVENLY FRUIT CAKE!** No other like it in all the world. It took 7 years to perfect the recipe. No small pieces of dried fruits in this magical concoction... but *whole* fruits... magical Mission Pak glacé fruits! 90% fruits and nuts, only 10% batter. Great big tender cherries, huge chunks of moist pineapple, crisp, crunchy pecans and walnuts, and luscious, seedless white figs. Wonderful for Christmas gifts... great to have on hand all through the year for unexpected guests. We dare you to try one and be able to resist the urge to order more. Never sold in stores... just direct to you. Only a limited number available, so order today to be sure of getting this wonderful gift.

**3 BIG GIFT SIZES:** Gift No. 11, 1 1/2 lbs., \$3.45. Gift No. 12, 2 lbs., \$4.35. Gift No. 14, 3 lbs., \$5.95.



**GLACÉ CALIFORNIA FRUITS.** It takes a full year to prepare these rare fruit delicacies. You can't buy glacé fruits like these in stores. Repeated slow simmerings replace all water content with orange blossom honey and nectar syrups. Just the mist of honey sweetness surrounds each piece to blend with the *natural* flavors of freshly picked fruits... thick slices of pineapple and whole apricots, cherries, miniature pears, dates and seedless white figs. A tasty, low-calory substitute for candy... so inexpensive you can add extra people to your gift list.

Gift No. 1, 1 lb., \$2.29. Gift No. 2, 2 lbs., \$4.57.  
Gift No. 3, 3 lbs., \$6.29.

**JUST GIVE US THE ADDRESS... WE DO THE REST.** We festively wrap your gifts, enclose your card and ship *prepaid* anywhere in the U.S. Safe arrival and complete satisfaction guaranteed.

**FREE GIFT BOOK**—Shop in arm chair comfort! See 50 wonderful fruit gift ideas, in natural color to thrill your friends and compliment you. Write today!

REFERENCE: ANY LEADING BANK

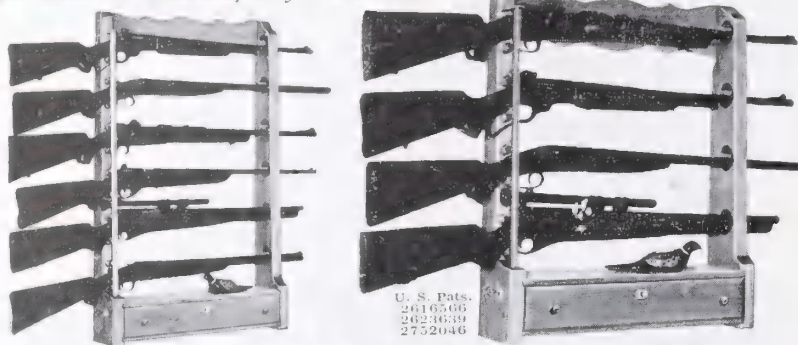
39 years experience making people happy at Christmas time.

**THE MISSION FOLK**

119 East 33rd Street, Los Angeles 11, California.



In Kits or Beautifully Finished



U. S. Pats.  
2616566  
2623639  
2752046

### SAFE-LOCK GUN RACKS

THE GUNS AND AMMUNITION ARE LOCKED IN

These handsome sturdy gun racks safely lock your guns in the desirable display position. The large drawer locks up ammunition, hunting knife, pistol, cleaning gear, etc. One key unlocks drawer and guns. Guns cannot fall or be taken out. Children, friends cannot tamper with them. The only ones of their kind. Hold all antique or modern guns, with or without scopes. Finely hand crafted in satin smooth honey-tone knotty pine or lovely maple or mahogany finish.

4-Gun Rack 24" x 28" x 10" \$19.95  
6-Gun Rack 24" x 40" x 10" \$29.95  
Upright 5-Gun Rack—21" x 41" x 10" \$29.95  
3-Gun Rack—24" x 21" no drawer (not shown) \$12.95

### IN COMPLETE KITS

4-Gun Rack \$11.95  
6-Gun Rack \$17.95  
Upright 5-Gun Rack \$17.95  
3-Gun Rack \$7.95

for easy, 1 hr. assembly. Prefitted, drilled, sanded, etc., with simple instructions.

**Yield House**  
Dept. B12-6  
North Conway, N. H.

Immediate delivery.  
Money-back guarantee.  
No C.O.D.'s.

## STUDY INTERIOR DECORATION

FOUR MONTHS' PRACTICAL  
TRAINING COURSE  
TWO YEARS' INTERIOR DESIGN  
Resident Day Classes

Start Feb. 4th. Send for Catalog

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

### Home Study Course

Starts at once. Send for Catalog C

Same training for those who cannot come to New York. Practical, useful and intensely interesting.

### NEW YORK SCHOOL OF INTERIOR DESIGN

29 East 72nd St., New York 21, N. Y.

### EVERYBODY NEEDS THIS FAMOUS "AUTOMATIC MEMORY"



LEVANT GRAIN COWHIDE

**MEMINDEX**—an unusual, handsome and welcome GIFT for any busy person. Handy dated or otherwise indexed CARDS fit both POCKET CASE (for temporary data) and DESK FILE (for permanent records). No transcribing. BONUS: Dated Cards for remainder of '56, if desired, with orders for '57... Style PK, Lexide (not illustr.) Pocket Case and Luggage Brown Leatherette Desk File, with Dated and otherwise indexed Cards, \$8.50. Genuine Levant Grain Cowhide Pocket Case and Leatherette Desk File, \$10.25—others higher. Postpaid when remittance accompanies order. All orders sent day received. Satisfaction guaranteed. Free folder. Write Department CC-6, Wilson Memindex Co., 149 Carter St., Rochester 21, N. Y. Do it today!



DESK FILE & POCKETCASE



## WINDOW



### PICCOLO PENCILS

topped with 8 different There's a teddy bear, Santa C doll, whistle, magnifying sailor, soldier, elf. Now, even penance of writing 100 time will not talk in class" won't like such a chore. After all, a child gets writer's cramp can always blow the whistle salute the soldier. Set of 8 ppd. Downs & Co., Dept. Evanston, Illinois.



### THE HUNT IS OVER

you bag this super-duper to for your very own or for an portant pair of newlyweds. pull-out crumb drawer, it pop-up toaster which allows inspection without interrupt the time cycle. Copper trim and enameled in white on sides, it's hand-painted in choice of upland or shore b \$37.50 ppd. Malcolm's, 6309 I tertown Road, Baltimore 15,



### FRAGRANCE IS MELODY

a tune that stirs the memory after the wearer has brushed you. Some fragrances are g. These are the hit tunes of perfume parade. And such a fume is Tobruk, exciting a beguine, haunting as the song which you fell in love. And it and lasts. One-half ounce, \$6 tax and postage from the perf shop of Michel Pasquier, 7 46th St., New York 36.

### NEW LOWER PRICES

Black Ornamental Switch Plates  
Single \$1.25 POST  
Double \$1.50 PAID  
Outlet \$1.25

Complete Line Available  
Send for new catalog of 1001 Unusual Home Accessories

A classic symbol of early America to grace your entrance, wall or fireplace. Antique black finish, cast aluminum 17 1/2" x 7 1/2".  
**\$4.95 POST PAID**

**WILLIAM SPENCER**  
RANOCAS WOODS, NEW JERSEY

### NEW! An unusual and handsome addition to your bar — or theirs

**\$7.50 Pair**

Mailed in attractive gift box

### SOLID BRASS AMERICAN EAGLE Bottle Beaters

Pulling corks, popping caps a cinch with these distinctive bar mates. Solid gleaming brass catches all eyes. Precision moulded, finely etched American Eagles assure positive grip and opening "toughies" becomes a feather-touch flick of your wrist. Makes any bar or mixing tray come instantly alive with just the right dash of luxury, refinement. 5 1/2" long, 12 ounces. For yourself or wonderful gift item send check or money order today. We'll pay postage anywhere in the U.S.A.

**FREE!** Write now for unique gift folder. Lovely and unusual items.

**The Mahogany Shop**  
61 Central Street Wellesley 81  
Massachusetts

### Nosegay Container . . .

For a real old-fashioned nose-gay effect, arrange your small flowers in this delightfully different metal lace container. Its dainty, delicately designed sloping brim, simulating a lace doily, is 8" in diameter and the water cup is 1 3/4" deep. Pure white enameled.

**Sloping Brim HB-204A \$2.50** postpaid  
**Flat Top HB-204 \$2.50** postpaid  
(not shown) 2 for \$4.80 postpaid

Fill one and use as a gift! Write for illustrated copy of "DBS Highlights" for flower arranging fans.



**Dorothy Biddle Service**  
Hawthorne 14 New York



### Something NEW for Family Gifts AUTOMATIC TOOTHPASTE DISPENSER

- eliminates the daily chase for toothpaste tubes, brushes
- provides a neat, hidden niche for tubes
- saves toothpaste • holds 6 brushes

Simply flip open permanent spring-hinged cap at bottom, turn and paste squeezes neatly, economically on brush. Easily installed on any wall material. Permanent Stainless Steel.

Encourages toothbrushing in children!  
Makes any size tube last twice as long!

**MADDOCK'S HOUSE** Dept. HB-2  
P.O. Box 4821, Warrington, Florida

Money Back Guarantee  
**\$3.95** postpaid



# SHOPPING



**HOW DRY YOU ARE!** And how fast you got that way with this new home and travel Hair Dryer. It looks like a torpedo with a handle on it. It blows hot and it blows cold. It works on AC current and on DC current. And it comes in a superb Moroccan leather travel case, monogrammed with any initials. Red or black, \$24.50 ppd. T. Anthony, 751 Madison Ave., New York 21, N.Y.



**THE BIRDS AND BEES** have flown in from Denmark, where they were hand-carved from pine cones and hand-painted, to become the pride and joy of a flower-arranging lady. Two inches long, they are wired for quick attaching to driftwood, pussy-willows, flowers. You'll want to reserve one bee for your bonnet! Gift box of 6 birds or bees, \$1.95 ppd. Johnny Appleseed's, Box 713, Beverly, Massachusetts.



**THE STAR FINDER** puts stars in a boy's eyes. An optical instrument of plastic and metal is 2 1/2" x 3 1/2" and comes with 30 illuminated charts to project on the heavens. He'll see stars, locate planets, outline shapes and name the constellations. An educational, intensely absorbing Christmas gift, it's \$1.98 ppd. Nouvelle, Ltd., 225 W. Erie Street, Chicago 10, Illinois.



## New! EXCITING TABLE GAME FOR ADULTS and TEENAGERS

### GRAND PRIX... the only authentic Sports Car Racing Game

The most thrilling racing game you've ever played! From 2 to 12 players may stage realistic, exciting races on actual reproductions of 2 world-famous racing courses. Little plastic cars, in brilliant colors, are raced according to their individual specifications—not with dice or spinners. A real game of skill—challenging as chess, exciting as racing—yet easy to play. Handsomely designed, attractively boxed, \$10.00 postpaid. Check or money order only. Conn. residents add 35¢ State Tax. **GRAND PRIX** Box 564-B, Fairfield, Conn.



## Isle of Guernsey Jug — For you know what



It will make a conversation piece and so very useful too, with the tight pouring top. You will want at least a pair for your very own. Made in Crown Ducal Ware—cream white with gold band, it stands 4 1/2" tall, the round middle measures a full 3 1/2" in diameter—holds half a pint with room to spare. Wonderful for hot milk or cold sweet cream; syrups, sauces and such. Charming gift for the gourmet cook on your list.

Gift Wrapped—Postpaid—\$3.50 each  
*Hunterdon House Shops*  
148 Main Street, Flemington, New Jersey

## "FRIENDS"



### AUTHENTIC "M.J. Hummel"

for a special place in your home, this beautiful large "Hummel" figurine, 11" high ..... \$40.00 ppd. for your collection  
5 1/4" high ..... \$8.00 ppd.  
BEAUTIFUL HUMMEL CHRISTMAS CARDS in color, assorted.  
36...\$2.25 ppd. 72...\$4.25 ppd.

Order from  
**Hildegard Studios**  
Dept. HB  
597 Farmington Ave., Hartford 5, Conn.

## SAVE! CUSTOM MADE DRAPES

Factory-to-you  
approx. **\$1.50** a yard Fabric by the yard \$1  
Send 25¢ for swatches, information  
Now you can buy beautiful draperies, custom made to your window measurements, for less than ready made. Send 25¢ for swatches of all colors of all fabrics, easy measuring directions, complete price information.  
**CARABAO SPECIAL PRODUCTS CO.**  
Dept. HD7, Box 3689  
2750 Hyde at Beach,  
San Francisco, California

## ENCHANTMENT ACCENTED

Beauty is most masterfully demonstrated with these distinguished sconces. In classic designs, they will enhance the appearance of your appointments whatever the decorating scheme.

**THREE LIGHT ROCOCO SCONCE**—solid brass, permanent lacquer finish, 15" high x 12" wide.  
\$21.50 pair  
\$12.00 each

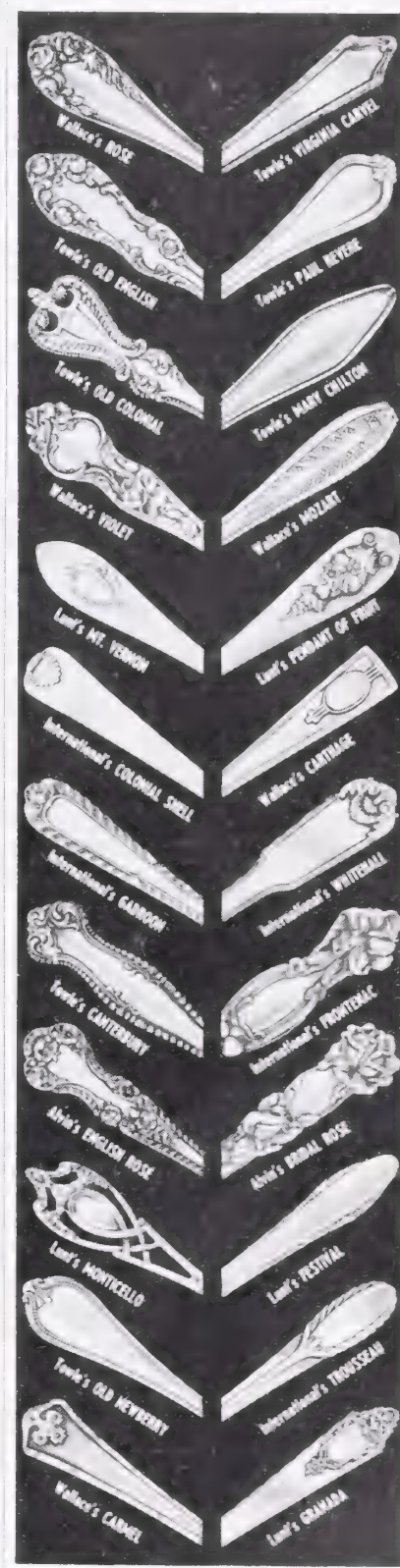


**MARIE ANTOINETTE THREE LIGHT SCONCE**—solid brass, permanent lacquer finish, 18" high x 13 1/2" wide.  
\$21.50 pair  
\$12.00 each

IMPORTED CRYSTAL PRISMS are extra and for 3 arms, one sconce, you need 18 costing \$2.50. For a pair of sconces—36 costing \$5.00. Express charges collect. Immediate delivery. No C.O.D.'s please. Illustrated folder of other designs gladly sent.  
**Forest Hills Gift Center**  
Dept. HB12, 103 Allen Street, New York 2, N.Y.

## OVER 500 ACTIVE, INACTIVE and OBSOLETE PATTERNS

FOR IMMEDIATE DELIVERY



Most of the illustrated and 500 other inactive patterns are available immediately. One of the world's largest silver dealers, we will also take your old silver in exchange on a purchase of any one of 100 new, current patterns.

Correspondence Solicited

## JULIUS GOODMAN and SON

Jewelers in Memphis since 1862  
21 Madison Ave., Memphis, Tenn.



## AMI OPEN-ALL



\$1.95  
postpaid Leather Sheath \$2.00

World famous champagne cork extractor, has dozens of other uses: bar, dinner table, kitchen, yacht, travel, fishing. Opens wine, liquor, all screw top bottles, crown caps, anchor and vacuum tops, cracks nuts, lobster claws. Fine, precision instrument. Chrome or gold finish.

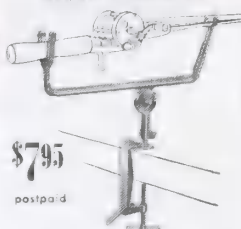


## FINE GIFTS

with appeal for all

Gourmet, Sportsman, Traveler, Wine and Liquor Connoisseur, male or female... here's a superb selection of deluxe gifts with genuine appeal. All are smartly packaged and carry Celebrity's 10-day refund privilege if not satisfied. Send check or money order. Descriptive literature, engraving, gold stamping and quantity discount details on request.

## AMI ADJUSTABLE ROD HOLDER



\$7.95  
postpaid

An extra pair of hands for trolling and still fishing. Attaches vertically or horizontally to seat or gunwale. Holds any type rod securely, yet releases it instantly. Points rod in any direction, at any angle and locks there. Neoprene cushioned — won't mar boat. Aluminum — won't rust.

CELEBRITY HOUSE, INC., Dept. HB, 3404 Main St., Buffalo 14, N.Y.

For Canadian orders write: G. H. Wood & Co., Ltd., Box 34, Toronto 14, Ont.



\$9.95  
postpaid

Safe'n Sound  
WAIST  
WALLET

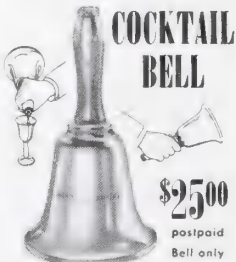
FOR MEN AND WOMEN Will delight any traveler. Keeps valuables from being stolen, lost, misplaced, dropped or forgotten. Soft, pliable suede leather. Two roomy 5" x 7" zippered compartments hold passports, money, traveler's checks, valuable papers. Inner 2" x 2" snap pocket for rings, jewels, precious stones. Adjustable 48" belt fits comfortably around any waist, under or over clothing.



PERFECT  
HOST

\$11.95  
postpaid incl. sheath

Smartest carving set ever designed. Adjustable, aluminum alloy tongs grasp any size roast or fowl. Unique, high carbon stainless steel carving knife is prong-tipped, doubling as a serving fork. Two serrated edges — fine and coarse — cut difficult tissue. Beautiful walnut handle. Leather sheath for storing.

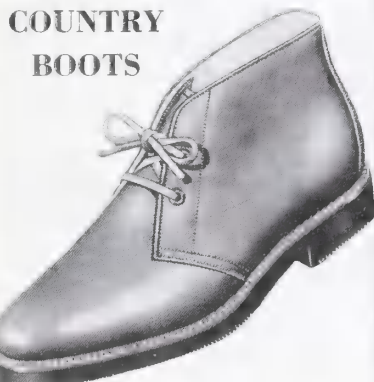


COCKTAIL  
BELL

\$25.00  
postpaid Bell only

Ring the bell — it's cocktail time! A real guest charmer. Trebles as cocktail shaker, patio bell and sports trophy. Holds 28 ounces. Swing it to mix. Remove handle to fill with ingredients and ice cubes. Pour drinks through easy-opening spout at top. High lustre stainless steel. Walnut handle. Set of 6 matching goblets \$25.00 extra. Matching tray \$25.00 extra.

Comfortable, Sturdy  
COUNTRY  
BOOTS



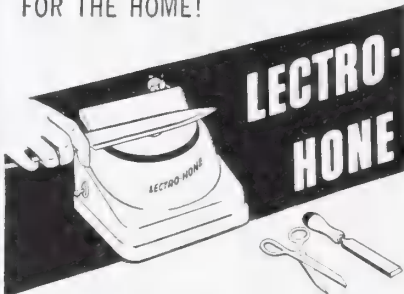
These will end your search for a boot that answers for comfort, warmth, and styling. Made by Bass, the famous Down East bootmaker, of rich, oil treated leather completely lined with soft, warm shearling. The Crepe rubber soles are easy on the feet — almost impossible to wear out; the Goodyear Welt keeps water out. Relaxing and casual in smart chukka styling. Rawhide thong facings. Men's are Brown; Women's are Black with red trim.

Men's whole sizes 7 to 13, C and E \$15.00 ppd. Women's whole sizes 5 to 10, A and C \$12.95 ppd.



Johnny Appleseed's  
Box 710, Beverly, Mass.

EXCITING NEW GIFT  
FOR THE HOME!



SHARPENS BY GENTLE HONING  
NOT HARSH GRINDING

For his fine tools, her expensive cutlery, scissors, etc. Lectro-Hone's super-fine low speed stone sharpens gently — the way barbers and craftsmen keep implements keen. So safe and easy with built-in guide — anyone can use it.

\$19.95

Order by mail under money-back warranty.

WARREN SALES CORP.

Box 161G, Cranford, N. J.

A Product of E. F. Britten & Co., Cranford, N. J.

## AMERICAN EAGLE

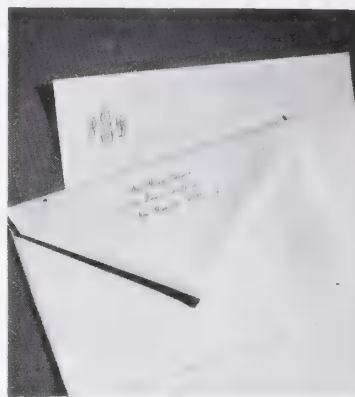
Majestic and stately! Perfect decorative accessory for wall, above fireplace, or any doorway. Inside or out. Authentic 3-dimensional detail in cast aluminum. Impressive 20" wing spread. Choice of antiqued Gold or dull Black. A true Yankee bargain!

\$5.50 ppd

Gifts! **MASTERCRAFT** 212HB SUMMER BOSTON 10, MASS.  
FREE! GIFT 'N GADGET CATALOG



## WINDOW



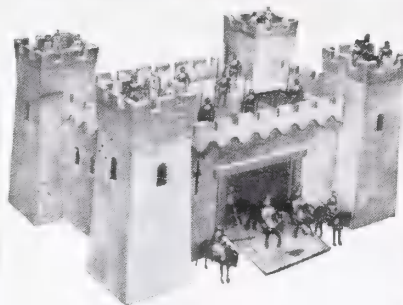
**ENGRAVER TO THE CZAR**, in the days of Imperial Russia, is now doing his beautiful work at a price you'd expect to pay for printed stationery! White, blue, gray or pink paper is *hand-engraved* with 2- or 3-letter monogram. Envelopes are script-imprinted with name and address. Box of 24 engraved and 12 plain sheets, 24 envelopes: \$3.25. Double quantity, \$4.50. Ppd. Pamela Engraves, 507 5th Ave., N. Y. C.



**COCA-COLA TRUCK** pauses at your house on Christmas Eve for the refreshing sight of Junior when he spots it under the tree. An exciting and well-made reproduction of the yellow and red Coca Cola truck is 14" long and stacked high with 6 cases of removable plastic Coke bottles to load and unload! A terrific haul for a small boy, it's \$9.95 postpaid. Meredith's, Evanston 25, Ill.



**LIGHT OF HIS LIFE** is an automatic electric cigarette lighter plus a press-button flashlight, contained in one slim nickel-plated pocket case. This is the kind of gift that men think is terrific. We've seen a group of tycoons carry on about this the way women do about a new diet! Just \$9.95 ppd. Order from Camalier & Buckley, 1141 Connecticut Ave., Washington 6, D. C.



## ROYAL FORT

Perfect Replica. Product of a hobby of two retired gentlemen. Handmade of heavy fibre-board 20 x 14 x 10 1/2. Hinged drawbridge on chains. Color is Spanish white. Nothing to assemble. Fort alone \$7.50; 28 pcs., horses, knights and implements, \$1.00. Shipping wgt. 10 lbs. Express Charges Collect.

## ROYAL FORT

74 Terhune Ave.

Passaic, N. J.



distinctive care  
for your clothes

Webb's Handcraft Care restores your expensive clothing with sheer beauty! Hand-cleaned, Hand finished! The original art of French Cleaning is recaptured, assured and guaranteed by Webb's. Have your treasured and expensive garments restored by craftsmen. **Heirloom Linens, Wedding Gowns** faultlessly restored and sealed against time and the elements.

**BONDED PICK-UP & DELIVERY ANYWHERE IN THE U. S.**

We pay shipping charges. WRITE FOR FREE BKLT., PRICES.

**WEBB'S**

97-10H VANDEVER AVENUE  
WILMINGTON 2, DELAWARE  
Chemical Heart of the World!



# SHOPPING



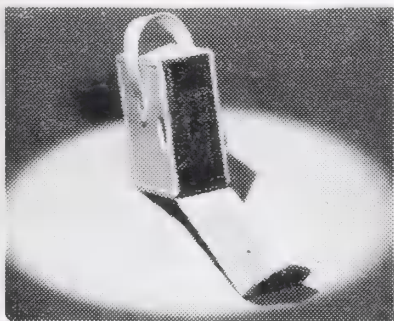
**JEWELS OF CHRISTMAS,** to wear with a full heart and your prettiest dress, should be as sparkling as the star atop the Christmas tree, as gay as a kiss under the mistletoe. And here they are. A gold-plated Christmas-tree pin, studded with rhinestones and pearls, is 1 $\frac{3}{4}$ " long. \$2.95. Matching Christmas wreath, 2" in diameter, is \$4.75. Tax and post, incl. Chalmar, Split Rock Rd., Syosset, N.Y.



**BELGIAN TAPESTRY TOTE BAG** makes even the family mending look exciting. Or you may use it to carry night-clothes for country week ends. Or for a career girl, it's a chic knapsack for transporting work home. It has a needlepoint flower design on a black background. With 4 brass ball feet and brass handle, it's 15" x 11" x 4", taffeta-lined. \$4.98 ppd. Here's How Co., 27-HB E. 22nd St., New York 10.



**PUTT IT HERE!** We've found a complete miniature 9-hole golf course that you can set up right in your own living room, or on the lawn. Polish up your putts by sinking a ball into the recessed plastic cups that are numbered like a full-size course. Complete with putter and ball, it's a terrific new game! \$2.98 plus 35¢ post. Salt & Pepper Shop, 90 Park Ave., Park Ridge, New Jersey.



Shoot it in . . .

## COLOR

New PRO CAMERA loaded with a roll of film to take 12 good pictures—IN COLOR.

This unusual gift for grownups, sportsmen and youngsters . . . the Pro Color Camera, all for only \$4.50. Saddle Tan Case—\$3.00 extra.

Black and White Pro Camera \$3.00; Case \$3.00 extra. Send check or money order. We will rush camera prepaid from:

**BEAURLINE INDUSTRIES**

740 Rossmor Bldg. St. Paul 1, Minn.

## NOISELESS SKATES IN GAY COLORS

There's something revolutionary afoot—wonderful new roller skates in gay crayon colors with noiseless wheels. Children love the bright colors—parents have blessed relief from clatter. Skates are rust-proof, self-lubricating, have silent, non-breakable nylon wheels. Adjust to children shoe sizes 8 to 12. Feather-light, perfect for beginners. Life-time guarantee. Crayon pink or blue with **\$2.95** contrasting color trim.

Send for free catalog. No C.O.D.'s.

postpaid.

**artisan galleries**

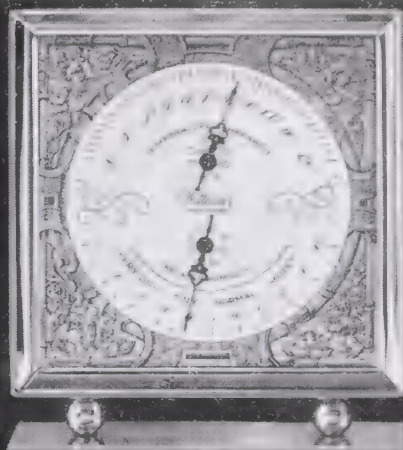
2100-A12 N. Haskell • Dallas 4, Texas



A gift for the weather-wise

Tells relative humidity and temperature

**\$7.95**  
Postpaid



**Wittnauer WEATHER-KEY**

A PRODUCT OF LONGINES-WITTNAUER

A decorative and useful gift is this Wittnauer "Four Winds" Weather-Key Instrument. The glittering gilt metal case with ball-foot base is styled with the subtle beauty of fine jewelry. The elegant dial is richly engraved with the mythological four winds. Twin dials with ornamental hands tell the relative humidity and the temperature. A decorative note for home or office. An articulate gift you'll be proud to give—that will be prized by all. Size 4" x 4 $\frac{1}{2}$ "

**TOURNEAU, INC.**

DEPT. B, BOX 117, GRAND CENTRAL STATION, NEW YORK 17, NEW YORK

PLEASE Send Me \_\_\_\_\_ Wittnauer "Four Winds" Weather-Key Instruments at \$7.95.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

(If to be sent as a gift, send us gift card and insert mailing address above. We will enclose card and mail direct.) Satisfaction guaranteed or money refunded.

Total Enclosed \_\_\_\_\_

Check ☐

Money Order ☐

Sorry No C.O.D.'s.



## Gentleman's Jewelry Case

CUSTOM-MADE IN FINE LEATHER

A complete organizer. Designed like the cases jewelers use for their rarest gems, it is suede lined over foam rubber padding. Holds up to 24 pair cuff-links, rings, studs, watches, etc. Moire-lined snug-fit cover with brass hinges. 9 $\frac{1}{2}$ " x 7" x 1 $\frac{1}{2}$ ". Turf, maroon, green or black. Gold-tooled. **\$15** ppd.

Free gift and fashion catalog.

**Here's How Co.**

Dept. HB12, 27 E. 22 St., New York 10, N. Y.

## SENSATIONAL FURNITURE POLISH

Don't clutter your pantry with unnecessary bottles. Triple action all out of one bottle.



REMOVES stubborn surface spots  
CLEANS dirt and grime

POLISHES to high, dry lustre. Covers minor scratches. For all varnished, shellacked or lacquered surfaces. ENTERTAIN WITHOUT FEAR! Just apply REVIVA and surface spots will vanish like magic. Once you have used REVIVA, you will never be without it. Consumer tested and accepted for over 15 years.

Quart \$3.00 Pint \$2.00 Half-Pint \$1.50  
Plus postage. No c.o.d.

MRS. MARK JACKSON'S STUDIO B  
123 West 57th Street, New York 19, N. Y.

## BACK DOOR KNOCKER.

This is the part of the cat that goes over the fence last—and we think it's terrific for your kitchen or patio door. Of black iron, about 7" high, it mounts easily with two wood screws which are included. \$4.75. In solid brass it is \$6.75. Postpaid from Tennessee Chromium Plating Co., 206 Louise Ave. N, Nashville, Tenn.





## UNUSUAL GIFTS FOR GOLFERS



**Chrome Plated  
GOLF SCORER**

It's worn on the wrist to register and total your golf score. A click of the button does away with pen and pencil. Comes with genuine leather watch strap.

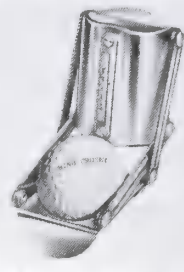
**\$3.98** postpaid



**Jeweled Golf Tee  
GOLDEN KEY RING**

Rhinestone-studded gold-plated golf tee key ring is key-riffic! Use the golf tee as a spare, and your key ring acts as a drag. Gives "That Diamond Jim Feeling".

**\$1.35** postpaid



**Professional Deluxe  
GOLF BALL MARKER**

Engraves your own name on your favorite golf balls. Scientifically constructed for sharp clear impressions that will not rub off. Complete with waterproof ink for scores of impressions.

**\$3.95** postpaid

Satisfaction Guaranteed or your money refunded!

**Lowy's**

Creations

260-B 116th St., Rockaway Park, New York

Enclosed please find..... Enclosed please find..... Enclosed please find.....  
for....Golf Scorer(s) for....Key Ring(s) for....Golf Ball Marker(s)

SEND TO .....

ADDRESS ..... CITY ..... STATE .....



### Add a touch of Victorian Charm

to your home with an exact brass plated copy of great-grandmother's wall bracket lamp with swivel hinge. Enhances beauty of any wall in your home or club house. Complete with milk glass lamp, 100-watt electric adapter and kerosene burner. May be used either as electric or kerosene lamp.

Only **\$12.50** Postpaid in U.S.  
No C.O.D.'s

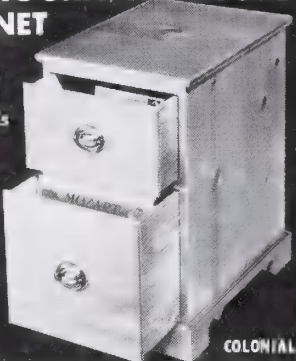
**JACK DANIEL CENTRALIA ILLINOIS**

### PHONOGRAPH RECORD CABINET

an end table designed for records



MODERN



COLONIAL

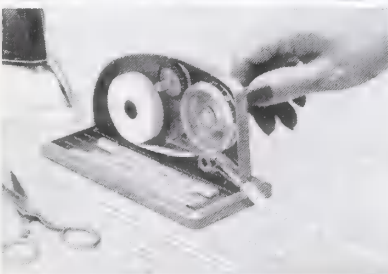
To keep your phonograph records in... and use as an end table, too (one of its many finishes and styles is sure to match your decor). 7" records go in the top drawer, 10's and 12's in the bottom. Removable dividers protect records (and their cases) and keep them upright despite very generous capacity. Hand-made with dovetailed drawers set on hardwood rails, antiqued hardware. Specify Modern or Colonial and finish.

16 1/2" x 22 1/2" x 28" high  
See matching End Tables on pages 70 and 75  
Write For FREE Catalog.

**KNOTTY PINE** unfinished... \$29.95  
pune finish... 32.95  
**TUPELO WOOD** unfinished... 32.95  
maple, mahogany, walnut finish... 35.95

Quick delivery. Express charges collect. Satisfaction guaranteed. Send check or money order.

**Jeff Elliot Craftsmen**  
Dept. B-126, STATESVILLE - NORTH CAROLINA



### New TAPE-WRITER

Takes The Work Out Of  
LAUNDRY-MARKING!

Print your own iron-on name tapes with wonderful new Tape-Writer and your laundry-bound linens, campus or camping togs are ready to go, in minutes! Just spell out name and address with the removable plastic type. Then flick the switch and out come professional-looking name tapes, ready to be ironed on any fabric! No sewing. No tedious work at all! Comes with complete set of type, easy directions, 2 bottle of washproof ink, brush applicator and three 224" rolls of tape—enough to mark 200 articles. Makes an unusual and most welcome gift. Treat yourself, too.

Only **\$3.98** ppd.

Mail Orders Filled Promptly

**Max Schling Seedsmen, Inc.**  
538 Madison Ave., Dept. 660,  
New York 22, N. Y.



### NEWLYWED TELLS ALL ABOUT HER SECRET LOVE

Like many newly married couples, the Jack Harls of Park Forest, Ill., had a limited budget. They had to furnish their home a bit at a time. Mrs. Harl loved what furniture they had. It was beautiful; but her big worry was how to keep it that way. A Free Catalog solved her problem. Now she has peace of mind because her furniture is protected by fitted covers, made of amazing Window Clear plastic.

Mr. Harl can relax on the sofa to his heart's content without fear of dirtying the upholstery! These sturdy covers are non-porous so dust, dirt, liquids cannot get through. They give complete, full-line protection. And the plastic is super-clear—so every detail of upholstery color and pattern shows through. Mr. Harl says, "Thanks to your wonderful covers, I can keep my new sofa and chairs as clean and lovely as the day they were delivered. Your covers fit good, look good, and are so inexpensive, I recommend them to anyone who wants to keep their furniture clean all the time!"

To protect your furniture, write today for FREE CATALOG. Shows over 150 easy-to-order styles, including latest Bumper and Sectional models. FREE Sample of super-clear plastic included. HOUSE OF SCHILLER, 180 N. Wacker, Dept. HB-14, Chicago 6, Ill.



## WINDOW SHOPPING



### SAUCE FOR THE GOOSE

or Holiday bird is clearly elegant in a simple and beautifully designed Aladdin's Lamp sauceboat. It comes with a silver-plated ladle and can make a second trip to the table, proudly holding chocolate sauce for the ice-cream dessert. Handmade of glass to blend with your fine china, it's 7 3/4" long, and a bargain at \$2.95 ppd. Lee Wynne, 5446 B 12 Diamond Street, Philadelphia 31, Pa.



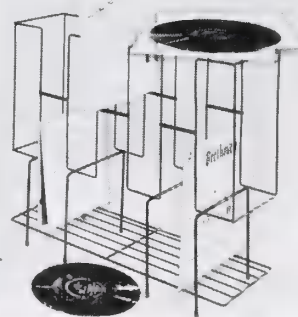
**SANTA IS LOADED** for a brilliant performance on Christmas morning. Made of red felt, sparkling with glitter, these old-fashioned Santas have a ribbon to loop over a branch of the tree or to hang with gaiety from the mantel, and a pocket in the back to insert a small gift of money, perfume, lipstick, a jewel. 2 are \$1; 6, \$2.75; ppd. Elizabeth McCaffrey, Dept. B12, Orange, N. J.



**TOOL KIT KEY CHAIN.** A leatherette case, just 3" long, is fitted with stainless-steel pliers and a screw driver! Give it to your Mr. Fix-It, and he'll be ready to cope with any emergency. Better get one for your own purse, too! It hangs from a nickel-plated key chain, and the nice price is \$1.25 ppd. Crown Craft Products, 246 Fifth Ave., New York 1, New York.

(Please turn to page 53)

**COLLECT RECORDS?** Then this is for you! Wrought iron cabinet shows-off 200 albums. Ten compartments for your symphonies, ballets, operas, jazz, dance and show-albums. 25"x22"x10". Please remit \$9.95; express chgs. collect; from Leslie Creations, Dept. 205F, Lafayette Hill, Pa.



## The New-York Times CIVIL WAR NEWSPAPERS

VOL. X, NO. 200  
NEW YORK, MONDAY, JULY 15, 1861  
THE GREAT REBELLION  
Highly Important from Western Virginia  
Surrender of Gen. Fremont to the Rebels  
Gen. McClellan in Full Pursuit of Grant  
IMPORTANT FROM VIRGINIA  
Celebration of the National Flag at Springfield  
The Rebels Rout the Army at Manassas

Not reproductions but the REAL thing—various New York newspapers actually printed during the Civil War. A rare and unusual possession increasing daily in value.

Useful for home and office decoration, game rooms, trays, lamp shades, etc. Entire collection to be sold on "first-come" basis. Supply limited. \$5.00 each, postpaid.

**THE ABRAHAM LINCOLN MUSEUM**  
(OPPOSITE THE LINCOLN HOME) • SPRINGFIELD, ILLINOIS



# WORLD'S **FIRST** PORTABLE **ELECTRIC** ICE CRUSHER... *Ice-O-Matic*<sup>TM</sup>



**It's New! It's Electric! Nothing to attach . . . Nothing else to buy**  
*Just plug it in... and bring on the ice!*

The most wonderful idea in ages. Ice "custom crushed" just the way you want it. New magic for the hostess who loves to thrill her guests with unusual surprises. Tart seafood cocktail in a nest of sparkling ice, frosty desserts and crisp salads, the welcome tinkle of ice in a long, cool drink.

It's all so easy with Ice-O-Matic, the fabulous new all-electric ice crusher.



(A) Safety-feed door swings in to receive cube or lump ice. (B) Dial your ice! Any setting from very fine to extra coarse. (C) Large ice drawer holds output of standard ice-cube tray.

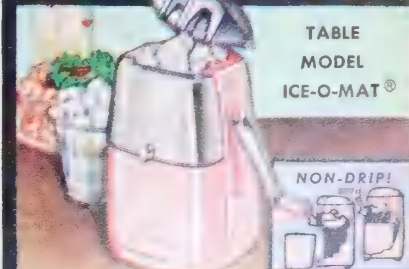
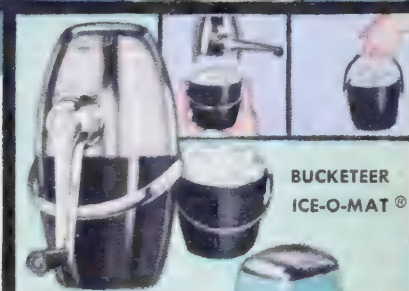
Ice-O-Matic whirrs into action at the touch of a switch. Gobbles up ice as fast as you can feed it in. Crushes cube or lump ice any way (from extra fine to nugget-size).

It's portable—light and compact as a toaster. Use it anywhere . . . on your patio, in the dining room, living room or activity room. Ice-O-Matic is a handsome streamlined beauty powered by a husky motor—so quiet you scarcely hear it.

A wonderful gift for the host or hostess who likes to put the party on ice. See this revolutionary new Ice-O-Matic today. Be the first to own one.

Only **\$29.95**  
in U.S.A.

*At Better Dealers Everywhere or Write.*



Only Rival offers a choice of electric or non-electric ice crushers. See these Ice-O-Mats at your dealer. Prices start at \$7.98.



**MANUFACTURING COMPANY, KANSAS CITY 29, MISSOURI**

**RIVAL MFG. CO. OF CANADA, LTD., MONTREAL**



Always inspiring . . . forever treasured . . . mellow *solid* knotty pine in a delightful new design with characteristics inherited from the colonial Moravian and Quaker craftsmen. Open stock group enables you to choose the exact pieces to fit your rooms and needs.



Enrich Your Home with Glorious

## Piedmont Pine

Beautiful SOLID Knotty Pine Superbly Crafted



Years after you choose a grouping of Unique's Solid knotty pine, you will be enjoying it as much as when you first put it in your home.

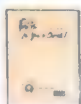
These beautiful pieces are crafted with a century-old skill perfected through generations of working in *Solid* woods. Excellent variety of occasional pieces. Sofas and chairs have foam rubber cushions with zippered covers. Combine with dining room pieces in popular living-dining room areas.

# Unique

WINSTON-SALEM, NORTH CAROLINA

Master Woodworkers Since 1854

Bring into your home the same integrity of craftsmanship and design characteristics of our forefathers. Choose a dining room group in this *new solid knotty pine*. Open stock permits arrangement to suit your own house or apartment. Inevitably the pieces will become dear and familiar, expressive of your own way of life.



WRITE FOR NAME of exclusive dealer nearest you. For a complete brochure of the new *Piedmont Solid Knotty Pine* group showing all pieces available for bedroom, dining room and living room, send 3¢ in coin to Unique Furniture Mfg. Co., Dept. HB256, Winston-Salem, North Carolina.

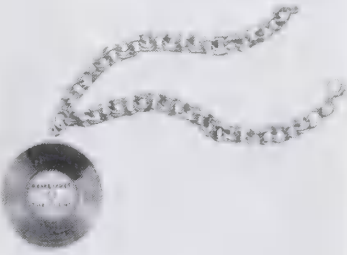




## WINDOW SHOPPING

CONTINUED FROM PAGE 50

**THE SONG YOU FELL IN LOVE TO** gains immortality with this 14k gold charm of a miniature record which is custom-engraved with any song title you wish. Center is set with genuine point diamond. One inch record charm and handmade double spiral bracelet. \$39.50. Record charm alone. \$19.50. Tax and postage included. Holiday House, 12 Bellevue Theatre Bldg., Upper Montclair, New Jersey.



**HOW DOES YOUR GARDEN GROW?** Right on the wall all winter long we hope! This pretty pine wall garden is finished in honey-tone pine, mahogany or maple, comes in single or double widths and has removable planters. Single width, 10" x 23", \$0.95; double width, 19" x 23", \$4.95. In 20-minute easy-kit form. \$7.95 and \$9.95. Ppd. Yield House, North Conway, N.H.

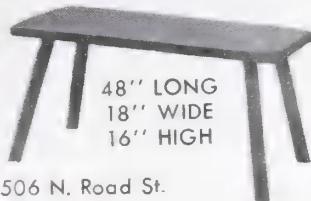


**LINK ON HER MIND?** If you can't indulge her pash, put tongue in cheek and order this money "Do It Yourself Mink Coat Kit!" Maniacs, misers and men about town will seize on it with great glee. Complete with silly instructions, poetry, trap, oil, felt-stretcher and tacks, skinning knife and a mating-call whistle, as a gag for which she'll pelt you. \$2 ppd. Luxuries, Inc., Dept. Box 359, Oshkosh, Wis.



**SIMPLY CHARMING...CHARMINGLY SIMPLE** Handmade and hand-finished. The legs are edged into the thick (1 1/2") top for lasting sturdiness, Early American authenticity. SC-1, Pine, finished in our antique pine color. \$19.50 SC-2, Maple wood, finished as pine, maple, mahogany, walnut or cherry.

Early American Slab Coffee Table



48" LONG  
18" WIDE  
16" HIGH

Speed express charges collect. Satisfaction Guaranteed. C.O.D.'s. WRITE FOR FREE CATALOG.

**NORTH BRITT** Dept. HB-5, 1506 N. Road St. ANTIQUES & REPRODUCTIONS ELIZABETH CITY, N.C.

### HACKNEY'S FABULOUS Seafood Delicacies

Seafood delicacies made according to Hackney's exclusive world famous recipes. Give these delicious delicacies for an unforgettable Christmas.

- |                                  |              |
|----------------------------------|--------------|
| 2 cans Hackney's Clam Chowder    | (16 oz. ea.) |
| 3 cans Hackney's Fish Chowder    | (16 oz. ea.) |
| 2 cans Hackney's Clam Broth      | (16 oz. ea.) |
| 1 can Hackney's Snapper Soup     | (16 oz.)     |
| 1 can Hackney's Alaska King Crab | (7 1/2 oz.)  |

Packed In Handy Hamper With Holiday Bow and Gift Card \$7.75 ppd.

**HACKNEY'S**  
WORLD FAMOUS RESTAURANT

215 Maine Avenue Atlantic City, N. J.



## Down Comforts Beautifully RE-COVERED

...in exquisite down-proof satins, taffetas, sateens. Wool Comforts Re-Covered Too.

★ ALSO ...Old Featherbeds converted into heirloom, cloud-soft feather-fluff comforts by ALDEN secret destemming process.

**Absolute Satisfaction Guaranteed**

Send for **FREE**

Samples of Coverings, Testimonials, and Descriptive Folder.

**ALDEN COMFORT MILLS**  
BOX 6070  
DALLAS TEXAS

I have ☐ An Old Down Comfort ☐ Featherbed ☐ Pillows which may need re-covering or converting into a beautiful Alden Heirloom Comfort. Send FREE samples of coverings and literature without obligation.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_

© 1952



### 50 WAYS TO PLAY SOLITAIRE!

The perfect gift for invalids, travelers, shut-ins! Featherweight styrofoam game board, so easy to hold and carry (12" x 14"), sets up to play more than 50 varieties of Solitaire. Comes with deck of "Patience" size cards and booklet entitled "150 Ways to Play Solitaire" giving fascinating variations of the game. A happy time-passer for one with time on his hands!

Complete set .....\$3.95

Send for FREE Christmas Catalog



**Ward Phillips Co.**

12 Main Street  
Carpentersville 1, Illinois

## DAINTY & SWEET STERLING SILVER SUGAR TONGS



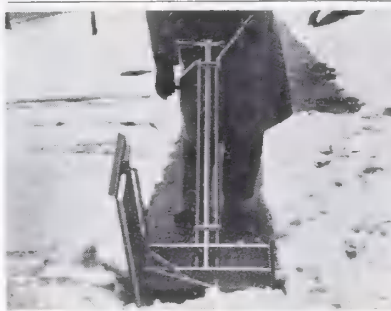
Beautifully patterned and distinctively designed to match your finest silver. These gleaming sterling silver sugar tongs will compliment the nicest sugar bowl on the nicest table. Tong handles are flexible, yet durable. Tong clamps are either silvery maple leaves or delicate roses. Useful for Manhattan cherries or Martini olives, too. 3 1/2" long. Beautifully boxed for that special gift. Satisfaction guaranteed. Order #G778A for Leaf design or #G778B for Rose design.

ONLY \$1.39 ppd. (tax incl.) Two for \$2.59

Send for New, Free Catalog of Unusual Items.



**Downs & Co.**  
Dept. 1182E, EVANSTON, ILLINOIS



## SAVE YOUR HEART!

Shovel Snow Without Lifting

Don't be among the thousands of heart casualties this winter. The new two wheeled Heart Saver Snow Remover cleans snow better—faster and ends lifting or pushing strain. You do not plow but simply wheel into snow—push the lever and the top flips the snow 3 to 6 feet (to either side desired). Will remove snow up to 14" deep without strain. Quality welded steel construction lasts for years. Only \$29.95 postpaid. Money back guarantee.

**ALSTO COMPANY**

Dept. HB-12, 4007 Detroit Ave., Cleveland 13, Ohio



## Now! PRE-ASSEMBLED, READY TO FINISH AND HANG INTERIOR ADJUSTABLE Shutters

All you need is a screw driver (and some stain or paint) to finish and hang these SHUTTERCRAFT INTERIOR ADJUSTABLE SHUTTERS to fit your doors or windows. Send inside measurements of doors, windows, bars for low price of these beautiful, custom-made shutters, which we will now also trim and rabbet to size for you. No nailing or gluing required. Instructions with each order. We ship all over the world.

Send only 29¢ for new illustrated brochure.



Dept. 8-43

101 NO. SANTA ANITA AVE. ARCADIA, CALIF.



## Catch Wax Drippings with

### IMPORTED CRYSTAL BOBECHEs

choose from  
8 glamorous  
styles

These lovely, inexpensive wax-catchers will prove the best investment in table glamour you've ever made. Slips down over the candle to catch the candle-drip, and save table linens. And... its radiant crystal, glitters with the flash of the candle flame above. Each bobèche is 3" across... with a 1" opening for candles. Perfect too for candelabra, sconces, chandeliers. Satisfaction guaranteed.

- Minimum order 6 bobèches.
- Check or money order.
- Other styles available.
- Add 45¢ for postage and handling.

A .....29 ea. E .....59 ea.  
B .....69 ea. F .....59 ea.  
C .....39 ea. G .....69 ea.  
D .....59 ea. H .....69 ea.

**PAULEN CRYSTAL CO.**  
296 Broadway, Dept. HB-126, New York 7, N. Y.



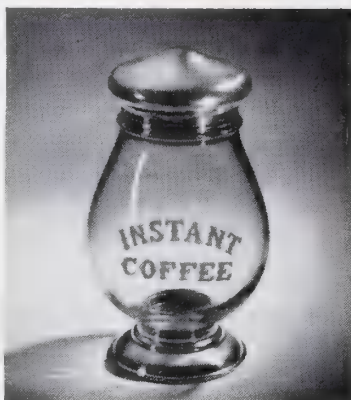
## WIND O W



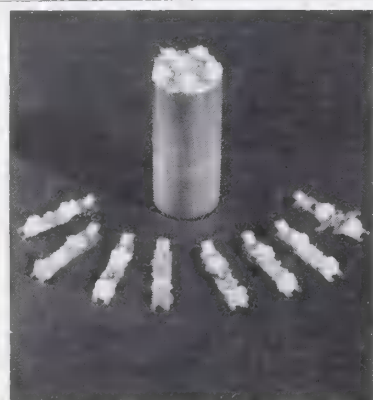
**CUT-OUTS FOR THE TREE**  
are shining examples of good design and so much fun, the whole family will cut-up on Christmas Eve. Kriss Kringle ornaments from 1½" to 5" high come shimmering gold and silver sheets to be punched out, folded into angels, stars, etc. Lovely in the window, on a mantel, set of 80 pieces \$1.75 ppd. Helen Gallagher, Fulton Street, Peoria, Illinois.



**SUGAR DADDYS** from all over the world are assembled in one show-off box, and they cause plenty of sweet talk during the holidays. Imported from Italy, they're made of marzipan and wear colorful native costumes of pure sugar. Two countries are represented with 2" candy ambassador from each. \$1.25 per set; two sets for \$2.50 ppd. Breck's of Boston, 792 Br Bldg., Boston 10.



**INSTANT SUCCESS** is the most handsome of all coffee holders that glamorizes instant coffee in a junior size jar of it. With a silver-plated top and base, it's made of sparkling crystal and the opening allows for easy spooning without any spills. 5½" high. "Instant Coffee" is engraved on front. \$7.75 ppd. The Lill Shoppe, 20 Armat Street, Philadelphia 44, Pennsylvania.

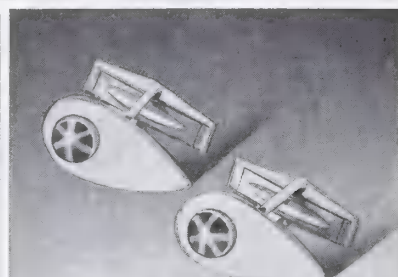


### Bejewelled Clips

Pin-up girls with pin-up curls needn't run for cover when the doorbell rings if they have this Hair Clip Kit. They'll love this golden metal case, lavishly studded with rhinestones and pearls, containing eight similarly bejewelled clips. This means that when your hair is up you'll be crowned with jewels. \$5.50 postpaid. Extra jewelled clips \$3.95 dozen.

Send for free catalog

**TOWNSEND HOUSE** Dept. B-12  
645 Bergen Ave., Jersey City 4, N.J.



Fit for a V.I.P.... or for your own successful man. Magnificent prestige cufflinks of 14K yellow gold with the forward look of the jet age. Settings glow with the starfire of superb Linde star sapphires.

\$99.00

the pair  
F.T.I.

SHOWN ACTUAL SIZE

Prompt, secure delivery,  
Satisfaction assured.

Catalog  
On  
Request

*Holiday House*

112 Bellevue Theatre Bldg., Upper Montclair, N.J.

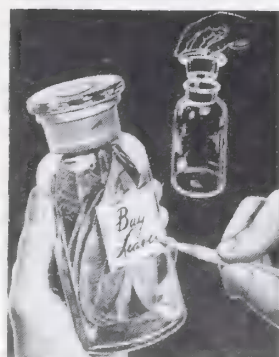
### APOTHECARY BOTTLES

... attractive many-purpose bottles  
with ground glass stoppers!

Useful storage containers with full 8 oz. capacity for dried fruit, spices, herbs, shelled nuts, bath salts, powders, bolts, nuts, screws, spare parts, etc. Each bottle is 5½" tall x 2½" dia. with 1½" wide mouth large enough for insertion of measuring spoon and are the same as seen in prescription depts. of drug stores. Contents continually visible, attractively displayed and are kept intact with ground glass, air-tight stopper. Set of 5 including 10 gold-edged gummed labels for quick spotting of "look-alike" contents all for the terrific value price of only \$4.95 postpaid. No C.O.D.'s

Ask for FREE Gift 'n Gadget Catalog!

**MEREDITH'S** Evanston 24, Ill.

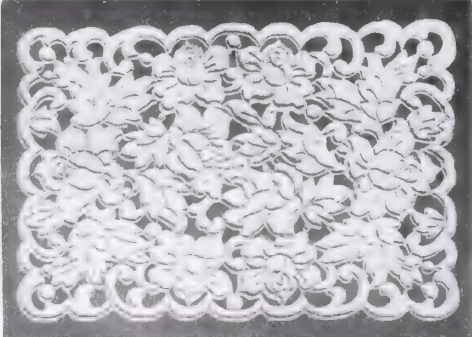


**Richelieu Place Mat** that looks just like classic hand embroidered Italian Linen. Actually it's plastic, the modern miracle that can be cleaned with a damp cloth or right in the dishwasher with soapy suds. All cut out, ready-to-use! It's lovely enough for very important dinner guests! Colors: White, Leaf Green, Pink, Yellow, Red, Gray, Turquoise, Brown.

69¢  
EACH

PLEASE ADD 15¢  
FOR POSTAGE  
AND SHIPPING

**CHARLOTTE THOMAS**  
Famous Hand Embroidered  
Sewell, B 12 New Jersey



You will ENJOY  
pleasant, vigorous  
**VIBRATORY MASSAGE**  
with the Genuine  
**Battle Creek**  
**HEALTH®**  
**BUILDER**



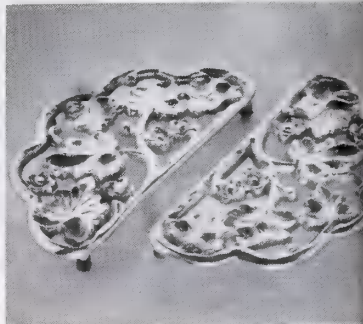
"TOPS" for  
the Home, for Athletic Clubs,  
for Reducing Salons—for MEN and WOMEN!

Enjoy the relaxing, stimulating benefits of efficient vibratory massage! Health Builder gives you pleasant, scientific deep-tissue manipulation—"at the snap of a switch." Helps weight and figure problems, muscle-toning, blood circulation. Widely used in Health institutions. Built for years of service—fully guaranteed. **WRITE FOR FREE LITERATURE TODAY!**

Special spiral-bound book "How to use your Battle Creek Health Builder" shows 20 applications plus weight chart. \$1.65 ppd.

Reg. U.S. Pat. Off.

**Battle Creek**  
EQUIPMENT CO.  
Battle Creek 23, Mich.



### TWO IN ONE!

A charming and practical trivet that expands beautifully to cope with your Christmas turkey or can be used separately for your vegetable dishes or coffee pot. Place together it forms a circle 8½ inches in diameter. A sturdy lifetime gift. In polished aluminum to blend with your silverware, or in brass.

\$8.50 Ppd.

**THE HILLTOP SHOP**

8611 Germantown Ave. Philadelphia 18, Pa.



# SHOPPING



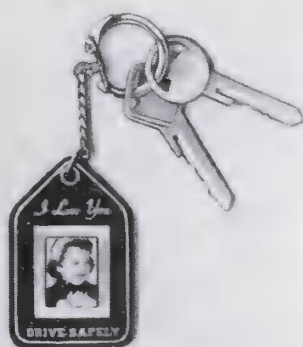
**LOOK WHO'S RIDING A ROCKET!** It's Santa himself, making like a space cadet, and from the look on his face, the old-fashioned reindeer and sleigh were never like this! Made of red and white ceramic, 4" long, they're ornaments that will give your tree an out-of-this-world look. With hanging cords. \$1 for a pair. Three pairs for \$2.50. Ppd. Taylor Gifts, Wayne 1, Pennsylvania.



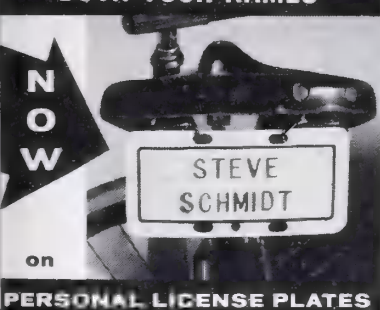
**FOUR PARTS MAGIC.** Fragile-looking as a crystal bubble, this best-selling decanter from France has four sections for liqueurs, each with its own pouring spout. Fill it with *Creme de Menthe*, brandy, Grand Marnier and Drambuie, and your cordials will have a kaleidoscopic splendor. \$5.95 ppd. Extra stoppers, 25¢ each. Order from Bertram Shrier, Ltd., 1145 Connecticut Ave., Washington 6, D.C.



**"I LOVE YOU" KEY CHAIN** admonishes a Barney Oldfield to *Drive Safely*, and makes the plea strike home by framing a picture of the one who loves him in a gold-plated window on a leather shield. "I Love You" and "Drive Safely" are stamped in gold on brown, red or navy leather. Frame makes a 1" x 7/8" picture. \$1 each ppd. Zenith Gifts, 12-C Post Office Bldg., Brighton 35, Mass.



## BOTH YOUR NAMES



The greatest bargain in personal license plates. Both first and last names... 10 letters per line and for only \$1.00 you get two of the same plate. Shows ownership of bikes, trucks, scooters, wagons, cars & boats, many uses. 3" x 6" sturdy aluminum, embossed in raised letters, baked enamel finish. Colors: red letters on white. Make perfect personalized gifts. Order several. **PRINT BOTH NAMES AND RETURN ADDRESS, CLEARLY.** QUICK DELIVERY.

DIXIE SEAL & STAMP CO.  
BOX 972, ATLANTA, GA.

2  
FOR  
\$1.00

ACT  
NOW

## Amazing Device for Cracking ICE!

Now... crack ice so fast you won't believe your eyes. One or two light taps on a cube of ice cracks the ice to bits without effort. It's the action of the Tap-Icer spring steel vibrator that does the trick and the ice doesn't scatter. No grinding. No jabbing. No pounding. No skill required. Amaze friends. A gift everyone enjoys. Made to last for years. Money back guarantee. Only \$1.00 postpaid. Immediate delivery from

**TAP-ICER COMPANY**  
377 W. 3rd St. Williamsport, Pa.

## Say NUTS to your friends!

Send Stuckey's big ol' plump pecans and candies this Christmas...they'll love you for it!



**In gay Hacienda Hampers!** You'll get letters that purely drool with thanks. Friends say that the trees which produce nuts like these must be awfully pampered and petted. Well, maybe they are, because for downright flavor these new-crop Papershell Pecans are pure out of this world. We pack 'em in real handmade Mexican Hampers, then price them so modestly you can remember every friend on your list. Order for yourself, too!

5-lb. Hamper, ppd. \$3.95 10-lb. Hamper, ppd. \$7.75  
In stout kraftboard boxes, ppd.: 5 lbs. \$3.70—10 lbs. \$7.50

**Every time the coffee's on,** they'll thank you again for sending this smart Coffee Carafe and Table Warmer. It's filled to the brim with Stuckey's fancy Pecan Halves and all dressed up with a great holiday bow!

Order No. CC-1 Ppd. \$5.95

**Hep! Hep! Hep!** Like cadets on parade a perimeter of crisp Pecan Halves salute an inner tray of luscious Pecan Candies. One of our most popular assortments—and such a popular price!

Order No. NC-1 Ppd. \$5.95

**Clever You!** They'll bless yo' cotton pickin' heart when they open this one. Box is made up to look like a bale of cotton (real cotton!) and contains 2 lbs. of large fancy Pecan Halves.

Order No. CB-3 Ppd. \$3.95

5-lb. bale Halves, ppd., No. CB-1, \$7.95

**One-lb. Box** our Fancy Pecan Halves (not pictured) for ladies who love to make magic in their kitchens.

Order No. PH-1 Ppd. \$1.95

**Creole Pecan Pralines** (not pictured)—1 lb. in the picturesque cotton bale gift box. Stuckey's are the finest!

Order No. CP-1 Ppd. \$2.25

**Sugared an' Spiced Pecan Halves**—most unusual taste treat ever. Modest price allows you to send several to friends. Get some for your own candy dish. Holiday visitors will rave over them.

1-lb. box Ppd. \$2.45

Christmas shop the easy way!  
Send your gift list. We mail for you, gift wrapped, card enclosed.

**The Vacuum Trio** shown below gets you triple thanks. Tall cylindrical pack, gaily beribboned, contains three 1-lb. vacuum tins: Toasted & Salted Pecan Halves, Pecan Glacé, Chocolate Pecan Fudge.

Order No. VT-1 Ppd. \$6.49



67 Pecan & Candy Shoppes to bring you happiness along the highways!





Quaint  
English  
Teapot

The tempest this teapot causes will be a storm of approval. In the Charlotte Blue pattern, it is octagonal in shape with a blue hand-applied pâte-sur-pâte decoration touched with gold on a softly mottled gray-white highly glazed ware. Holds 8 cups. Gift wrapped...\$7.50

Add 85¢ for shipping beyond delivery area  
Add 3% State Tax for Illinois delivery

**C.D. Peacock**  
JEWELERS • ESTABLISHED 1837  
STATE AND MONROE IN CHICAGO

Cherry  
planter-  
spoon  
rack



JUST  
\$3.95  
(plus 35¢ postage)

of **Craftwall**

**GENUINE WOOD PANELING**

professionally finished with that hand-rubbed look. The manufacturer of Craftwall plywood paneling offers you this eye-catching conversation piece at a remarkably low price — just to acquaint you with the natural wood beauty and "hand-rubbed" look of Craftwall paneling. 12 by 18 inches... this genuine Cherry rack adds a charming decorator touch to any room. Planting box liner included. Order extras for gifts! Send check or money order... no C.O.D.'s please.

(Note! Spoons and plant not included)

**RODDIS PLYWOOD CORP.**  
DEPT. HB-1256, MARSHFIELD, WIS.



Delightful Holiday  
Treats for Family and  
Friends

## SHELLED PECAN HALVES

Finest quality... carefully selected for size and flavor. Delicious to eat. Wonderful for salads, pastries, hors d'oeuvres. Gift packaged with recipe suggestions.

2 lbs. \$3.95; 3 lbs. \$5.85  
5 lbs. \$9.65; 10 lbs. \$18.20

SEND US YOUR GIFT LIST

Check or money order... No C.O.D.'s  
Shipped Prepaid in Continental U.S.A.

**STERNBERG PECAN COMPANY**

Dept. W. Box 193, Jackson, Mississippi



## WINDOW



### MUSICAL CUFF LINKS

He'll have music wherever he goes and you'll be number one on the hit parade, when you gift him with these. Tiny Swiss movements right into a pair of cuff links, play a tune for two minutes without rewinding, and are so sturdy they'll last for years. \$25 incl. tax and postage. Swiss Music Box Co. 856 W. Adams Street, Chicago



### WEEPERS is a cry-baby:

mopey, sad-sack of a baby. Dachsund who will cry you a river any old day. So save your tears and let Weepers do the boo-hooing. Beige felt, dressed in a white, pink, turquoise, blue, lilac, red or green (specify) turtle neck sweater, with a teardrop on his cheek, he's about 10" high. \$7.95 plus 50¢ post. Colette, 47 E. 12 St., New York.



### CRAZY OVER HORSES

Then get her this stable full of sterling-silver jewelry and she'll pay you off under the mistletoe. Horse bracelet is \$6. Matching necklace (not shown), \$5.50. Mare-with-foal pin, wonderful with an ascot, \$3.60. Horseshoe earrings to bring her luck, \$2.40. Tax and postage incl. Selden Cooper Shop, Grove Park Inn, Asheville, N.C.

## COMICE PEARS

for Christmas  
Giving

AS LOW AS  
\$3.85  
DELIVERY  
PREPAID



MEDFORD, ORE.

• Luscious, large Comice Pears, creamy in texture, rich in juicy flavor, make unusual and appreciated gifts for family, friends and business associates. These world-famous pears are grown in our own orchards, carefully selected — individually wrapped. Delivered PREPAID in colorful gift boxes to any point in 48 states. Perfect arrival guaranteed. Gift card enclosed. Send list, we do the rest. No stamps, C.O.D.'s or charge accounts, please.

DELIVERED PRICES (order by number)

No. 1 — De Luxe Box (8 to 14 pears) ... \$3.85  
No. 2 — De Luxe Box (15 to 18 pears) ... 4.65  
No. 7 — Asst. Fruit Chest (about 14 lbs.) ... 7.25  
No. 5 — Asst. Fruit Basket (about 18 lbs.) ... 14.65

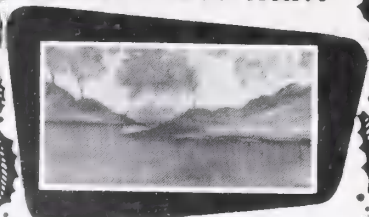
WRITE FOR FREE CATALOG

PINNACLE ORCHARDS  
406 Fir St., Medford, Oregon  
Rush Free Full-Color Catalog to:

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zone \_\_\_\_\_

### A MOST UNUSUAL GIFT!

A holiday reminder the year 'round  
**Scenic Place Mats**



Impressions  
From the Bible

For that warm, spiritual holiday setting. Full color reproductions of heart-warming biblical impressions; interpreted by Granpa Stein.

10 only  
Full Size \$2  
Place Mats p'd  
Permanent, stainproof  
textured plastic.  
Write to Dept. 2A

Landscapes of America

Beautiful reproductions of original oil paintings; exciting works from the brush of Granpa Stein. A gift that will be admired, appreciated and remembered.

24 only  
Full Size \$2  
Place Mats p'd  
On sparkling white  
basketweave paper.  
Write to Dept. 1A

Granpa Stein, 426 Marathon Ave.  
Dayton 6, Ohio



### FLOWER ARRANGING KIT

GIFT-PACKED IN HAMPER BASKET  
Here in a handsome waterproof wicker hamper basket is everything needed to make all types of artistic original flower arrangements. Includes eight holders — each a different kind — together with florist's plastic clay, roll of wire and a pair of fine florist's shears. Plus a Flower Arrangement Booklet showing prize-winning arrangements.

\$15. postpaid anywhere in U.S.A.  
Mail and Phone Orders Filled

**Max Sehlmg Seedsmen, Inc.**

538 Madison Ave., Dept. 660  
New York 22, N. Y.

## WHIP-MIX-BLEN

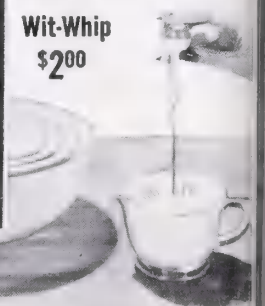
with one hand!

Whip as little as a tablespoon of cream in 15 seconds. Mix hot or cold drink right in the glass. Blend gravies, salad dressings, sauces, etc., with a few easy strokes — and with one hand free to add other ingredients. Housewives call Wit-Whip their most valuable kitchen aid. Husbands say it does most jobs of expensive blenders at the bar.

Stainless steel shaft, ball bearing action, scientifically designed handle. Gift packed in clear plastic case. Guaranteed forever!

Wittman Enterprises  
Ridgefield, Conn.

Wit-Whip  
\$2.00



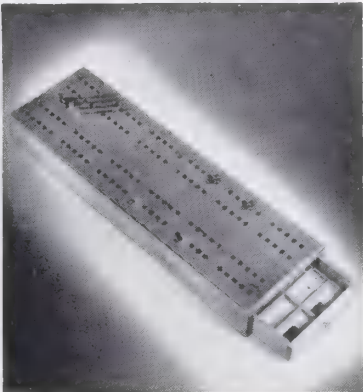


# SHOPPING



## BIG CRIBBAGE BOARD

is actually a handsome piece of furniture. Made of solid pine in a mellow antique finish, it measures 28½" long (That's practically as long as your card table!) x 9" wide x 3¼" high. Complete with pegs and two drawers, it's a beautiful present for a near-sighted cribbage-champ Gramps. \$35 ppd. Carl Forslund, 122 E. Fulton, Grand Rapids 2, Michigan.



## HAIR-RAISING EXPERIENCE

for a fair lady is this ready-made hairdo. If you're longing for the sleek sophistication of a chignon after your cropped "little boy" look, pin on this glamorous hair piece made of fine quality European hair. Regular shades, \$12.50; light blonde and grey shades, \$15. Pearl branch tuck combs, \$1.75 each. Ppd. Joseph Fleischer & Co., 12 W. 27th St., New York 1.



## TRIMS-EEZY

turns your front doorway into a dramatic entrance, the shining glory of the neighborhood. Sixteen-light set, with various colored bulbs spaced 12" apart, is weatherproof and comes with new attaching device that makes it easy to outline a door, your roof, or shape a star, a cross, etc. With nails, set is \$6.95 ppd. The Fitzgeralds, Box 19, Peter Stuyvesant Sta., New York.



## ENSEMBLE of FIVE UTRILLO PAINTINGS

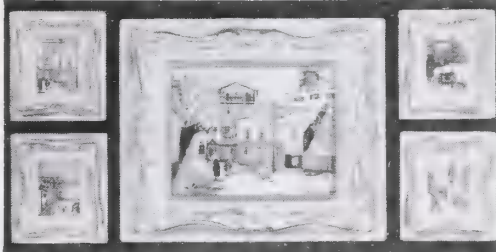
Framed—Ready to Hang

Faithful reproductions that capture all the fresh, glowing color and simple lines that have made Utrillo a modern French master. In beautiful hand-antiqued frames that won't ever chip or peel, yet resemble those in the finest museums. Large print (18" x 22") and four small ones (8" x 9" each) can be arranged in any number of attractive groupings for a brilliant decorator effect. Wonderful for yourself, for a connoisseur.

Five picture set—\$14.95 ppd.

Sorry, no C.O.D.'s

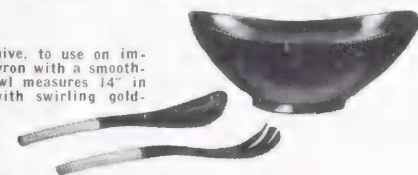
YORKTOWN HOUSE Dept. B-12, Crompond, New York



## BLACK MAGIC

Sleek, modern salad set you'll be proud to give, to use on important occasions. In durable, high impact Styron with a smooth-as-satin ebony finish. The large freeform bowl measures 14" in diam., the matching servers are accented with swirling gold-color handles.

3-pc. set  
\$5.95



## ELEGANT MATCHMATES

To serve relishes, nuts, snacks . . . two 7" bowls, set in 10" high brass plated stand.

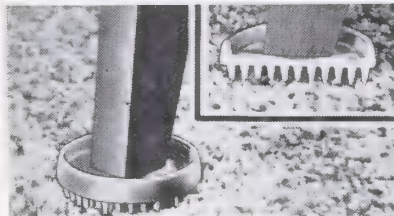
\$2.98

All prices postpaid. Sorry, no C.O.D.'s. Write for descriptive literature on other gifts.

VAN-REA INDUSTRIES  
2464 Morris Ave. Union 1, N. J.

Immediate delivery.

## NEW FURNITURE "LIFTS" Protect Your Rugs and Carpets From Mashing or Marring!



Don't crush the pile or nap of costly floor coverings with the weight of heavy furniture legs. These clever plastic "heels" are 2-sided: the rimmed top firmly supports any furniture leg in a safe, non-skid cup; the bottom has hundreds of "fingers" that clear the carpet piling and prevent tell-tale crushed marks. Furniture can't skid or slide so you protect rugs, carpets, walls and molding at the same time. Set of 4, \$1.00, postpaid. 10-day money back guarantee. Send cash, check or money order today.

FREE 132 page catalog. The most complete assortment of colorful gifts and gadgets ever assembled.

Mrs. Dorothy Damar 383 Damar Bldg., Elizabeth, N. J.  
IN CANADA: Delivered to your home, \$1.29, 811 Chatham Street, Montreal, Que.

## PRETTY CAKES FOR PARTIES



HOUSE MOLD makes it easy to bake a cake that looks like a house. Package includes simple-to-use, aluminum house cake pan, 12 decorating ideas, and recipes. 4¼" h x 5¼" w x 3½" d. Only \$1.00 ppd. Large size, \$1.50 ppd.



## DOLL MOLD

A lovely china doll with skirt of cake trimmed with colorful frosting will please any child. Set includes aluminum mold, china doll's head, and instructions. Doll is 3½". Mold is 5"x8". \$1.95 ppd.

RMS Interiors

Dept. HB-126  
11146 So. Michigan Ave.  
Chicago 28, Ill.



## The "PERFECT" Silver Cabinet

in warm, delicately carved, Cherry wood. Styled in French Provincial, truly a future heirloom. Complete silver service for 12! Side lock secures all drawers in one operation. Generously proportioned base with removable chest. Lined, tarnish-proof drawers. Overall height is 36"—top is 19" x 13½". A most cherished Wedding or Christmas gift. Other designs available. Send for brochure. \$89.50 exp. coll. No COD's please. Send check or money order.

## LA COLONNA

64 E. Walton St. Chicago, Illinois

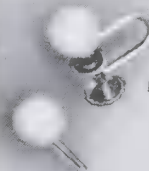
# Merrin

530 MADISON AVE., COR. 54TH  
NEW YORK 17 PLAZA 3-3681

REPUTATION FOR QUALITY AND DURABILITY BY  
FINE JEWELRY SINCE 1921  
ALL GEMSTONE GUARANTEED



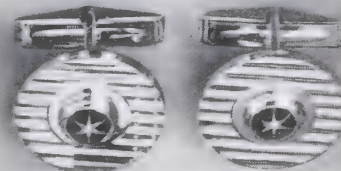
14K GOLD MIRACULOUS OR  
ST. CHRISTOPHER MEDAL WITH  
CULTURED PEARLS 27.50†



CULTURED  
PEARL EARRINGS  
IN 14K GOLD \$9.90†  
LARGER SIZE \$15†

CULTURED PEARL  
AND DIAMOND  
EARRINGS

IN 14K GOLD \$29†

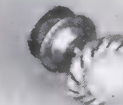


14K GOLD AND BLACK STAR  
SAPPHIRE CUFFLINKS \$85†



14K GOLD AND BLACK  
STAR SAPPHIRE  
TIE TACK \$25†  
LARGER SIZE \$35†

CULTURED PEARL  
TIE TACK, SET  
IN 14K GOLD \$5†  
LARGER SIZE \$10†



WHITE  
CULTURED PEARL  
AND 14K GOLD  
TIE TACK \$11†  
BLACK CULTURED PEARL \$30†

BLACK STAR  
SAPPHIRE  
LOVEBIRD  
WITH RUBY  
EYE, IN 14K  
GOLD HEART \$33†



†TAX INCLUDED  
ALL JEWELRY ACTUAL SIZE  
MAIL ORDERS FILLED \* POSTAGE PREPAID  
UNCONDITIONALLY GUARANTEED  
OR MONEY REFUNDED  
ALL EARRINGS  
AVAILABLE FOR PIERCED EARS  
WRITE DEPT. HB-12



A WAYNE ORIGINAL

Precious  
TrophiesDistinctively Gift Boxed,  
Prompt Delivery

WRITE FOR CATALOG

All prices include engraving,  
federal tax & postage

Always in her heart . . . why not on her wrist? Photo holding lockets show a growing tribe from diapers to dungarees. Treasured trophies for the fond mother or doting grandma.

Bracelet, heavy Sterling Silver link chain	ea. \$ 4.00
12 Kt. Gold Filled	ea. \$ 4.00
In 14 Kt. Solid Gold	ea. \$35.00
Round Lockets, 1" dia. which open and hold two pictures.	
First name and birthdate engraved in script. In Sterling Silver	ea. \$ 3.50
In 12 Kt. Gold Filled	ea. \$ 3.50
In 14 Kt. Solid Gold	ea. \$20.00

Wayne Silversmiths 546A SO. BROADWAY • YONKERS 5, N.Y.

STUNNING  
FEATHER PIN and EARRINGS

This sterling silver Feather Pin is reminiscent of French Court days. Hand-wrought of heavy silver, 3 inches long, fitted with a safety catch, \$3.00. The matching sterling silver Earrings flatteringly frame the face, \$3.00. The set complete \$5.00. Gift boxed.

Postpaid, Tax included.

The Jamaica Silversmith

79-32 164th St., Jamaica, N.Y. Dept. B-12



## FIT for a QUEEN

Black lacquered wood with mother-of-pearl inlay and hand painted temples and pagodas depict typical Japanese scene. Lift the lid and dancing girl gaily pirouettes in front of 2-piece mirror to the tinkling strains of an oriental melody. 4-jewel compartments padded with rich red brocade.

7 1/4" x 4 1/4" x 3 1/4" . . . . . \$9.50 ppd.

Send check or money order.  
Sorry, No C.O.D.'s

MARGOE SPECIALTIES

216 Spruce St. West Hempstead 2, N.Y.

**Nubrest**  
TRADE MARK  
ARTIFICIAL BREASTS—  
FOR AFTER SURGERY  
INDIVIDUALLY SCULPTURED  
or  
MADE IN NINE SIZES  
• RE-CREATES CONTOUR  
• VENTILATED  
• SOFT  
• WASHABLE  
Ideal for Swimming  
Defies Detection  
Send for ILLUSTRATED GUIDE  
for TAKING MEASUREMENTS

PAT. 2,411,308

HELEN PERL

104 WEST 70th ST. • NEW YORK 23, N. Y.

Old  
World  
Charm

WITH A MODERN  
**FLAIR**

A rare French perfume, packaged for the Moderns, comes to America. Parfum Cadeau will not only prove irresistible, but will delight you with its triple strength, longer-lasting true quality. Smart-styled gold case . . . designed for purse or evening bag just \$1.95. Or you may choose the distinctive "jewel cap" for just \$2.25. It's the perfect Christmas gift. Money-back guarantee. Send check or money order today:

Parfum  
**CADEAU**

DEPT. B, BOX 275 MIAMI SHORES FLORIDA



## WINDOW

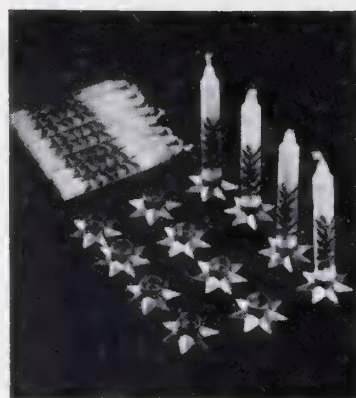


**CRAYON BUCKET.** A gay New England kanakin, made of natural pine, is hand-painted with a child's name. And just to make sure certain thieving relatives get the idea, the lid reads "My Own Crayons." A wonderful present from a Grandmother—particularly if she stocks it with a monumental supply of crayons. 5 1/4" high, unfilled, \$2.95 plus 30¢ post. Gotham Gifts, 67-85 Exeter St., Forest Hills 75, N. Y.



## FURS FOR LITTLE GIRLS

turn even a hoyden with a mouth full of braces into a cub scout pin-up girl. So if you know dream child from 2 to 12, here's the way to make yourself into a fairy godmother. Pure white bunny fur, trimmed with real ermine tails, turns into a darling hat, scarf, and muff with zipper pocket. White satin lined and just \$7.95 the set. Ppd. Hobbs Dept. HB12, 15 W. 57 St., N.Y.C.

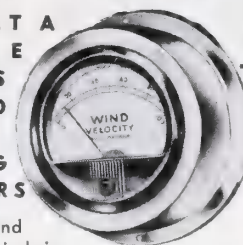


## STARS AND CANDLE

**LIGHT** come to the happy feast of Christmas with a shining and flickering elegance to light up each place setting. A small triumphant touch that makes menorable entertaining, the 12 white candles are 4" high and decorated with holly leaves. They come with 12 golden metal star candle holders. The lovely set \$2 ppd. From Miles Kimball Co., 33 Algoma Blvd., Oshkosh, WI.

## WIND SPEED

TELLS AT A  
GLANCE  
INDOORS  
HOW HARD  
THE WIND  
IS BLOWING  
OUTDOORS



Every gust and lull in the wind is instantly shown on the handsome speedometer inside your home. The 4" polished brass dial registers up to 100 miles an hour. Installation is easy and quick. Simply mount the spinning cups on roof or TV mast and connect the wire to the indoor indicator. Costs nothing to operate because it generates its own current. Fully Guaranteed, complete with 50 feet of wire.

ONLY \$49.95 POSTPAID  
(AIR MAIL SHIPMENTS IN  
U.S. \$2 EXTRA)

Send Check or Money Order to:

Cape Cod WIND INDICATORS  
Harwichport 5 Cape Cod, Mass.



## EXOTIC

•  
UNIQUE  
•  
HAND  
CARVED

## Genuine HORN CRANES

From India! Matched pairs Horn Crane from the Water Buffalo. Hand carved by the natives in their isolated villages. Solid Star-fire Black or Onyx Swirl, conservative dark grays. No two pairs alike. About 14" high. A unique decoration for your own home—a lavish gift for that special friend. Only \$15 ppd. Orders from Michigan add 3% sales tax. No COD's please. Order from

CUTHBERT'S Ltd., "Objets d'arts"  
P.O. Box 675 Marquette, Mich. ga



# SHOPPING



**PRINTS CHARMING** are Christmas Card designs hand-screened on pure linen cocktail napkins. A lovely way to proclaim the Yuletide, you'll be proud to pass these around when guests stop in to toast the season. So delight several hostesses on your list and please yourself by ordering these. In assorted designs, set of 8 is \$1.95. Ppd. Jeredith Manor, P. O. Box 130, Nyack, New York.



**S-T-R-E-T-C-H MATES** are the bright slipper socks we'd most like to see under our tree. These red or navy socks with striped cuffs and pompons have stretching soles and uppers for snug fit, are washable, quick-drying nylon. Ladies: Small (hosiery size 8-9½); Large (10-11½): \$1.98. Children's: (no pompon) one size fits hosiery 6½-8: \$1.69. Ppd. Mastercraft, 212HB Summer, Boston 10, Mass.



**PERFUME SUSAN** is a revolving tray for the dressing table of any femme fatale from your teenager "dangaree doll" to her pretty white-haired Nana. Sparkling bottles of sweet scents are reflected in the mirrored base which has a cut-out golden metal rim. 12" diameter with beveled mirror. \$9.95. 8" diameter with plain mirror. \$5.95. Ppd. RMS Interiors, 11146 S. Michigan Ave., Chicago 28, Illinois.



**"Weskit" Sweater Vest \$5.95\***

For the man who misses the all-winter warmth that vests used to bring, here's the perfect warm-up gift for Christmas... of 100% virgin wool, flat-knit, with rib-knit trim. It's lightweight, serviceable, handsome. Has four roomy pockets. In grey, brown, blue or tan. \*Only \$5.95 in sizes 36 to 46 (chest); \$6.95 in "King" sizes 48 to 56. Postage Prepaid. Money-back Guarantee. Send check or money order now to Dept. 8.

**WESKIT HOUSE**, Box 41, BROOKLYN 33, N. Y.  
Established 1925



## POLO SCARF

An exciting new idea for fall wardrobes, knitted and fringed in Scotland and Bonnie as a Lassie.

The pure soft Botany is fetching insurance against winter's worst. Buttons fore or aft as you please and comes in PURE WHITE, BLACK or CHERRY.

POSTPAID **\$3.95**

**The OLD MEXICO SHOP**  
HB SANTA FE, NEW MEXICO

# RELAX IN LUXURY

SOLD ONLY BY MAIL

Handcrafted Deerskin

## Deer-Mocs

Original & Genuine Trade Mark Registered

TRULY A DISTINCTIVE AND UNUSUAL GIFT

Matching Pairs for "him" and "her"

Velvet soft, premium quality natural tan Western deerskin handcrafted into foot flattery and the ultimate in foot comfort. These slippers mold to your feet for a perfect fit... easy on and off, yet hug your feet when you walk... fold for traveling. *Hand washable!* Imitated but never duplicated.

Give men's or women's regular shoe size.

**\$8.95** per pair postpaid  
Fit & satisfaction guaranteed.



Thick foam rubber insole assures the ultimate in foot comfort.

Send for FREE 56-Page Catalog featuring leather shirts, exclusive clothing and equipment for sports, country living and gifts.

**Norm Thompson**

Dept. 86 1311 N. W. 21st, Portland 9, Ore.

## TOOL TOTE

HOLDS OVER 30 TOOLS

Finished or in 15 Min. Kit

The Perfect Gift for Him

Now your "do-it-yourselfer" will have everything handy for those odd jobs around the house. Give him this easy to carry one-arm workshop.

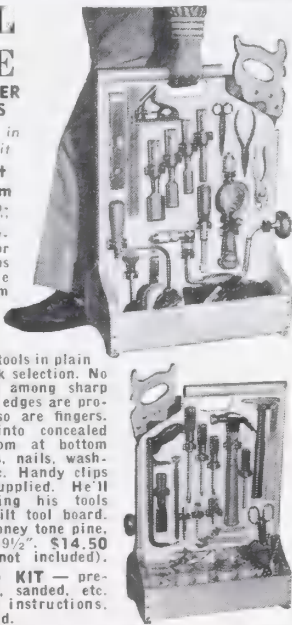
Holds all his tools in plain sight for quick selection. No more groping among sharp tools. Cutting edges are protected... so are fingers. Saw slides into concealed scabbard. Room at bottom for more tools, nails, washers, fuses, etc. Handy clips and hooks supplied. He'll enjoy arranging his tools on special built tool board. Finished in honey tone pine. 17" x 26" x 9½". \$14.50 ppd. (Tools not included).

**EASY-BUILD KIT** — pre-fitted, drilled, sanded, etc. with simple instructions. \$9.95 postpaid.

Send 10¢ for Catalog of Furniture and Kits

Immediate Delivery  
No C.O.D.'s  
Money Back Guarantee

**Yield House**  
Dept. B12-6  
North Conway, N. H.



## BET YOU A NICKEL

IT'S no gamble to give these cuff links to your favorite French-cuffed Dude! They'll cause more favorable comment than any other cuff links in his stud box.

**REAL BUFFALO NICKELS** (no longer minted) mounted on double-gold-plated links... a collector's item.

And with "TAILS" on one and "HEADS" on the other... he'll have a sure winner up HIS sleeve... that is... if you're not wearing them.

**\$3.30** per pair • We pay postage incl. tax • Money back guarantee

**frances-morris** DEPT. HB-12  
1016 CARROLL STREET, BROOKLYN 25, N. Y.



## VERSATILE TIMEPIECE

It tells time, to be sure. But it also serves many other purposes. As a decorative accessory, wear it as a pin or as a pendant. At night, coupled with the stand, it makes a perfect bedside clock. Watch is studded with bright jewels, stand with pearls.

Watch \$11.00 ppd. (Fed. tax incl.)  
Stand \$2.00 ppd.

Write for FREE CATALOG

**THE PASCOS**

West Hartford 7, Conn.



**Mobile workshop** grows with the home handyman's budget. You start with the Yates-American 8" tilting-arbor saw (\$159.50 less motor, guard, and extensions)—then add the 4" jointer (\$59.00) and the 10" sander (\$16.00). Order direct, Cash, Beloit.

**YATES-AMERICAN**

Dept. J, 791L N. Fourth St., Beloit, Wis.



# HAPPY HUNCH

FOR  
HANDY  
HUSBANDS



If he does odd jobs around the house, tinkers with the radio, TV or car, or has a hobby workshop, you can win his praise as the smartest wife ever. Give him a Magna-Tip Screwdriver. Powerfully, permanently magnetized to hold driver firmly in screw for placing and driving with one hand. Will save hubby's time and temper. Comes in gift box with 4 different, interchangeable tips housed in handy compartment in gleaming, plastic handle. Shank is highly polished chrome. Costs less than conventional Christmas tie yet he'll love you for it for years! Only \$3.95 postpaid (check or money order). Or C. O. D. plus postage and fee.

YOUR MONEY REFUNDED  
AFTER CHRISTMAS IF HE  
ISN'T SATISFIED!

MAGNA DRIVER CORPORATION, 781 Washington St., Buffalo 3, N. Y.



## THE BELLS ARE RINGING

A holiday welcome on your front door and their jolly jingle is a gay overture to the gaiety that guests will find inside. A real Birch Log, 6" long, 1 1/2" wide, is decorated with a pine cone corsage, and hung with 3 metal bells. Wonderful, too, for over a mantel. No nails or screws needed. Strong suction cup holds it in place. Postpaid...

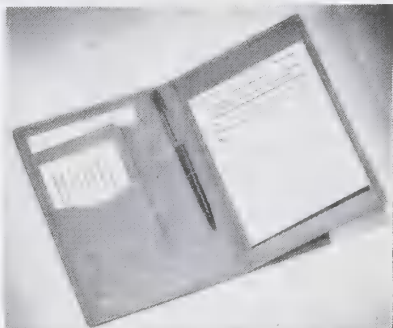
**\$1.00**

2 FOR \$1.95 ppd. 4 FOR \$3.75 ppd.

Pa. residents add 3% Sales Tax  
Sorry, no Stamps or C.O.D.'s please  
Send for Free Gift Catalog

**Page & Biddle**

21 Station Road, Haverford B-12, Penna.



## Christmas Prescription for your Doctor

Because he has been nice to you—and because he is accustomed to nice things—nothing could be nicer for you to give him than this physician's wallet. Specially designed for the medical profession, it has a place for the doctor's individual prescription pad and pencil, as well as compartments for cards, money and notes. Imported genuine pigskin or black morocco, gift boxed. \$8.95 incl. tax and postage.

**John Jarrell, Inc.**

Broad at Peachtree St., Atlanta, Ga.

## LUXURIOUS



Appearance...  
bright; comfort...  
right! You'll be

delighted with these wonderful red lounging slippers. Uppers are of soft suede lined with imported natural lamb's wool while the soles are of durable cowhide. You've never seen anything so beautiful; you've never owned anything so comfortable. And for a real Christmas flavor, the red is a real red—just as cheerful as holly berries. Men's whole sizes 7 to 13 \$9.95 ppd. Women's whole sizes 5 to 9 \$9.50 ppd.



**Johnny Appleseed's**  
Box 711, Beverly, Mass.



# WINDOW SHOPPING



**LIFT THE STEIN** and offer a toast to a fine reproduction of a Pewter Tankard with sealed-in glass bottom that dates back to early England. A superb gift for the ushers in the wedding party or crew-cut Whiffenpoofers on your Christmas list, it holds 16 ounces and would be magnificently engraved with his initials. \$8.75 (without engraving) exp. chgs. coll. Plummer, 734 Fifth Avenue New York 19.



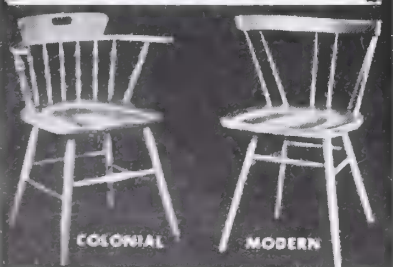
**JOLLY EGGHEADS** put ever the soft-boiled egg in the Christmas spirit. Mr. and Mrs. S. Claus come to the table as a pair of ceramic egg cups. He is bearded. She is spectacled. And both have bright red wool stocking caps with jingle bells and pompons to keep the eggs warm! Even an early morning grouch will have to break down and laugh! \$2 the pair; two pairs, \$3.95. Ppd. Re Oaks, HB12, Prairie View 5, Ill.



**FROM THE 50-YD. LIN** you'll cheer on the fighting line men while you're wrapped warmly in your red and blue Scotch plaid Polarobe! Flexible plastic waist bracelet turns it into Skirt-Robe with huge pockets. Its fringed warmth keeps out winter icy blasts in the bleachers, car, on the park bench. Wonderful too for wheel chair patients! In zippered case, \$17.95 ppd. Wayne Mfg. Co., Wayne 1, Pa.

(Please turn to page 63)

**SAVE MONEY!**  
SOLID BIRCH OR MAPLE!  
**Captain's Chairs**  
FULLY ASSEMBLED • READY-TO-PAINT  
**2 for \$15.95**



**SADDLE SEATS • BENT WOOD BACKRESTS**  
Easy to install and disassemble. Order direct from factory. Solid birch or maple. Saddle seats ready to use. Bent wood backrests. Minimum order 2 chairs. PROMPT DELIVERY—Ship. chgs. collect. Send check or money order. Sorry no C.O.D.'s.  
**MONEY BACK GUARANTEE** Complete satisfaction or your money back.  
VISIT OUR SHOWROOMS  
Showrooms of East Cities since 1891

**MEADOWBROOK INDUSTRIES**  
Meadowbrook Building  
2265 Baltimore Ave., Baltimore 12, Md.



**150 FT. FINE SATIN RIBBON**  
**BEST VALUE 50¢**  
**EVER OFFERED!**

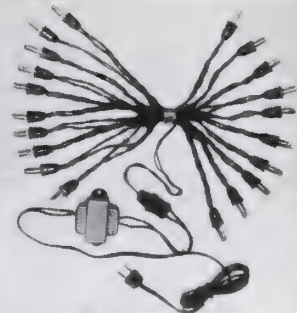
10 COLORS—White, Red, Green, Pink, Lt. Blue, Royal Blue, Orchid, Yellow, Nile, Cocoa. Factory-fresh, no scraps or pieces. Reg. \$1.50 value! 1/2" width ribbon 150 ft. roll only 50¢ ppd. Ribbon in 1" width, 75 ft. roll, same colors 50¢ ppd. State width and colors when ordering. Ideal for all gift wrappings.

WRITE FOR GIFT CATALOG

**FREE** with every order! Gift wrap, bow tying illustrated instruction brochure.

**THE EASTERLING COMPANY**

330 S. Wells, Dept. R-9, Chicago 6, Ill.



## MINIATURE FLASHING STARLIGHT for your Christmas tree!

Flash! Imported electric firefly lights add gay holiday sparkle to tree, mantel or table. Each twinkles, blinks and burns independently—eliminating search for burned-out bulbs. Transformer type with AC current only. Choose white or green color.

	Clear Bulbs	Colored Bulbs
10 light set	\$7.95	\$8.95
20 light set	11.95	13.95
40 light set	19.95	23.95
60 light set	27.95	33.95

Spare blinking lights 10 for 2.50 10 for 2.50

Tiny lights, steady burning, the size of a (Same description as above.)

Clear Bulbs Colored Bulbs

20 light set \$12.95 \$14.95

40 light set 21.95 25.95

60 light set 28.95 34.95

Spare bulbs 10 for 2.50 10 for 2.50

All prices postpaid. Sorry, no C.O.D.'s.

**EVE GRIMES, Dept. B-12**

220 East 19th St., New York 3, N.Y.



1. APPLE JUMBO SALT, PEPPER, 2.95
  2. AUTUMN VEGETABLE DISH, 4.75
  3. DESERT ROSE WATER PITCHER, 5.50
  4. DESERT ROSE OVAL STEAK PLATE, 3.50
  5. STARBURST WATER PITCHER, 5.50
  6. APPLE 6 OZ. TUMBLER, 1.25
  7. AUTUMN CASSEROLE, 7.50
  8. OASIS SIDE SALAD, 1.60
  9. OASIS SYRUP JUG, 2.75
  10. DUET EGG CUP, 1.50
  11. STARBURST TEAPOT, 5.95
  12. AUTUMN BUTTER DISH, 3.25
  13. APPLE TV PLATE, 3.75 MUG, 1.85
  14. DESERT ROSE CANDLE HOLDER, PR. 2.95
  15. DUET CANISTER... FLOUR SIZE, 6.95 SUGAR, 5.95 COFFEE, 3.75 TEA, 3.25
  16. DESERT ROSE PARTY PLATE, 2.30 CUP, 1.45
  17. TRIPOD CANDLE HOLDER, PR. 2.95
  18. DESERT ROSE CHILD'S PLATE, 2.50 CHILD'S CUP, 1.45
  19. AUTUMN WATER PITCHER, 5.50
  20. STARBURST JELLY DISH, 2.25
  21. DUET LARGE ASHTRAY, 2.25
  22. STARBURST SUGAR, 2.85 CREAMER, 2.15
- ALL "APPLE" SHAPES ALSO AVAILABLE IN "DESERT ROSE"

# solve your christmas puzzles

## with FRANCISCAN WARE

How to get a different gift for every single friend in just one trip... to just one store with "just so much" to spend?

Don't fret, don't pout... just start right out to solve this Christmas care with these and other shapely gifts in famed

FRANCISCAN WARE!

PRODUCT OF GLADDING, McBEAN & CO., LOS ANGELES





Next to her tree she'll like **COSCO** best!



REPLACEMENT OF REFUND OF MONEY  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

**4-M Step Stool, \$13.95 (\$14.95\*)**

(Tray top  
lifts off)

**8-W Tray Cart, \$15.95 (\$16.95\*)**



**9-G Posture Stool**  
Upholstered  
\$13.95 (\$14.95\*)



**4-A Step Stool**  
Enamel finish  
\$9.95 (\$10.75\*)



**2-B Kitchen Stool**  
Enamel finish  
\$5.45 (\$5.95\*)

She has her heart set on COSCO . . . America's *quality* line of stools, utility tables and carts! Twenty-seven models, priced from less than four dollars to about twenty . . . all smartly styled and sturdily constructed, with smooth, washable surfaces in a host of gladdening colors. At department, furniture and hardware stores. Choose yours now . . . a gift that will lighten her work and brighten her home for years to come!

**Model 4-M Step Stool** (above, left): An indispensable household ladder . . . a restful, comfort-padded seat for working at range, cabinet, sink and ironing board! Roomy, rubber-treaded steps. Floor-protecting gliders. Chromium or black enamel finish; washable, wearable Duran upholstery, six colors.

**Model 8-W Tray Cart** (above, right): Parties are more fun and less fuss, and home-making is worlds easier, with this handsome cart handy! 29½" high, 16½" x 23½". Chromium or black enamel legs; five-ply COSCOAT wood-grain finish, four colors.



**40-A Posture Step Stool: Upholstered**  
\$17.95 (\$18.95\*)



**3-H Bar Stool**  
Upholstered  
\$14.95 (\$15.95\*)



**8-T Drop Leaf Cart**  
Wood-grain finish  
\$20.95 (\$21.95\*)



**8-F Utility Cart**  
Enamel finish  
\$13.95 (\$14.95\*)



**8-L Electric Utility Table: Enamel finish**  
\$10.95 (\$11.75\*)



**8-K Utility Table**  
Enamel finish  
\$8.95 (\$9.75\*)

\*Price Columbus and west

HAMILTON MANUFACTURING CORPORATION • Columbus, Indiana





# WINDOW SHOPPING

CONTINUED FROM PAGE 60

**YOU'RE IN PRINT!** It's a name pin that's in graceful modern script lettering in glowing gold plate. Handsome on a suit jacket and pretty as can be on a wool jersey or white blouse, it's a ego-flattering gift. Does smart things with your own John Hancock, too! Name, up to 9 letters, 10 ppd. Redli Co., 516 Fifth Ave., Apt. 12, New York 18.



**BOUGHT FOR YOU** in the finest of manners is this dressing room vanity of wrought iron. The matching chair and basket are as lacy as Victorian valences, in black, pink, white, turquoise or gold. You'll have the prettiest boudoir in town. Vanity, 24" high with 24" x 12" top, is \$9.95; bench, 23" high, \$16.95; p. chgs. coll. Basket, 17" high, \$9.95 ppd. Unique Gifts, Box 164, Glen Ridge, New Jersey.



**TALK ABOUT THE WEATHER** with the authority of a meteorologist. German aneroid wall barometer will give accurate 24- to 48-hour advance notice and during wintry months, it's invaluable. Made of brass and fine watch steels, it has an enameled face and a mahogany-finished case. 5" diameter. \$4.95 each, or 2 for \$9.50. Wiley Watson, Dept. HB, 33 W. 9th St., New York 11, N. Y.



Perfect... for Christmas-time relaxation!

**ALLEG TEMPLETON** and his **MUSIC BOXES**

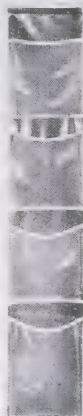
only \$5.95 ppd.

gine! On a single record, the charming and comparable music of Alec Templeton's famed collection of rare music boxes. Listen... and all wish you could see the amazing variety music boxes (24 in all) from which Mr. Templeton chose to make this record. Each has own personality and charm—from the massive "ke" box shown above to a tiny replica of Bart's piano. Folk songs like "Comin' through the Rye", operatic selections including "Anvil Chorus", minuets... 45 different, delightful tunes! A record you'll want others to listen to—often! Running time: 44 minutes. 33 1/3 RPM Long Playing.

Best Fidelity, a masterpiece of reproduction. Also available on 45RPM, same price.

**WICKER RECORDS**  
Arcadia Road • Old Greenwich • Conn.  
Money-Back Guarantee. Immediate Delivery!

## CLOSET VALET



This handy catch-all with extra large see-through expandable pockets makes order out of chaos in any closet of your home or apartment. Made of heavy duty tape-bound reinforced tannish grey plastic with strong wire hanger for easy hanging. Size 48" x 9". Holds shoes, purses, sweaters, etc. Order No. C 475A. Also available in charcoal colored sanforized denim No. C 475B. Satisfaction guaranteed.

\$2.49 each

2 for \$4.75 postpaid

**CLOSET ACCESSORIES CO.**  
Dept. 1182 S, Evanston, Ill.

## NOW YOU CAN GROW MINIATURE ROSES Indoors... On Your Window-Sill ALL WINTER!



### MINIATURE

#### Swiss "Fairy" Rose Bushes

RED (Pat. #1032) • YELLOW (Pat. #407)  
PINK (Pat. #1293) • WHITE (Pat. #408)  
SPECIFY COLOR CHOICE.

\$2 Each 2 for \$3.50 4 for \$6 10 for \$12

Special assortment

(4 plants, 1 of each color), \$6

All prices Postpaid • Supply Limited  
Guaranteed results. If not completely satisfied, free replacement or money back.

### Stern's Nurseries

ARBOR E, GENEVA, N. Y.  
Specialists in Rare and Choice Trees,  
Plants and Flowers

### SEND COUPON TODAY • SUPPLY LIMITED

STERN'S NURSERIES, ARBOR E, GENEVA, N. Y.

Please send me the following Swiss "Fairy" Rose plants, postage pre-paid:

\_\_\_\_ RED \_\_\_\_ PINK \_\_\_\_ YELLOW \_\_\_\_ WHITE

\$2 each; 2 for \$3.50; 4 for \$6; 10 for \$12

Special assortment 4 plants (1 of each color) \$6

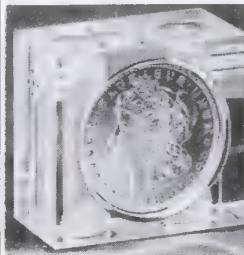
Amt. encl. \_\_\_\_ CASH \_\_\_\_ CHECK \_\_\_\_ MONEY ORDER \_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE # \_\_\_\_\_ STATE \_\_\_\_\_

## REAL SILVER DOLLAR GIFTS for the collector

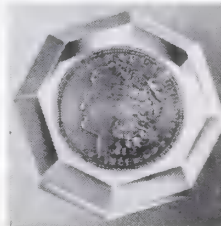


### SALT and PEPPER SHAKER

\$4.95 ea.  
doz. lots  
@ \$4.50 ea.

### PAPER WEIGHT

\$4.95 ea.  
doz. lots  
@ \$4.50 ea.



Both salt and pepper shaker and paperweight are of clear, jewel-like lucite embedded with genuine, mint-perfect 1921 silver dollar. Postage paid. Wonderful for business gifts.

*Peddler's Cart*

Dept. HB-12  
Hubbard Woods Sta.  
Winnetka, Ill.

## BUILD Your own with Proved Home Plans



## Send for Big Illustrated Plan Books, Fully Detailed \$2 Your Choice, any 3 books

Choose from this outstanding library of hundreds of ideas and plans designed by a staff of noted experts. Each plan proved for sound, lasting beauty. Ways to realize your own dream home for less. Builder-proved blueprint sets and material lists at low, low cost.

1. EXCLUSIVE HILLSIDE HOMES—62 designs.
2. FAMILY ROOM HOMES—118 custom plans.
3. BLOCK MASONRY—225 new exciting homes.
4. NEW TRENDS IN HOMES—154 frame, brick plans.
5. SELECTED HOMES—115 favorite designs.

Books Ordered Separately—\$1 each  
Builder-Proved Blueprints at Low, Low Cost

### HOME BUILDING PLAN SERVICE

Studio D, 2454 N. E. Sandy Blvd., Portland 12, Oregon

## Save on Victorian Furniture



This beautiful hand rubbed solid Honduras Mahogany side chair, hand carved with tufted foam rubber seat in your choice of 20 colors, covered with Antique Velvet, Plain Velvet, Tapestries or Brocade.

\$49.00

Solid Honduras Mahogany ladies side table with genuine imported Italian Arabescato Marble

\$14.50

MAIL CHECK OR MONEY ORDER

*Jones Bros.*

VICTORIAN REPRODUCTIONS

P. O. BOX 246 PINE LEVIL, N. C.

FOR CATALOG AND SWATCHES ON OTHER VICTORIAN PIECES, PLEASE SEND 50¢  
All Victorian pieces are shipped F.O.B. Alabama Factory  
... Allow ample time for delivery

## Bring Christmas into your Home with a CHRISTMAS TREE

All Metal—Christmas Tree Boxed—10 Candles Furnished

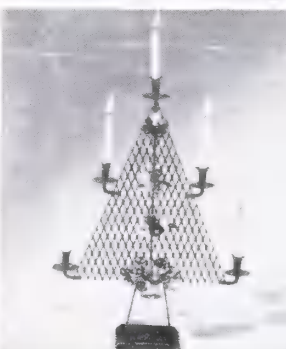
Make your own arrangements for the holidays and add that extra Christmas cheer to your home decorations. Ideal for the dining room table, television, coffee table, or mantel. Tree is all ebonized metal, 20" x 14" x 4". Sturdily made, will not tip. May be decorated on one or both sides with endless possibilities. Tie gay colored Christmas balls, package decorations (as illustrated), artificial or real greens or flowers, holly, cones, \$3.95 Postpaid  
santas, angels, etc., to the tree.

Satisfaction and Christmas delivery guaranteed. No COD's Please.

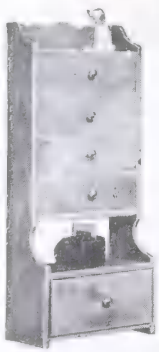
### THE COLLEGE SHOP

413 Tate Street

Greensboro, N. C.



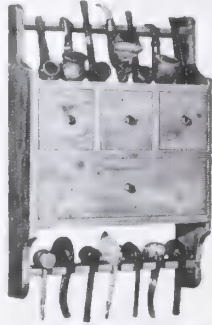




### COLOR SLIDE RACK

For all size Kodachromes and Ektachromes. Now — all slides neatly, safely, handsomely filed on the wall. Prevent slides from getting lost or damaged. Special plastic index tabs for filing. Drawers remove to projector. Large camera accessory drawer. Complete only — in honey-tone knotty pine, maple, or mahogany. Size 10"x24" (shown) holds 700 slides ..... \$14.95 Double width 20"x24" holds 1400 slides ..... \$26.95

## In Kits or Beautifully Finished



### 14 PIPE RACK

A real pipe dream. Does everything a good pipe rack should do. Holds collection of 14 pipes. Has 3 airtight humidifier jar drawers. Large accessory drawer; hangs conveniently on wall, saves desk or table space.

14 pipe rack 13"x18" Complete \$12.95 Kit \$7.95 29 pipe rack 18"x22" Complete only—\$26.95



### MAGAZINE RACK

This large handsome wall rack prevents "magazine mess." Magazines will not slouch or bend. Holds 30 magazines in visible upright position for convenient selection. Beautiful in the home, ideal for office or reception room.

30 mag. rack 23"x27" (shown) Complete \$17.95 Kit \$9.95 45 mag. rack 23"x40" (taller) Complete \$27.50 Kit \$15.95

**COMPLETE RACKS** in hand-rubbed, honey-tone knotty pine, or lovely maple or mahogany finish. **OR IN KITS** complete for easy 1 hr. home assembly, pre-fitted drilled, sanded, etc., with simple instructions.

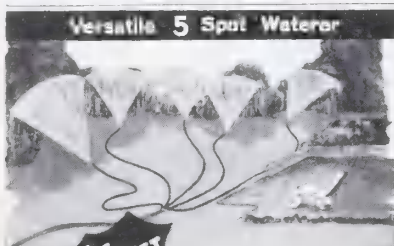


Dept. B12-6  
North Conway, N. H.

All complete racks shipped express charges collect.

All kits shipped postpaid (add 10% West of Miss.)

Immediate delivery. Money-back guarantee. No C.O.D.'s



### Versatile 5 Spot Waterer

THE GIFT

### for the home gardener

SPRINKLEZE is ideal for watering separated shrubs (5 at one time), beds, borders, and lawns; give deep thorough soakings that make for finer plants and flowers without waste of water. SPRINKLEZE has polished brass hose connection, 5 lengths of gleaming green plastic hose (total 51') and 5 brass sprinklers that can be moved separately while in operation and set at any angle. Light and durable, 5 yr. guarantee.

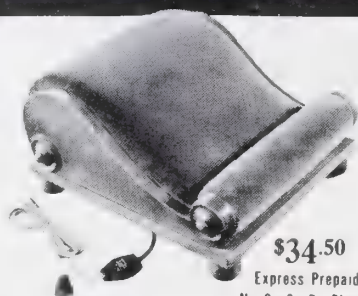
Assembled and ready to use only **\$9.95** postpaid

Send check or Money Order. We'll include gift card and mail direct for you.

### JONS MFG. CO.

Dept. D-4, Saint Matthews, S. C.  
Guaranteed satisfactory

## Electrically Heated FOOT WARMER



\$34.50

Express Prepaid  
No C. O. D. Please

Authentic Colonial design in rich walnut, with red or blue velvet upholstery. Has three heating speeds—low, medium, high—for exact amount of cozy warmth you desire. When not in use, the electric cord tucks neatly underneath, completely out of sight. Ideal gift for Mother or anyone troubled with chilly feet. Perfect CHRISTMAS GIFT. Prompt delivery on all orders.

**SHERRILL'S** Roanoke, Virginia

## HARVEST TABLE

Sturdy authentic Colonial reproduction blends with modern or colonial furnishings. Custom-built by master craftsmen to last a lifetime. Made of solid birch with hand-rubbed finish in antique maple, dark pine or mahogany. Comes with Pembroke leg or peg leg (illustrated). 40" wide with leaves up, 22" with leaves dropped. 6' long, \$75. 5' long, \$70. Unfinished, each size, \$10 less. Express Collect.

### TEMPLETON CRAFTSMEN

Dept. 380 Templeton, Mass.



## MALLARD BASKETS

Hand drawn on mellow antiqued copper with the heads of the ducks touched with the gorgeous glossy green of the Mallard. Unbelievably handsome for any man's desk. Perhaps his wife will want to use one for magazines and the other for a planter.

Letter Basket 5" high ..... \$ 6.50 ppd.  
Waste Basket—approx. 14" high ..... \$15.00 ppd.

Created and sold exclusively by

**HENRY W. LONGFELLOW**  
Weston 93, Massachusetts  
Catalogue on Request.



## WINDOW



**HUMMEL CRÈCHE** figure signed by Sister Berta Hummel and imported from Germany—a lovely reaffirmation of the joy that illuminated the of mankind on the first Christmas. Mary, Joseph and the Child come in glazed white. Tallest figure is 8" high. The piece set, \$9.95 ppd. Order Religious Art Guild, 131 First Peoria, Illinois.



**HOT ROD KIT.** Hot Rod the phenomenal device that water in a cup in 2 minutes. it into any AC-DC outlet (with converter for European rent), immerse metal rod in of water; and in no time y drinking instant coffee! In pered plaid case with 2 p cups, spoons, sugar and in coffee holders, \$7.50 ppd. Hood's Barn, 678 High St., wood, Massachusetts.



**SNIP OFF A CANDY** from this delectable Christmas wreath for your front door big and fat and a sure-fire stopper with dozens and of cellophane wrapped kisses in lollipop colors. B all, it dangles a pair of scissors as a merry come young visitors to help them 11" in diameter, \$5 ppd. Pixies, Merchandise Mart Chicago 54, Illinois.

## de'cor® SHUTTERS

You can order de'cor shutters by mail, tailor made for the many decorative and practical uses in your home or office.

**SEND 25 CENTS** for new illustrated brochure, "101 Uses for Shutters"—together with full details on how you can order by mail.



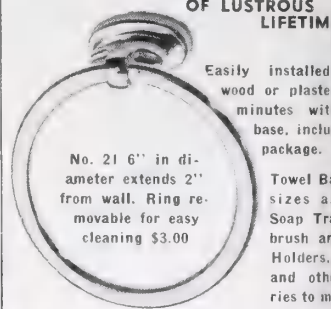
de'cor®  
DOORS TOO!



de'cor of GRAND RAPIDS, INC.  
1601 EASTERN AVE., S. E.,  
GRAND RAPIDS, MICH.

## NEW—MODERN—SMALL Towel Bars & Rings

OF LUSTROUS LIFETIME



Easily installed on wood or plaster in minutes with base, includes package.

No. 21 6" in diameter extends 2" from wall. Ring removable for easy cleaning \$3.00

Towel Bar sizes and Soap Tray brush and Holders, and other items to mail for Catalog

A new idea in towel bars. Center mounted ends provide freedom to slip and drag. Beveled edges prevent slipping. No. 18—\$3.60 No. 24—24" long \$3.95

Postage Paid, Xmas Delivery and guaranteed or money refunded. Gift desired.

**Manchester Studio**

Box No. 217

Manche



SHOPPING

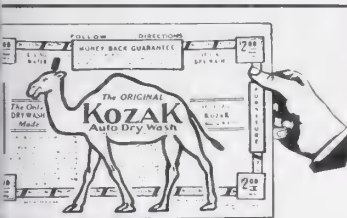
**FOR COURTLINESS** is provided for Happy Wanderers with this coffee and liquor caddy. The A.M. side has a 2-cup electric percolator, wide-mouth thermos for cream or fruit juice, 2 spoons, coffee and sugar containers. The P.M. side holds quart bottles and 4 jigger glasses. In washable tan leatherette case with 2 or 3 initials in gold, \$29.95 plus \$1 post. Wales Luggage, 540 Madison Ave., N.Y.



**FLATTERFUL EARRINGS.** Flattering exclamation points to frame pretty face are these, our favorite earrings. Hand-wrought sterling silver in drop or button style, they're engraved with a script monogram. \$6 a pr. 1 1/2" to match has loop to attach chain. \$6. In 12k gold-filled, \$6 each. Underline last name initial. Tax, post., and engraving. Wayne Silversmiths, 546 S. Broadway, Yonkers 5, N.Y.



**PERFUMED FINGERTIP TOWELS.** Made of soft, absorbent paper, are impregnated with either Devon Violet or Lily of the Valley fragrance. A pretty design illustrates the flower. And there's guest soap to match the fragrance of the towels! Gift box of 10 towels and 3 cakes of guest soap, \$1 ppd. Charlotte Thomas, Ellenville, New Jersey.



**\$2 Kozak**  
**Auto Washes Your Car**  
**10 to 100 Times FREE!**

Washes autos fast and easy. The original auto dry wash. 10 million sold. Hundreds of successful imitations for 30 years! Use with equal success on Cadillac or priceless antique. Removes dirt, polishes, cleans, saves time, work, money. No water needed. Safe, protects finish. Takes a few seconds, save entire cost on first use. And you must be astonished, delighted, pinked, or keep it and get your money back return mail.

**SPECIAL:**  
We'll send big, soft, deep pile Kozaks postpaid as gift wrapped, the same day your order is received. Regular Kozak, \$2 each. SUPER Kozak \$3 (lasts 4 times longer). Deluxe offer regulars and one SUPER. \$7 value for only \$4.95. Paid kitbag, gloves and SHAM-ET \$1 extra. **ORDER NOW** from Kozak, 500 S. Lyon, Batavia, N. Y.

SAVINGS IN QUALITY

**FIREPLACE FURNISHINGS**

EVERYTHING for the Fireplace

★

DOOR fireplace screens for ABSOLUTE PROTECTION

MADE TO FIT ANY SIZE OR SHAPE

Andirons • 50 Styles  
Bellows • Baskets  
Fenders • Lighters  
Matching Firesets

MONEY BACK GUARANTEE: SHOP BY MAIL ORDER  
Send 10c For 16 Page Catalog

**THE DIAMOND MFG. CO.**  
1100 ALYAMONT AVE. SCHENECTADY 7, N. Y.

Reproductions By Mail

Lovely "Gloria"—low and wide!  
Dress up your bedroom or fireside with our Decorator styled Gloria. It's both demure and comfortable, with channeled back, button tufted coil spring seat, filled with rubberized hair. Sturdy hardwood frame—27" high; 28" wide; 19" deep. In our Spot-Shed Velvet, choose either Rose, Gold, Red, Brown, Turquoise, Emerald, Sage or Fern Green—each \$42.50; a pair—\$82.50. Express (30 lbs each) collect. Or, we'll custom cover with your fabric—\$29.50 each. (Send 4 3/4 yards of 50" or 36" of 36" mat.) No C.O.D. Check with order. Satisfaction Guaranteed. Also send 10¢ for our Chair Booklet.

*The Chair Shop*  
Box 725 Morganton, N.C.

Terrific Value

**DESSERT DISHES**

are white ceramic with assorted raised fruit designs in vintage colors. They're perfect for every kind of dessert from fruit compote to ice cream sundaes. Each is 4 1/4" in diameter, 3" high. Set of 6. **\$1.95**

SET OF 12 DESSERT DISHES \$3.50  
MATCHING 7 PC. JUICE SET OF 9" HIGH PITCHER AND 8 TUMBLERS \$2.95

Please Add 25¢ For Postage  
Send For Free Gift Catalog

**THE ADDED TOUCH**  
Wynnewood, Dept. H.B. 12, Penna.

**AGED LIKE VINTAGE WINE**  
(Smoking alone takes 30 days!)

*Jordan's* GENUINE **VIRGINIA HAM**

Nearly 300 years ago, Virginia colonists sent to England hams of a distinctive savory flavor that soon were acclaimed by gourmet and royalty throughout the capitals of Europe. Both the fame and famous flavor have endured. Today, as then, the true Virginia ham is one of the world's delicacies.

Each magnificent ham now hanging in our aging rooms, slowly cured, smoked to a rich mahogany hue, aged approx. one year, has been tended by hand through each unhurried step—as we have done for the past 116 years. These carefully selected hams are put down in dry salt in cool cellars for 25 to 45 days, and turned often. The salt is removed and the ham allowed to mature for three weeks. Next it is rubbed by hand with a thick coat of black pepper. Then it goes into the smokehouse to hang for 30 days and nights over hand tended fires, until the juices drip and the dense, pungent hickory smoke permeates and flavors the meat. Then to darkened aging rooms, to hang for months.

And finally, just before shipment, each ham (in a 40-hour process) is soaked, simmered, the skin removed, the fat trimmed, then glazed with sugar and baked with wine to a savory feast of firm, sweet and tender meat.

Your Jordan's ham arrives ready to be enjoyed, needs no heating. It keeps for weeks and weeks. Traditional for Christmas dinner... perfect for cocktail party or buffet.

Sealed in amber cellophane, nestled in burgundy tissue in Old Virginia Smokehouse box (carving, serving and keeping suggestions enclosed), here is a magnificent gift for those you especially wish to please this year, and a grand treat for your family.

Our hams are prepared to please discerning people, and we guarantee complete satisfaction. Weight 8 to 13 lbs. cooked; \$1.89 per lb. (net cooked wt.) shipped anywhere in continental U.S. Please specify whether wanted now; for Christmas; or other date.

**JORDAN'S OLD VIRGINIA SMOKEHOUSE**  
1433-C E. CARY ST., RICHMOND, VIRGINIA

Please send \_\_\_\_\_ Jordan's Genuine Baked Virginia Ham(s). Size about \_\_\_\_\_ lbs.

☐ Check enclosed \$ \_\_\_\_\_ ☐ Ship now.

☐ Ship for Xmas.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

*Traveler's*  
**martini stirrer**

in hand-wrought beaten sterling silver set with a 30 carat semi-precious gem.

2 designs alike, tasting spoon at one end, semi-precious gem in silver clamps at other.

**10" martini stirrer \$35\***

companion pieces...  
"old-fashioned," 4" long, \$65 the set of 6. "tom collins," 6" long, \$75 the set of 6. wrapped in anti-tarnish pouch.

all stirrers set with genuine baroque gems from the 4 corners of the earth; purple amethyst—Peru; golden topaz—Tasmania; blue aqua marine—Africa; green aventurine—India; pink tourmaline—Brazil; colored agate—Madagascar.

christmas delivery guaranteed  
\*prices incl. fed. tax, insured shipping, send check or money order, hand-wrought in the studio of...

**arthur king**  
947 lincoln rd., miami beach, Fla.



**Fishnet Curtains** of imported spray white cotton need no ironing, starching, or stretching and may be dyed any color. Decorative detachable scalloped shells included.

60" length Pr. \$5.95  
72" length Pr. \$8.49  
90" length Pr. \$6.95

**Fishnet Table Cloth**... of imported spray white cotton net with Spanish cork decoration.

52" x 72" \$6.95  
72" x 104" \$10.95

**Hurricane Lamps**... handmade of imported natural champagne cork, fishnet jackets, rope handles and white dripless candles. 12" high Pr. \$5.95

Specify choices and send check or money order to

**BALI HAI**  
ORIGINALS

1238 Ali Baba Ave., Opa-Locka, Florida

(tax and postage included in prices)

add  
a touch  
of the tropics  
to your home

...or the home of a friend



## Live Holly Trees

In Pots  
3 FOR \$2.95  
6 FOR \$5.50  
10 FOR \$9.00  
ALL PPD.

### Make Such Gay Gifts And Festive Decorations

What gift could be more in keeping with Yuletide tradition than real live holly trees? What could look more charming in your own home at the holiday season?

Our pretty little trees have shiny deep green leaves and bright red artificial berries. They come in attractive 2 1/2" fibre pots specially decorated in Christmas red and green. Enjoy them indoors all through the holidays, then plant them outdoors and keep right on enjoying them!

Order by Mail Now For Christmas  
Send Check or Money Order  
Satisfaction Guaranteed

**Stern's Nurseries**

GROVE E • GENEVA, NEW YORK



Fully Assembled.

30" high (also available 24" high, if specified)

Unfinished, smoothly sanded—\$6.95

Light natural finish—\$7.95

Maple, mahogany, walnut, cherry or pine finish—\$8.95

Write for FREE catalog.

Express charges collect. Satisfaction guaranteed. Quick delivery. Send check or money order.

**Jeff Elliot Craftsmen**  
Dept. B-126 STATESVILLE • NORTH CAROLINA

## NEW SWEDISH IMPORT TEAKWOOD or WALNUT SERVING TRAYS

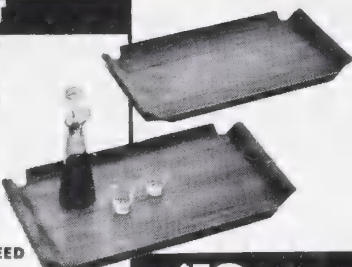
Everyone who sees them, wants them. Ideal gift for Christmas, showers, weddings, anniversaries. Perfect for buffets, snacks, beverages, outdoor, indoor, sickbed dining.

Made of teak or walnut. Blends with any decor. Ideal size—22" by 13". Stacks easily. Alcohol-proof. Practical yet most decorative. Immediate Shipment.

SATISFACTION GUARANTEED

**horst gunther • interiors**

Dept. HB-2 60 N.E. 39th Street • Miami 37, Florida



\$10 postpaid

Send cash, check or M.O.  
Specify Teak or Walnut.

## 100 Gaily-Colored Bells

Tie them on gift packages, make decorations, dress up cakes or place cards. Each little bell is a masterpiece of perfection in smooth plastic, with slots at top for tying. All-occasion assortment includes red, green, blue, and white bells, 1/2" to 1" long from tip to clapper. Stunning on Christmas gifts! Bargain package of 100 is \$1.00 postpaid.

WALTER DRAKE & SONS, 112 Drake Bldg., Colorado Springs 5, Colo.



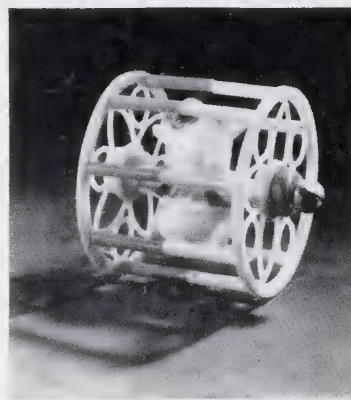
# WINDOW



**BELLS FOR A BELLE.** who hands are lovely enough to attract traffic, tinkle intriguingly on sterling-silver twist ring. Each band is topped by five little bells that provide glamorous sound-effects when a pretty girl talks with her hands. Three of them worn together are terrific! Send ring size. \$2.25 each; \$5.95 for 3. Tax and post. incl. Aimee Lee, Dept. HB, 545 Fifth Ave., New York 17



**TWO FOR THE SHOW.** Send this to a Grandmother, who carries pictures of her grandchildren and she'll be a more insufferable braggart than ever on the subject of the most wonderful children in the world. Or send it to your college daughter, with pictures of you and Pop. Brass frame, high, holds two 5" x 4" photos. \$11.95 ppd. Anders Co., Dept. 12, 155 W. 72nd St., New York 1



**FUNNY COME-BACK** is a jingle-bell piggy in his rolling cage. When Buster gives him a push, he'll go rolling and ringing across the floor. But he always comes rolling back! This is a little piggy that will never run away. And he always stands right side up, too! In a 3" x 4" green plastic cage, he's 79¢ plus 1¢ post. Bancroft's, Dept. HB-3, 2170 S. Canalport Ave., Chicago 1



## "LAZY SUSAN" Dryette

For washings and ironings  
For the new drip-dry fabrics  
For nylons and sheer things

Folds Like  
An Umbrella

Satisfaction Guaranteed or your money back!

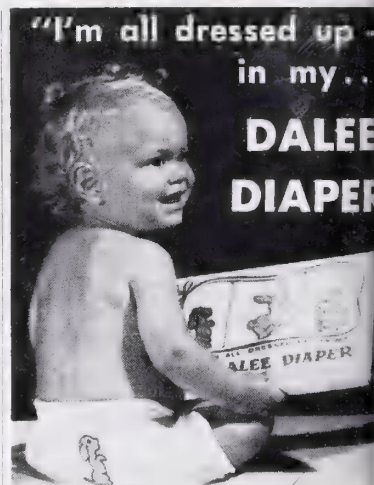
Snagproof, Rustproof Metal, holds more in less space. Lustrous finish. Perfect gifts

SUPER DRYETTE TRAVEL DRYETTE

12 arms 6 arms  
(23 ft. drying space; strong, sturdy) (9 ft. drying space; stands in bathtub, packs in suitcase)

\$8.95 ppd. \$4.95 ppd.

Act now to enjoy easier clothes drying service... order today direct  
DRYETTE CO., DEPT. H-12  
P.O. Box No. 2219 • Wichita, Kansas



"I'm all dressed up in my DALEE DIAPER"

DALEE DIAPER

## THE PERFECT GIFT!

No folding, fitted diapers applied with colorful animals, either checked or plain. Top quality Birdseye cloth with triple thickness in-built pad. Boilable and bleachable. Dressy yet tailored. "GIFT WRAPPED" Boxes of 3, \$2.50 ppd. (specify checked or plain appliques). Check or money order.

**DALEE PRODUCTS, INC.** Dept. 2, 2652 Flamingo Lane, Fort Lauderdale, Fla.

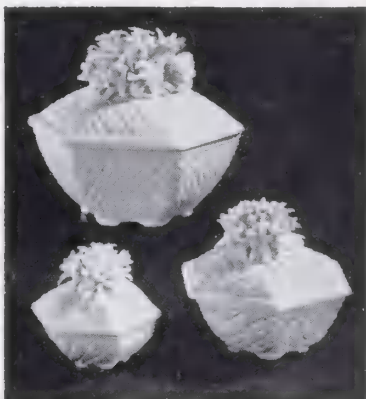


# SHOPPING



## SWEET FOR THE SWEETS

are these dazzling white bisque candy dishes, imported from Europe for your holiday confections. The hexagonal shape gives them decorative drama, and the topping of polished porcelain riberoses gives them a simple elegance. In three sizes: 2½" wide. \$3.50; 3½", \$4.50; 4½", \$6. Add 20¢ post. Bonwit Teller, Fifth Ave. at 56th St., New York.



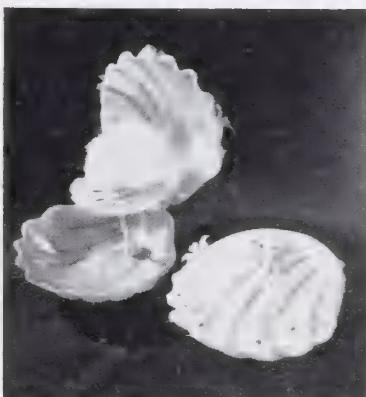
## MUSICAL CHURCH.

You can almost see red-cassocked altar boys lighting the tall tapers, hear the congregation singing Christmas carols—so real is this illuminated church. Made of ivory plastic, the Swiss music box plays "Silent Night," and light streams through the simulated stained-glass windows. 9" x 7½" x 3". With bulb and cord. \$4.95 ppd. House of Schiller, 180 N. Wacker Dr., Dept. 459, Chicago.



## HELL OF VENUS

is a powder box that you'll want to send to the most beautiful Venus on our Christmas list. A hinged elastic sea shell, encrusted with rhinestones and pearls, opens to reveal a petal-shaped pedestal which rises with the lid. And resting on this, there's a 100% own powder puff! In white, pink or blue, 6" x 6" x 4". \$5.25 ppd. From Copeland House, Box 70H, Lake Forest, Illinois.



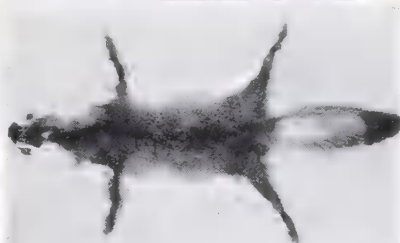
I've got a new dress!  
In a new color, too...

it's that  
**SLIM**  
look  
In heav'nly blue.

**\$1.50**  
per box

OUR NAME **FIRST-SLIMS** IN THE SKIRT

heav'nly blue background on fine quality, heavy white vellum notes, folded size 3½" x 1¼". 536 names available! Wonderful for gifts, for your own use! **SLIM NOTES** (30 notes, 1 envelopes) \$1.50, 3 boxes for \$4.25. Sorry, no COD's. Ask for **FREE Gift Catalog**, too! **MEREDITH'S**, Evanston 24, Illinois.



## GENUINE WILD GRAY FOX SKIN FOR LITTLE "FRONTIERSMEN"

Your little "frontiersman" will be the envy of his neighborhood when he has one of these real, honest-to-goodness gray fox skins hanging on his wall or as a rug beside his bed. Trapped in the wilds where Davy Crockett once roamed, the pelt has been tanned to keep it soft and luxuriant. Skin is 36" overall... fur is thick and has its original color tones. Comes with fascinating wild life lore about foxes. An unusual and wonderful gift for Christmas or birthdays.

ALSO AVAILABLE...  
real gray wolf skin,  
4½ ft. overall... \$5.95  
Send for free catalog.  
No C.O.D.'s

**artisan galleries**  
2100-A12 N. Haskell, Dallas 4, Texas



## FLYING DUCKS

The modern way to add interest and natural beauty to any blank wall space. Ducks are attractively designed—made of aluminum, satin black finish. Each duck about 14" wide, with back bracket to hold it away from wall. Treat yourself to a Christmas gift you can enjoy all through the year. \$26.50 per set postpaid. Single duck \$9.50

## DINNER BELL

What more cheerful, more useful, than this sturdy bell for any suburban home, estate or ranch? Its melodious sound is a pleasant reminder of the time of day, a call to meals, etc. Graceful in design, black finish. Clapper is adjustable. 14" diam. 9" high. Bracket 18" wide, 24" high when mounted. Wt. 45 pounds. \$27.50 f.o.b. Wheeling

Write for Free Christmas Gift Catalog

**Hagerstrom**

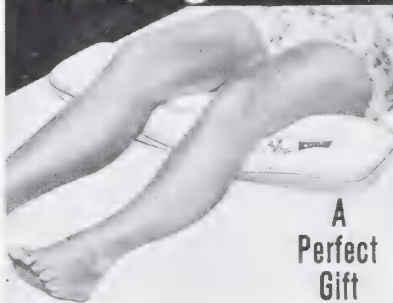
**METALCRAFT STUDIO**

Handcrafted Specialties since 1922—Lanterns, House Signs, Weather-vanes, Mail Boxes, Door Knobs, etc.

Dept. HB, Old Milwaukee Road, Wheeling, Ill.



## Relaxing COMFORT

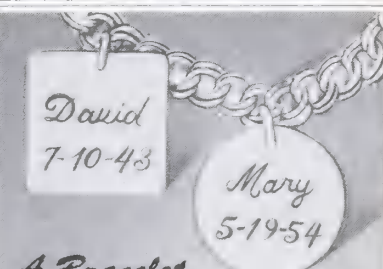


A  
Perfect  
Gift

This ingenious Knee Lift Cushion gives you contour chair and hospital-bed comfort, achieved by slightly flexing the knees. Now this comfort can be enjoyed in your own home. Your back, hips and legs relax, tensions vanish, sleep comes easily and naturally. Many back and leg aches magically disappear. Wonderful gift for restless sleepers, bed readers, invalids and during pregnancy. Used by many doctors and hospitals. Money back guarantee. Immediate delivery. Only \$2.98.

**BETTER SLEEP Inc.**

Dept. 364, New Providence, N. J.



## A Bracelet For Grandmother

To your individual order... in sterling silver... separate commemorative disc conscientiously engraved for each grandchild. Size, shape, and engraving style as shown above.

Bracelet ..... \$3.00  
Per Disc ..... \$1.50  
IN GOLD-FILLED (slightly larger)  
Bracelet, 1/20 12K gold  
filled ..... \$4.00  
Per Disc ..... \$2.00  
Tax, engraving, postage incl.

Catalog  
On  
Request

**Holiday House**

112 Bellevue Theatre Bldg., Upper Montclair, N. J.



## \*Treasured Gift

Only  
**\$7.50**  
Tax incl

Here's an exceptionally beautiful 8" salad or fruit bowl. Made of brilliant faceted, imported crystal, rimmed with Sheffield silver plate. Imported from England, comes complete with 9" silver-plated servers... and at the incredible price of only \$7.50 (a regular \$11.95 value). Two sets for \$14.50.

Shipped holiday gift wrapped, postpaid.  
Money Refunded If Not Delighted

Send for **FREE GIFT CATALOG**

**\*Croydon SILVERMART, LTD.**

(Dept. D), 805 Lexington Avenue, N. Y. 21, N. Y.  
Visit Our Retail Store at 62nd St.



## GRANDPARENTS SPECIAL.

This is a sterling silver gift, and one to cherish. Key chain for a man is \$2.20 and each disc is \$1.10. Bracelet for a lady is \$1.10, and each disc, \$1.10. Each disc has the name and date of birth engraved on it, which may include one each for the whole family or just the youngsters.

Sorry, no C.O.D.'s.

**JEREDITH MANOR**

P.O. Box 130 Nyack, New York





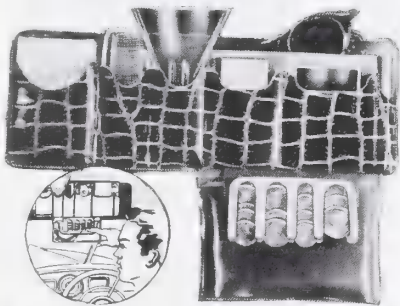
## "DECORATOR-STYLED" PHOTO MURALS

Appealing, full-color PHOTO MURALS add dimension and beauty to any room in your home or office. Arrow PHOTO MURALS are made to any size . . . priced amazingly low! Easily applied to walls; will last for years. Wipes clean with just a damp cloth. Write for portfolio

filled with easy installation ideas and wide variety of distinctive mountain, lake, ocean and desert scenes. Enclose 25c to cover cost of postage and handling (refunded on first order). Satisfaction guaranteed. Mail now for your portfolio!

Dept. HB-126

ARROW PHOTO MURAL CO., 414 South State Street, Chicago 5, Ill.



A great gift for motorists

### AUTO-VISOR KIT

\$2.15 postpaid

This Kit snaps right on the auto visor and puts all the driver's needs within easy reach. Especially convenient is the "small change" compartment to hold coins for tolls and parking. Complete with ice-scraper, sun glasses, comb, mirror, pad, pencil, map compartment and cigarette holder. Made of simulated leather.

(Check or M.O.; No C.O.D.'s)

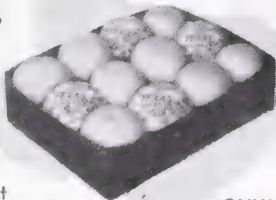
### MALCOLM'S

House & Garden Store  
6309 Reisterstown Road  
Baltimore 15, Md.

## TEXAS RUBY RED GRAPEFRUIT

FRESH-PICKED  
TREE-RIPENED

12  
to  
16



Giant  
TREE-FRESH FRUIT

ONLY  
\$4.70

A Wonderful Gift for friends, small families. Widely used for businesses as gifts to customers, employees. Each delicious, Ruby Red Grapefruit is carefully selected for fine quality and size. Packed in small gift carton—your greeting enclosed. \$4.70, delivered; satisfaction is guaranteed. Mail your order now. Also send for color folder showing other gifts of fruit. **It's FREE.**

CLIP & MAIL TODAY TO:

ALAMO FRUIT & VEGETABLE CO.

Alamo 9 Texas

Enclosed is \$\_\_\_\_\_ Send gift packs to names on attached list. Rush me your illustrated folder by return mail.

My Name \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_



### SWIVEL CAPTAIN'S STOOL With Sturdy, Con- cealed Ball Bearing Swivel

Now . . . a swivel stool styled for the home. For the drink bar, food bar, kitchen counter, work or drafting table, office, etc. Ideal child's dining chair (turnings on legs allow easy slicing off as child grows). Large, contoured seat and wide curved back give maximum comfort. Rungs are just the right leg height for young or old. Thick knotty pine seat and back—hardwood legs and rungs. In finest hand crafted quality. Beautifully finished in mellow honey-tone knotty pine or maple.

COMPLETE  
OR IN EASY  
1-HR. KITS

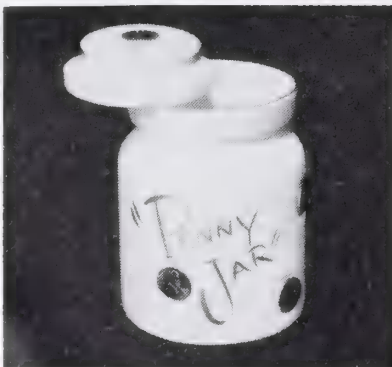
Seat ht. 30 in. or 24 in. (Specify). Only \$16.95  
**COMPLETE KIT**—for easy home assembly. Pre-fitted, drilled, sanded, etc. with simple instructions. **\$11.95**

Shipping Charges Collect

**NOW**—Large new catalog of Finished and Kit Form Furniture and Wall Racks In Friendly Pine. Send 10¢ in coin or stamps.

Immediate  
Delivery  
No C.O.D.'s  
Money  
Back  
Guarantee

**Yield House**  
Dept. B12-6  
North Conway, N.H.



### PENNY JAR

Fine white china about 6" high with the words "Penny Jar" written in gold. Brand new gleaming pennies are mounted decoratively around it. Wonderful for use as a penny bank, still nicer on the table to hold preserves, candies, instant coffee, etc., postpaid.

**\$1.95**

TWO PENNY JARS, PPD. . . . . \$3.75

Send No C.O.D.'s Please

Pd. Residents Add 3% Sales Tax

Send For Free Gift Catalog

### SUGAR N' SPICE

Room 112, 5446 Diamond St., Phila. 31, Pa.



## WINDOW



**LITTLE ANGEL DOLL** is blonde sleepyhead in flannel jamas, whose removable white felt wings act as a barometer the behavior of little girls and boys. Angel comes with a storybook which explains that when child is naughty, the wings come off. But when she is good, bang on they go! 14" tall. \$3.95 ppd. Frances-Morris, 1016 Carroll St. Brooklyn 25, N.Y.



### SWEET FOR SWEATER

is a simple classic necklace with matching earrings. Your initials are engraved on both to add personalized glamour. Necklace (half-dollar size) is on a 18" chain. \$1.50; and the earrings (quarter size) come in drops, button style, \$2 pr. In 24k gold, sterling-silver plate with 2 or initials. Ppd. Ruth Brawer. Dept. HBL, Box 4035, Tucson, Ariz.



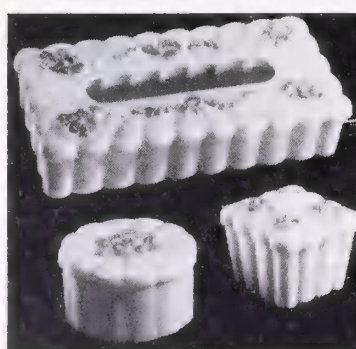
### EARRING CAROUSEL

is a whirling dervish that holds your fabulous collection and displays them to dazzling advantage on your dressing table. Twenty pairs of screw-backs and 12 pairs of clip-on earrings hang from keyhole slots. A tray on top stores rings, pins. In black and white plate with brass feet and trim, it's \$1.95. Ppd. Glasscraft Mfg. Co., 922 Chicago Avenue, Evanston, Ill.



### FUR LINED GLOVES

— an ideal gift that is appreciated all winter long. These Men's and Ladies' Fur lined gloves are made of the finest, butter soft leathers obtainable, by skilled craftsmen, in the glove center of America. Choose from Black, Brown, Cork, Beige, White, Ladies' sizes 6 thru 8, Men's 8 thru 12. Sizes are exchangeable. \$4.95 PPD. Seamless wool lined, same price, A'Delman Glove Factory, Box 175, Gloversville, N.Y.



This dainty boudoir set in plastic is decorated by hand with shells and pearls. It is available in pink, blue, yellow, green, white or black and includes a **TISSUE BOX** with a hinged top at \$7.95; a **POWDER BOX** with a hinged lid holding a powder puff 4" x 2 1/2" high at \$4.95; and a **COTTON BOX** with a snap-off top 4 1/2" square x 3" high at \$4.95. ppd. Su-Li Sisters, P.O. Box 24, West Orange, N.J.



# SHOPPING



**LUMINOUS ANGEL BABES** are glowing little sprites to hang from your Christmas tree, tie on gift packages, perch on place cards with dazzling celestial brightness. With tiny glowing loop, 1" angels of luminous plastic gather light by day and expel it by night. 12 are 69¢. Kimball Printing, 93 Madison Street, Oshkosh, Wisconsin.



**UP-A-JAMA** takes a realistic approach to the long-suffering man's quiet, but stubborn, refusal to wear both halves of his pajamas. This extra-long, soft flannel-sleeved Uppa-Jama has 2 pockets, 2 slits, comes in vat-dyed, tub-dyed solid blue or yellow. Sanitized; sizes A-E (send weight and suit size). \$3.95 each; 2 for \$7.50; 3 for \$11.50. Add 25¢ post. M. Allison Co., Dept. HB, 175 Wason Rd., Brookline 46, Mass.



**SHE'S A SKUNK**, get a pair of Baby Skunk earrings for your Christmas stocking. They're made of sea shells, painted black and white, with bushy tails of curly chenille. Give them to a college daughter who doesn't write home often enough. Or give them to the Bridge Club girls who have been known to "skunk" you at the card table. \$1.10 incl. tax. Ppd. Walter Drake, HB-22 Drake Bldg., Colorado Springs, Colorado.



## Delicious, Tasty Pecans

A wholesome and healthful gift for family and friends, employees and customers. These selected, best quality pecans are full of flavor. A real taste treat. Attractively gift packed and shipped by us, prepaid, to any place in the U.S. 2-lb. box \$3.95; 5-lb. \$5.85; 10-lb. \$8.85. Order for yourself, or send us your gift list.

Write for FREE Gift Brochure

**American Pecan Company**

P.O. Box 4266

San Antonio 7, Texas



## Your Home is a "family country club" with SHUTTLE-LOOP

Requires just a small space in any size living room, recreation room, lawn, terrace, etc. Combines the best features of tennis or badminton for a game of fun all the family can play—indoors or outdoors. (Will not harm furniture.) Complete with plastic shuttle cock, easy to assemble loop and stand (all metal), two racquets, rules. **\$6.95** ppd. no C.O.D.'s please.

Ideal Holiday Gift for all ages... everyone enjoys playing Shuttle Loop

**DUDLEY SPORTS CO.**

633 Second Ave., N.Y., N.Y. (Dept. B)



## GET ENTIRE SET WITH DOWN PAYMENT

Buy your Towle and Heirloom Sterling the easy way pay just \$5 down,\* \$5 monthly on Macy's Silver Club Plan

- You enjoy your entire set while you pay for it
- FREE with order, silver spoon pin, anti-tarnish chest.
- Choose from over 200 patterns by Gorham, Towle, Wallace, International, Reed & Barton, Heirloom, Lunt, Steiff, etc.
- Take up to 2 years to pay. Monthly payments on some of the silver patterns are slightly higher.
- You never pay more than the nationally advertised price, including carrying charges where they apply.
- 6-pc. place setting (1 ea.): luncheon knife, fork, tea-spoon, salad fork, cream soup spoon, butter spreader.
- \$5 down, \$5 monthly
- 7.50 down, 7.50 monthly
- \$10 down, \$10 monthly
- \$15 down, \$15 monthly
- 4 place settings (24 pieces)
- 6 place settings (36 pieces)
- 8 place settings (48 pieces)
- 12 place settings (72 pieces)

Silver Shop, Street Floor

MACY'S, Box 70, N.Y.C. (1) HB 12-56

Enclosed, \$ down payment

Pattern

No. of settings

Name

Address Apt. #

City Zone State



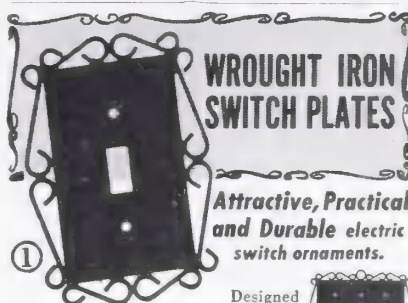
## TWINKLE TOE NAIL POLISHER

Plastic pallettes are flexible and tie onto each of your feet. Comfortable as sandals, so you can walk around until nails dry without smearing. Fits any size foot. Order for yourself and for much-appreciated gifts.

Attractively Boxed and only **\$1** pair 6 pr. for \$5.

Order by mail today—No C.O.D.'s. Satisf. guar. Send cash, check or m.o.—Immediate delivery

**OLD PUEBLO TRADERS,** Box 4035, Dept. HBP Tucson, Arizona



## WROUGHT IRON SWITCH PLATES

Attractive, Practical and Durable electric switch ornaments.

Designed to add warmth and beauty to the walls of any styled home... from Provincial to Modern. These handsome black wrought iron scrolled-framed plates fit over any wall switch or outlet. Give added protection to walls from finger marks. Ideal for any room... Living Room, Kitchen, Bed Room, Den, Foyer, etc.

- #1 Single Switch — \$1.35 ea.
- #2 Triple Switch — \$1.95 ea.
- #3 Duplex Outlet — \$1.35 ea.
- #4 Double Switch — \$1.65 ea.
- #5 Combination Switch and Outlet — \$1.95 ea.

Other types available including Despard Plates.

No C.O.D.'s please. We pay postage. Money refunded if not delighted. Order NOW!

Write for FREE Mail Catalog

**Laurie & Co.**

Dept. 21-H, 507 5th Ave., New York 17, N.Y.

## SUPER SPACIOUS RECORD STAND

only

**\$12.95**

exp. chges. coll.

no C.O.D.'s Please



A wonderfully practical, generously proportioned record center for any home. Sturdy wrought iron stand has two full sized shelves to hold more than 200 record albums; plus a space large enough on top to hold any size record player. Measures 32 1/2" high, 22" wide, 16" deep. Wonderful for the kids room too.

ALL BRASS PLATED \$17.95

interior trends

56-B UNDERHILL AVENUE • BROOKLYN 38, N.Y.



## Choose a Greek God and Goddess

for a classical note on a mantel, end table, book shelf. Apollo, god of the sun, and Diana, the moon goddess. We picked chalk white for against chocolate walls in our showroom. Come also in gold-speckled black or bronze finish. 9" high, on felt padded pedestals. Pair **\$5.95** ppd. Large 15" pair \$16.95.

In the city? Visit us.

**MONO ART**

Dept. B-12

50 Delancey Street, New York 2, N.Y.



ORGANIZE AND GLAMORIZE WITH THE

## FILE-DRAWER TABLE

Why buy an ordinary end table... when you can get this handsome piece of furniture that doubles as a file chest, too! Now you can keep your important papers as orderly as a corporation's... in a drawer deep enough for standard alphabetical guide and long enough to store the accumulation of years. Hand-made with antiqued hardware. Drawers are dovetailed and set on hardwood rails. The inspired touch for your Early American OR contemporary home... the gift your efficient friend (or husband) will adore you for.

## WHEN ORDERING, SPECIFY

**SIZE:** Letter (16 1/2" x 22 1/2" x 28" high) or Legal—add \$3.00—(18 1/2" x 22 1/2" x 28" high)

**STYLE:** Modern or Colonial  
**DRAWERS:** 2 small drawers & 1 file drawer (#FDT-1) or 2 file drawers only (#FDT-2)

**FINISH:** Unfinished Knotty Pine, smoothly sanded ..... **\$27.95**

Hand-rubbed Antique Pine finish—\$29.95

Unfinished Tupelo, smoothly sanded—\$32.95

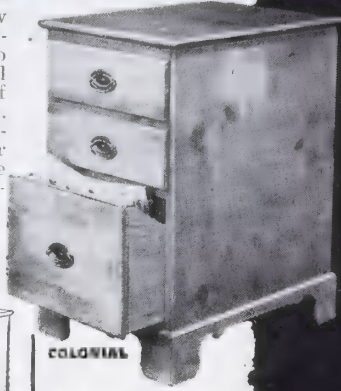
Maple, Mahogany, or Walnut finish—\$34.95 (add \$3.00 for Legal Size)

See matching End Tables on pages 50 and 75

MODERN



LETTER OR LEGAL SIZE



COLONIAL

Fast shipment direct from our workshop to you.  
Send check or money order  
Satisfaction guaranteed  
Express charges collect.

WRITE FOR FREE CATALOG

Jeff Elliot Craftsmen

Dept. B-126 STATESVILLE • NORTH CAROLINA



## WICKER PLANTER

Here's a handsome and novel wicker wheelbarrow, hand-woven and imported from the Isle of Madeira. It comes with a removable metal liner for planting. 10" long, overall; 5" wide. (Plant not included.)

\$2.25 ppd.

No CODs Send for FREE Catalog

## GOTHAM GIFTS

67-85 Exeter St. Dept. H12  
Forest Hills 75, N. Y.

GIFT WITH

Charm



(18 x 14 inches)

Silhouette estate signs in heavy rust-proof metal for lamp post, tree or home. Name cast into design at no extra cost.

\$9.95 delivered postpaid. No C.O.D.'s. Name to read from both sides \$3.00 extra. Any special design from your rough sketch \$5.00 extra.

For prompt shipment order direct from this ad. Satisfaction guaranteed.

#200 Coach & Four  
#212 Country Doctor  
#218 The Windmill  
#118 Dog—Any Breed  
#114 Colonial Couple  
#128 The Hunter  
#120 The Pines  
#220 Sailboat  
#224 Steer

Catalogue on request.

## DOUCET METALCRAFT

Box #7 West Peabody, Massachusetts



RARE  
WINTER-  
BLOOMING  
JUMBO  
HYACINTH  
BULBS

with imported  
bowls  
3 for \$375 ppd.  
6 for \$750 ppd.

RUSHED FROM HOLLAND  
FOR CHRISTMAS GIFTING!

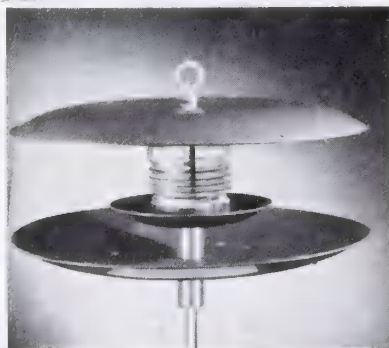
Delightful touch of spring to give or grow! Our pick-of-the-crop Hyacinth bulbs—each as big as an orange. Out of 1000 bulbs we find only 5 or 6 of this rare jumbo size. Each produces 40 or more perfect flowers on a spike—often grows 2 spikes. This special variety thrives indoors in water—without soil or muss. Guaranteed to burst into magnificent bloom in 60 to 90 days. Each with specially designed transparent bowl.

Soft Pink, Sky Blue, Sunshine Yellow,  
Snow White, Bright Red, Deep Blue  
ORDER BY MAIL NOW FOR CHRISTMAS  
Specify Colors—Send Check or M. O.

Satisfaction Guaranteed or Money Returned

## Stern's Nurseries

Dept. E, Geneva, New York



## KEPE-NETE BIRD FEEDER

Rustproof... Aluminum

An ideal Christmas gift for the hard-to-buy-for. Keeps food dry and fresh—even in winter. Always attractive because its 15 1/2" aluminum trays finished in palm green baked enamel are rustproof and easy to clean. Feeder tray and glass hold 1 1/2 pounds. Aluminum handle is drilled to mount on iron water pipe 3/8" inside diameter, or can be used for hanging. Simple to take apart. Our reorders prove Kepe-Nete is as good as we say.



Only \$9.95 postpaid

Satisfaction Guaranteed

## H. B. COWAP

2423 Ridgeway Avenue Dept. HB-126  
Evanston, Illinois



## WINDOW



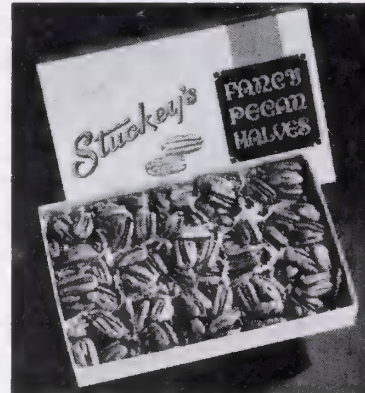
## A DANCING DAUGHTER

will stand this darling little ballerina on her dressing table, night stand, and dream that she, too, is executing a pirouette and *pas de deux*. Made of ceramic in pastel colors with gold highlights, she's a dainty figurine 4 1/2" tall. \$1.50 each. A pair, each in different positions, \$2.95. Add 25c post. and order from What New Shop, Dept. HB12, Wynnwood, Pennsylvania.



## RING A BELLE with sophistic

ated splendor at a price that would startle Scrooge himself. A copy of a Paris treasure, comes with a magnificent fake stone in gold-veined turquoise blue night stone, coral or Chinese jade, surrounded by seed pearls is set in 14k gold plate and adjustable. \$1.95. Matching earrings, \$1.95 a pr. Set, \$3.50. Pp. Vernon Specialties, 156 4th Ave. Mt. Vernon, N.Y.



## M-M-M-M, ARE THE

GOOD! These great big fresh picked pecan halves are so good you'll have to taste them to believe it! (And we know, because we snatched a few!) They are gift-packaged and the Stuckey people will ship them direct to everyone on your gift list. Buy them you'd better stock up too! Fan 1-pound box, \$1.95 ppd. Stuckey's, Box 301, Eastman, Georgia.

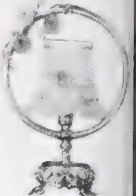
## Avignon Lamps... in true French tradition



ONLY \$57.00  
Postpaid

Gorgeous Avignon Lamps hand-wrought of brass and bronze, 24-karat gold jewelry-plated, touched with white French antiquing. Shades are handmade of sheer tuckered crepe, trimmed with medallions to match lamp base.

Information about other styles, including wall sconces, available upon request.



ONLY \$43.00  
Postpaid

## THE FRENCH LAMP STUDIO

BOX 8647, CHICAGO, ILLINOIS



## The Unique WALL CLOCK

WILL HARMONIZE WITH ANY SETTING

Available in Salem, Honey maple or mahogany. Height 18", width 7 1/4", depth 3 1/4". Equipped with self starting electric movement. Fully guaranteed.

\$24.95

shipped prepaid ■ day winding movement at extra cost

Clocks, furniture and accessories to select from in prices from \$1 to \$199. Perfect workmanship, and in selected finishes. Write for free literature today.



Dept.  
B-56





# SHOPPING



## I'LL DIAL WITH JOY

and give your husband the shock of his life, come next telephone-calling date, if you have this dazzling watch attached to the dial. With it staring you in the face, you're bound to curb your tongue! This sweep second hand, is circled with Austrian rhinestones. \$2.95 ppd. Order from Lowy's, 260-B, 116th Street, Rockaway Park, New York.



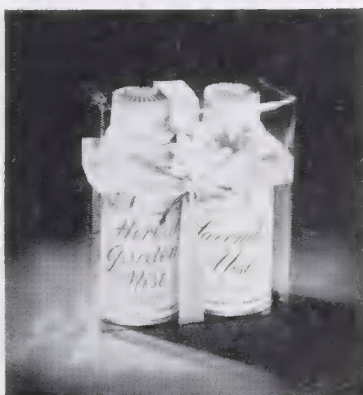
## UP O' THE HILL

is an enchanting figurine by Royal Doulton that brings to mind the young girl of Tara. The exquisite detail, delicacy of detail and deft hand-painting in English bone china makes this a superb figure to add color and stature to a lady's collection. Masterfully modeled in red, green or pink. O' The Hill stands 7" high. \$5.50 plus post. Marshall Field, Chicago, Ill.



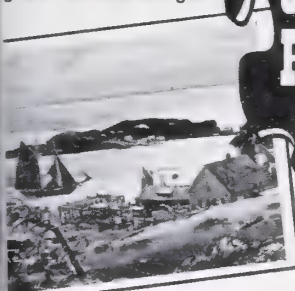
## SENT-SATIONAL PAIR.

ender Mist and Herbaria Garden Mist are delicious sachet scents in a sparkling box with ribbon and flower sprig for beautiful presentation to a lovely woman. Creating her own fragrant atmosphere, she'll use them in her linen closet, lingerie drawers, hankies and even stateroom. \$3.25 ppd. Lavender, Box 83, Old Chelsea Sta., New York 11.



NOW! many hours of fun...or send as a gift

## JIGSAW PUZZLE CLUB



First quality, fully interlocked, full color wood Jig-saw Picture Puzzle sent you each month. Product of outstanding manufacturer.

300-PIECE PUZZLE, 12" x 16", different title each month for 12 months—\$39.00. Single Copy—\$3.50 Postpaid.

500-PIECE PUZZLE, 16" x 20", 12 different titles—\$66.00. Single Copy—\$5.75 Postpaid.

### A PUZZLE MONTHLY

ORDER NOW! Send check or money order to  
**JIGSAW PUZZLE CLUB** Dept. B  
257-61 VARET STREET BROOKLYN 6, N. Y.

## DECORATE KITCHEN CANISTERS WITH THESE AUTHENTICS DECALS

Artistic shaded gold and black decal labels transform glass or metal canisters into a useful and decorative set of kitchen containers. Decals apply easily with just water (instructions included); washable and color-fast. Set of 12 (sizes assorted) includes Cookies, Candy, Flour, Coffee, Tea, Sugar, Allspice, Pepper, Salt, Nutmeg, Rice, Cinnamon—all for \$1.50 (ppd. in U.S.—no COD). MANY OTHER DECALS for home decorating purposes—including Authentic's famous line of Early American Stencil Design decals for chairs—latest addition, a handsome 6 pc. gold design for Captain's Chairs, only \$1.50 ppd. See our complete folder 10c.



10c FOR ILLUS. ORDER OF FULL LINE **AUTHENTICS** DEPT. E-21, BOX 26 CINCINNATI 7, OHIO

## duncraft's FLIGHT DECK

LURES

## WILD BIRDS TO YOUR WINDOW!

■ a thrilling gift!

Clip Flight Deck to your window and discover the sheer joy of attracting beautiful wild birds. Feed them, photograph them, watch them bathe just inches away, without going outdoors! Shut-ins, camera fans, youngsters, everyone becomes an armchair bird watcher and thrills to the close-up activity and charm of wild birds. New Flight Deck is a large 17 1/4" x 15 1/2", custom-molded of all-weather duralon. Green with white trim, it has hardwood perch rails and feeding stick, 4 seed wells, drinking and bird bath pool. Attach or detach INSTANTLY without tools. Gift packaged with card; all orders acknowledged. WE PAY POSTAGE, both on your order and Flight Deck gifts sent to friends. Money back guarantee.

Patented

**duncraft**

dept. 12-B • Dunn Bldg. • Penacook, New Hampshire



NOW complete with BIRD BATH POOL

**\$7.95** ppd.  
2 for 14.95

RECOMMENDED AND APPROVED BY NATIONAL AUDUBON SOCIETY



**HOLIDAY GLITTER.** 24k Gold Plated Xmas Tree Charms, rhinestone studded. We'll engrave any monogram or name up to seven letters underneath Merry Xmas. The bracelet, with jingle bells added, \$1.95. Earrings, \$1.95 pair (each piece engraved).

**SPECIAL OFFER:** 6 bracelets or 6 pair of earrings or 3 of each, \$10.00. Order a set for each of the guests at your Xmas party. Tax and postage included.

**ELIZABETH McCaffrey**  
Dept. HB12 Orange, New Jersey



## ISLAND-GROWN TANGELOS

World's Finest Citrus Fruit. Cross between Tangerine and Grapefruit. Available December and January only.

Half Box—45 lbs. \$7.25  
Half Bushel—30 lbs. \$5.30

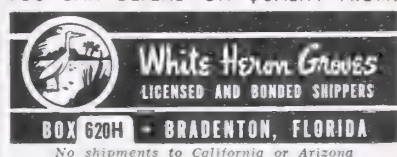
Add 10% West of Mississippi River; Add 5% Northern Michigan, Wisconsin and Minnesota; Add 20% West of Rockies; Prices to Canada on request.

Satisfaction Guaranteed

All Shipments Prepaid

Send for Complete Price List.

YOU CAN DEPEND ON QUALITY FROM:



**FRESH CAVIAR**

**FRESH RUSSIAN CAVIAR**

From the Caspian Sea

Be good to yourself, your friends, your most important business clients! Treat them to the world's greatest table delicacy... Fresh caviar from the Caspian Sea, imported directly by Vendôme. You know you can always depend on Vendôme quality and service!

- Fresh Beluga Caviar (large grain) 4 oz. \$8.00—8 oz. \$16.00—14 oz. \$28.00
- Fresh Sevruga Caviar (small grain) 4 oz. \$5.25—8 oz. \$10.25—14 oz. \$18.00
- Fresh Natural Pressed or Canadian Beluga Lake Caviar 14 oz. \$14.00

Visit our store or write for your free catalog of gourmet specialties.

**Vendôme**  
Dept. B-12  
Fresh Caviar Specialists  
"Chef Antoine" Dadone, Pres.  
15 East 48th Street,  
New York 17, N. Y.

**Rare PRESERVES**

FOR CHRISTMAS GIVING

*in a Gay New "Country Cupboard" Box*

A fetching gift for personal and business friends! Luscious preserves made of plump, sun-ripened fruits. The gaily decorated "Country Cupboard" holds four 5-ounce jars, one each—Whole Strawberry, Oregon Blackberry, Prune with Hazelnut, Apricot with Kernels. Send us your gift list today!

**FREE FOLDER** Shipped prepaid **\$2.95**

**LISTS GIFTS \$2.95 to \$31.75**

**JANE AMHERST**  
P.O. Box 2024-A, Portland 14, Ore.

☐ Send folder. ☐ Send boxes listed on enclosed sheet.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## FRONTIER CLOTHES from Frontier Land

SOLD  
ONLY  
BY  
MAIL

HANDCRAFTED IN  
GENUINE LEATHER  
for BOYS & GIRLS

### TEXAS TRAIL SHIRT

A real frontier shirt individually hand-made of genuine Texas tan suede steerhide. Practical for play and outdoor living. The tough, durable leather withstands rough wear. Cut full-styled to grow with the owner. Satisfaction guaranteed or money refunded. Exchange after Christmas if fit is not satisfactory.

Boys' & Girls' Sizes 4-14  
Give regular suit size.

**\$14.50**

Postpaid

### TEXAS TRAIL PANTS

Individually hand-made of genuine Texas tan suede steerhide to match TEXAS TRAIL SHIRT. Zipper fly and roomy pockets.

Boys' Sizes 4-14 **\$14.50**  
Give waist and inseam length. Postpaid

TEXAS TRAIL SKIRT for the young frontierswoman. Matches TEXAS TRAIL SHIRT. Girls' sizes 4-14. \$7.50 postpaid.

### TEXAS TRAIL BOOTS

Made over scientifically correct children's last. Frontier styling and hand-lasted comfort in practical boots for boys & girls. Tough, pliable, scuff-proof Texas steerhide. Moccasin toe. White cushion crepe sole & heel will not mar floors. Fit and satisfaction guaranteed.

**\$7.95**

Postpaid

Child's 8-13  
Junior's 1-6  
Widths B and D

Write for  
**FREE CATALOG**

56 pages featuring exclusive clothing, equipment, gifts for sports & country living.

**Norm Thompson**

Dept. 81 • 1311 N. W. 21st, Portland 9, Oregon

*Fascinating Gift*  
**FOR BOYS OF ALL AGES**

**FLIGHT TESTED**

**BOOMERANG**

The Australian Mystery Stick



**\$2.50**  
postpaid

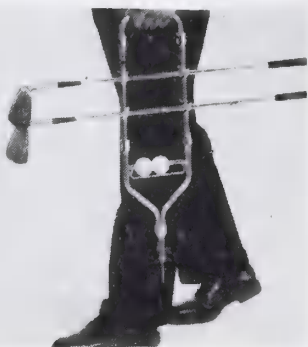
A fascinating gift and unique sport to thrill any discriminating sportsman from 12 to 60. No special skill required. Beautiful lacquer finish in your choice of color, Golden Red, Jade Green or Natural. Truly a collector's item for game room or den. Mailed direct, complete with story and instructions.

Carved by

**COL. JOHN M. GERRISH**

4105-B S. W. Parkview Ave., Portland 1, Ore.

## EVERY GOLFER WANTS A LAZY CADDY



Yes here's a "Lazy Caddy" that makes a terrific golfer's gift. It's lightweight (only 10 ounces) strong, made of tubular aluminum and high carbon steel. Equipped to carry 8 clubs and 3 balls, it's easy to insert into turf before a shot. Stands upright and ready. Satisfaction Guaranteed. Order by No. O121.

Only **\$6.95** postpaid

Send For New Free Catalog of Unusual Items



**DOWN & CO.**  
DEPT. 1182H, EVANSTON, ILLINOIS

## LIFE SIZE PRINTS OR GREETING CARDS MARILYN MONROE

### ALSO GORGEOUS LILI ST. CYR

Glamorous Anita Ekberg, Pat Hall,  
Joanne Arnold, Madeline Castle

THINK OF IT! THEY'RE

**5 FEET TALL**

IN FULL COLOR

Big as life and twice as natural! Eye-stopping ACTUAL FULL COLOR photos—5 FT. TALL, 21 1/2" wide. Sensational gift or party gag. Use 'em for den, playroom, bar! On doors, screens, as wallpaper! Terrific as greeting cards (Christmas, Birthday, Get Well, Thank You, New Years, Anniversary, Wish You Were Here, many others—detachable greetings won't spoil prints—specify, we'll sign and mail). \$2 each. Two for \$3.75. (Air mail 50¢ extra) All six \$11. Postpaid in plain wrap. Send cash, check, M.O. Money-back guarantee. Immediate Delivery.

LIFE-SIZE, Dept. B12-6

216 Tremont St., Boston 16, Mass.

## GIVE THE GIFT OF LANGUAGE IT'S FUN TO LEARN SPANISH • FRENCH • ITALIAN GERMAN • RUSSIAN • JAPANESE MODERN GREEK — 34 languages available by **LINGUAPHONE** World's Standard Conversational Method

A Linguaphone Recorded Language Set is a lasting gift for young and mature—an invaluable asset in business, travel, school, armed services and social life. With LINGUAPHONE's life-like, conversational recordings, you LEARN another language the same easy, natural way you learned your own—AT HOME you hear 12 of the world's best native language teachers, both men and women, speak. You listen—you Understand—YOU SPEAK! It's like living in a foreign land. Used internationally by schools, colleges, and business firms. More than a million home-study students. WRITE TODAY for FREE book on "The Gift of Languages"; also details of Free Trial.

LINGUAPHONE INSTITUTE  
T-94-126 Rock Plaza, New York 20, N.Y.

Please send me:  
FREE Book Information on FREE Trial  
No obligation, of course.

My language interest is.....

NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....

World's Standard Conversational Method for  
Over Half a Century.



## WINDOW



**BOWL OF PLENTY.** Beautifully crafted of antiqued mahogany, light or dark. This was designed as a knif bowl. And it's a wonderful But you'll want to use it for things too—for fruit in the colorful profusion of a Currier & I print, for a buffet salad bowl. 21 1/2" high, 14" diameter. \$14 ppd. Order it from Temple Craftsman, Templeton, Mass.

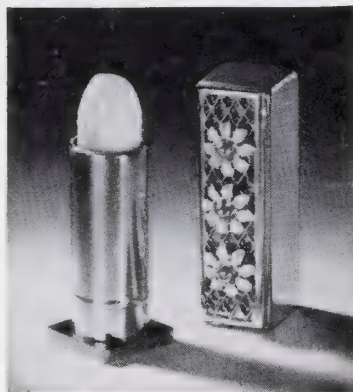
## LASO YOUR PONY-

with a gripping clip designed that expert craftsman, Blue Eagle. His latest interpretation nickel silver or burnished copper is engraved with beautiful Indian designs and makes a lovely Christmas present for Ju Misses on your list. \$1.95 each two are \$3.50. Ppd. Old Pueblo Traders, Box 4035, Dept. Tucson, Arizona.



## PERFUME STICK is slick

a Twentieth Century chick wants her fragrance to be a lining one. Designed like a lipstick case, with white enamel flowers, a solid stick of A Five perfume is nice to have local accents when you're off home base. \$2.75 incl. tax and postage. The Pascos, 17 S. Main St. West Hartford 7, Connecticut



## Large Size LOG CARRIER



Here's the trim and tidy way to lug your logs from woodpile to fireside. This carrier is ruggedly made of 10 ounce, vat-dyed canvas duck and measures 29" wide to accommodate the largest logs. The extra width keeps dirt, dust, chips and bark off the floor. Carry it suitcase fashion by the easy-grip wooden handles which are securely encased in the cloth itself. Color choice of Brick, Green or Black.

LOG CARRIER ..... **\$2.95** ppd.  
Two for \$5.50 ppd.

**EMATOL PRODUCTS COMPANY**  
Box 95D, South Weymouth, Mass.



## A Fascinating, Unique Useful Gift for Garden

What more could you wish to give, to sure way to the most beautiful garden in neighborhood—bigger, better flowers, vegetables; lush green lawn. Anyone can a Sudbury Soil Test Kit—it's as easy as using a thermometer. In 10 minutes to know just how to make everything better. They'll depend on it year after and never forget your thoughtful. Neither amateur nor expert can have good a garden without one—over 50 now in use.

Handsome lifetime steel chest. Makes 150 tests (for nitrogen, phosphorus, potash). Use anywhere—weighs only 5 lbs. Contains Garden Manual showing new 225 flowers, vegetables, and the Sudbury Better Garden Guarantee. Only \$14.95. SEND NO MONEY—Order today, C.O.D. postage, or send check and save \$1.95. \$2.01 in postal fees.

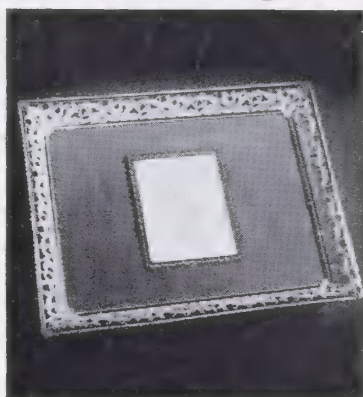
Money-Back Guarantee  
Sudbury Laboratory, Box 76E, Sudbury, Mass.



# SHOPPING



**Y INVITATION ONLY** do u get this handsome filigree y. This shop encases under ass any wedding invitation or nouncement you send in. Back-ound is pink, blue or ivory. corative gold border outlines invitation. Filigree gallery is tiqued white and 24k gold te. 12" x 15", tray is \$12.95 d. Order from Townsend House, pt. HB12, 645 Bergen Ave., sey City 4, New Jersey.



**LOVE ME" ANGELS** are a venly boy and girl kneeling in uring style with outstretched ds. Mantel magic for two in e, they are Boehm white por-ain which is fast becoming seum-worthy and are finished ine bisque. 5" high x 5" wide, pped in the inimitable Pea-k manner. each is \$8. Ppd. D. Peacock, State and Monroe . Chicago 3, Ill.



**G-GONE ELEGANT** is u dle up to her ears in white, aral ranch or silver-blue mink, wearing a rhinestone choker. dle pin and matching mink earrings mounted on a gold- ed filigree leaf are devastat- with a tailored suit. 2 1/2"-long is \$1.98; earrings, \$1.10 the . The set, \$2.75, incl. tax post. Merrill Ann Creations, HB Warren Street, New York.



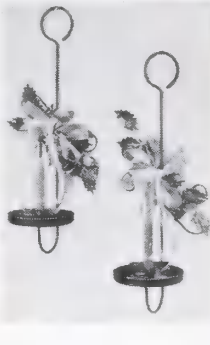
## UNUSUAL GIFTS

Sports in Black Wire, Base- ball Glove 15" x 12" with White cardboard Ball. Ten- nis Racquet 7 1/2" x 18 1/2" with Red cardboard Ball. Football Helmet with Yellow Ball 10" x 10". Basketball Cage 9" x 13" with Yellow Ball. Frames painted Black. Set of 4 \$10.95 postage prepaid

DECK THE WALLS WITH BOUGHS OF HOLLY! Attractive Wall Scissors, Black iron, crystal chimney complete with Christmas Holly. 21" x 7 1/2" wide

Pair \$4.50 Postage prepaid

Send for free catalogue  
**IRON ART INC.**  
2509 7th Ave. South  
Birmingham, Alabama



## NEVER BEFORE OFFERED AT THIS LOW PRICE!

You've seen this delightful hand-painted, hand-carved replica grand-father clock advertised nationally for as high as \$8.45. With precision-made German works, it stands 8" high, has heavy brass pendulum, and special compartment for key. Stands or hangs on wall. Under our family import plan, you can now have this unusual clock mailed directly from Europe at the new low price of just \$4.95. Best of all, for just \$1 extra you can have airmail delivery in 2 weeks! Accuracy guaranteed, of course.

\*Postman must collect 15% foreign package fee.

SEND FOR WORLD'S MOST UNUSUAL FOREIGN GIFT CATALOG!  
WORLD-WIDE, Bazaar Department, Greenvale, New York

Just \$4.95  
post-paid\*



## FINE CHINA DINNERWARE

by Carl Schuman, Bavaria, Germany  
"MOON ROSE"

Elegant platinum embossing frames a center floral design, which is beautifully detailed in warm shades of grey. Blends with any color scheme, fine with most every decor.  
5 pc. place setting \$14.00 ppd.  
Same without floral design, "Platinum Elegance" \$13.00 ppd.

Order from  
**HILDEGARDE STUDIOS HB**  
597 Farmington Ave. Hartford 5, Conn.

## IN KITS

or Beautifully Finished



with or without Swivel Top

It's an END TABLE It's a DESK  
It's a FILING CABINET

Choose this handsome multi-purpose chest with 2 file drawers or 2 small drawers and 1 file drawer. As an end table it fits perfectly beside any chair or couch. File drawers hold standard folders. Swivel top swings left or right for writing, reading, hobby, sewing or eating... directly in front of you at just the proper height. Ideal bed table... top swivels over bed for breakfasting, etc. Sturdy concealed ball-bearing swivel. Finely crafted of select knotty pine in mellow hand-rubbed honey-tone pine or maple finish. Colonial brass pulls are authentic Chippendale reproduction. 16" x 25" x 28" high. Either style with swivel top \$36.95. Without swivel \$32.95. In kits with swivel \$26.95. without swivel \$24.50. Express charges collect.

NOW—Large New Catalog of Finished and Kit Form Furniture and Racks. Send 10¢ stamps or coin.

Immediate Delivery  
No C.O.D.'s  
Money Back Guarantee

**Wield House**  
Dept. B12-6  
North Conway, N.H.

## Occasional Chairs in HARD ROCK Solid MAPLE



\$13.95  
Shipped 2 to a carton



\$16.95  
Shipped 1 to a carton

Perfect for all around the house. Pictured above, saddle seated Windsor Chairs in solid maple, honey finished and hand rubbed.

For complete catalogue of Colonial American Furniture, send 25¢ All orders F.O.B. Tennessee. Send check or Money Order, no C.O.D.'s, please. If in Alabama, add 3% sales tax.

**JONES VALLEY FURNITURE DISTRIBUTORS**  
P.O. Box 2347 Birmingham, Alabama

Perfect to give...  
perfect to give yourself

STANDARD MODEL  
\$19.95  
Postpaid • Tax. Incl.  
TWIN SIZE



SOFT • COZY  
**ELECTROPUFF®**  
with automatic temperature adjustment

The Electropuff with its Night-Watch Thermostat Control adjusts automatically to room temperatures. Soft, feather-light, the Electropuff is luxuriously comfortable... and practical! Why? It's reversible! On one side, a soft decorator shade of Pink, Blue, Green or Gold... on the other, a charming matched floral pattern. It's washable! Covered in non-slip acetate, filled with dacron, the Electropuff washes in a wink by hand or machine... dries light and fluffy. It's allergy-free! It's mothproof! And it makes a buoyant summer cover... it's useful the whole year 'round!

Available in De Luxe and Standard Models.

De Luxe Models are distinguished by extra high-quality fabric and extra fine details of workmanship for beauty and long life.



**FREE CATALOG!** Write for free illustrated catalog of our complete line of fine comforters, pillows, sleeping bags, station wagon mattresses, etc.



**Consolidated SLEEPING PRODUCTS MFG. CORP.**

Consolidated Sleeping Products Mfg. Corp.  
Bislow St., Dept. C • Holyoke, Mass.  
Please send me postpaid, tax incl.

	Quantity	Color	
De Luxe Electropuff, Twin Size			\$24.95
De Luxe Electropuff, Full Size			\$29.95
Standard Electropuff, Twin Size			\$19.95
Standard Electropuff, Full Size			\$24.95

I enclose \$\_\_\_\_\_ Check ☐ Money Order ☐  
I understand that I must be satisfied or my money will be fully refunded if I return the merchandise within 10 days.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Regular 49 1/2¢

Plastic

**STORM WINDOWS NOW**

19 1/2¢  
10.8 Sq. Ft. Size



■ No Tools ■ No Nails  
■ No Screws ■ Just press On

OVER 2,000,000 Sold for 49 1/2¢  
Storm Windows need not cost up to \$14. TRANS-KLEER—amazing flexible product developed by million dollar factory seals out wintry blasts for pennies. Costs only 19 1/2¢ per standard 10.8 window! Transparent as glass. Won't chip, peel or rattle. Weighs ounces, yet has high tensile strength. Non-porous... resists snow, sleet, rain, humidity up to 53 degrees below freezing. Easy! Quick! Cut and fit window. Press on Adheso Border! At winter's end fold away like cloth. Over 2,000,000 sold for 49 1/2¢. Shipped flat in rolls measuring 36"x432"—108 sq. ft.—enough for 10 windows each measuring 36"x43"—for only 1.98. COMPLETE WITH ADHESO BORDER. Order today from:

**THORESEN'S, Dept. 19-N-74**  
352 Fourth Ave., New York 10, N. Y.





### Plummer's Famous Christmas Tree Pattern, With NEW Additions

**Top:** Magnificent, new raised Christmas Tree decoration in bright, sparkling life-like colors on nice Crystal. Gold edge. Goblet, \$24.00; Hiball, \$15.00; Old Fashioned 7 oz., \$15.00; Double Old Fashioned, \$18.50. **All prices per dozen.**

**Top right:** Full open stock Christmas Tree Dinnerware. 5 pc. Place Setting, \$7.55.

**Bottom right:** More additions to our new raised Christmas Tree decorated Crystal: Cocktail Shaker with brass top and strainer, \$7.50. Stem Cocktail 5 oz., doz., \$21.00. Martini Mixer and Stirrer, set, \$6.00.

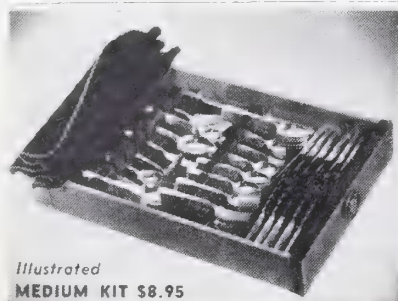
# Plummer

734 Fifth Avenue

New York 19, N.Y.



Send for FREE GIFT BOOK



Illustrated  
MEDIUM KIT \$8.95

## TOP DRAWER SECRET

are these Pacific Silver Cloth, make-it-yourself, flatware storage drawer kits. Quickly convert any drawer into a model of tarnish-proof, fitted efficiency. Ten minute installation. Satisfaction guaranteed. A lifetime convenience.

drawer front	depth	holds	size	price
13" to 16"	2 1/2"	108 pcs	Small	\$5.95
17" to 24"	2 1/2"	204 pcs	Med.	\$8.95
25" to 30"	2 3/4"	292 pcs	Large	\$12.95
31" to 40"	2 3/4"	420 pcs	X-Lg	\$14.95

Dozenware blocks (as shown) also sold separately. Write us about your storage problem. Free catalog.

### CALIFORNIA WAYS

Dept. HB-24 San Mateo, California



**GOLDEN FRUIT NUGGETS...** Here's a gift that's eye-filling. Delivered taste-tempting! A beautiful "leather patterned" tray in copertone aluminum... laden with luscious Walnut-topped Figs, Sugary Dates, Softened Pitted Prunes, Candied Pineapple, Apricot Halves, Cherries. Three pounds net. **Order Gift No. 164.**

**"WESTERN FOURSOME"** brings hours of good eating! Brim full of Black Diamond Pitted Jumbo Prunes, Dates, Figs, 'n' Apricot Halves. 4 1/2 lbs. net. **Order Gift No. 169.**... Delivered \$5.95

**JUMBO PRUNES.** Moist, tender, pitted Black Diamonds, in deluxe pack. 2 1/2 lbs. net. **Order Gift No. 159.** Delivered \$3.95

Order now for Christmas!

Write for Free Color Catalog  
PINNACLE ORCHARDS OF CALIFORNIA  
P. O. Box 745-F  
SAN JOSE, CALIFORNIA

## NEW CROP H-H QUALITY PECANS

Will please you and your friends with their freshness and usefulness. Direct from grower and sheller. Our pecans, shelled and unshelled, equal or exceed U.S. Std. No. 1 for size and quality. Machine graded, hand selected. Quality unsurpassed.

**10 lbs. extra large Stuarts—unshelled** ..... \$6.50

**Fancy Jumbo size Shelled Halves**

**2 lbs.** ..... \$3.40

**5 lbs.** ..... \$8.00

**10 lbs.** ..... \$15.00

**Fancy Mammoth size Shelled Halves**

**2 lbs.** ..... \$4.00

**5 lbs.** ..... \$9.50

**10 lbs.** ..... \$18.50

When entertaining at the summit, and for all enjoyable occasions, serve H-H Fancy Mammoth fresh salted pecans—the ultimate in gracious living.

**2 lbs.** ..... \$4.25

**Large broken Halves and Pieces** ..... 5 lbs. @ \$6.00

Prepaid E. of Miss. River. Add 10¢ per lb. West. Your gift card enclosed. Satisfaction guaranteed.

26th Year Selling Pecans Direct  
HIGH HILL NUT COMPANY, Box 1734,  
J. Trus Hayes, Grower and Sheller, Dillon, S.C.



FOR THE  
PERFECT  
PRESENT

Give delicious

## PENNSYLVANIA DUTCH PRETZELS

in smart new tin designed  
by Lancaster County Craftsmen

This delightful assortment of eight deliciously different types of pretzels makes "wonderful good" giving. Real taste tempters—butter-rich and baked to authentic Pennsylvania Dutch recipes. Colorful, re-usable tin makes unique container. Lid becomes unusual and picturesque serving tray or wall plaque.

**\$4.95** postpaid anywhere in the U.S. or to service personnel overseas. Order early and specify shipping dates. Gift card enclosed. Checks or M.O.—Sorry, no C.O.D.s.

**BACHMAN BAKERIES CORP.**  
2527 Kutztown Road, Reading, Pa.



## WINDOW



### SUN-RESISTANT TAF

**FETA** comes in 13 decorative colors. Send 10¢ for swatch. Double-diamond quilted coverlet in twin size is \$11.95; double, \$12.95; king, \$25. Twin duvet ruffle, \$6.95; double, \$7.95. Twin bedspread, \$11.95; double, \$12.95; king, \$25. 63" draperies, \$5.95; 81", \$6.95; 90" lined, \$11.95. Sham, \$3.95. Vanity skirt, \$7.95. Add 90¢ post. Colten's, 1351 Beacon St., Brookline 46, Mass.

### BON APPETIT

is emblazoned across the front of this delicious apron which offers pretty protection when you're basting the turkey or whipping up canapés for your Holiday guests. It comes in white terry cloth and is colorfully hand-screened with gourmet designs that will have them licking their chops! \$2.50 postpaid. Greenhall, Dept. HB-12, 111 Broadway, New York 10, N.Y.

### MATCHED PEARLS

glimmer with pale elegance on a dazzling pair to remember for Christmas gifts, for your own dressing table bath or guest room. Tissue box takes on glamorous airs, is waterproofed plastic and measures 11" x 5 1/2" x 2" deep. \$2.95. Matching boudoir box holds box by pins, tiny trinkets or buttons is 3 1/2" in diameter. \$1.10. Postpaid. Huss Bros., 100 W. Chicago Avenue, Chicago 10, Ill.

## Your Treasured Wedding Gown Deserves This Special Care

Now it's easy to recapture the wedding day loveliness of your bridal gown. The exclusive Le Boeuf Process SAFELY, gently removes ruinous stains and soil, preserves and protects your gown in sealed full-vision, transparent case against moisture, moths, mildew, etc. Bonded pick-up and delivery wherever you live. Fully insured. Write for free booklet, low prices.

**MOTHERS:** for a thoughtful after-the-wedding gift, have daughter's gown renewed by Le Boeuf.

**Le Boeuf Co.** Bridal Service Division,  
234 AMHERST STREET EAST ORANGE 4, N. J.



## BREATH-TAKING DECORATOR LAMPS

Magnificent metal vases made from a rich blending of brass and copper are America's most outstanding decorator style lamp bases. Reproductions of antique Dutch milk jugs, made by old world craftsmen, these highly polished and lacquered metal bases blend with any decor. They will be the focal point of beauty giving distinction to the unusual rooms of today. Ideal in pairs. Completely wired for three way light. Shipped express collect. **\$50.00 each, \$95.00 per pair.**



Style 1  
Total Height 30"  
Width 16"



Style 2  
Total Height 30"  
Width 15"

**PRESTON G. WOOLF, NOBLESVILLE, INDIANA**



# SHOPPING



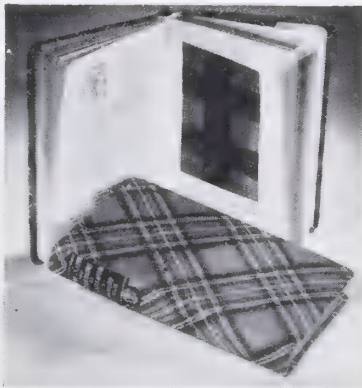
## TAJ MAHAL EARRINGS

are exact copies of the pair worn by Queen Mumtaz Mahal, for whom the Taj Mahal was built. And they're airmailed to you direct from Delhi, India. Hand-wrought polished brass, set with 12 fiery red and green stones and 17 tiny dangling beads, they're an exotic steal for \$2.50. Pay postman 15¢ delivery fee. Shopping International, Dept. 46, 65 Court St., White Plains, N.Y.



## ARE YOU SCOTS?

Then here's a canny buy to acquaint you with your Scottish ancestry. "Clans and Tartans of Scotland" by Robert Bain is cloth bound and beautifully records the history of the Clans and depicts the Tartans in full-color photography. So if your name is Anderson, MacDuff, Stewart, MacGregor, etc., etc., etc., this makes verra fine reading! \$4.25. Ppd. The Krebs, Dept. HB12, Westerly, R.I.



## ROYAL GIFT.

We'd always heard that Royal Riviera Pears were so juicy that you ate them with a spoon. Now we know it's true. They're the best pears we've ever tasted. Remember them for your husband's business associates. Available from Nov. 1 to Jan. 1, gift box shown contains 10-14 large, hand-picked pears. \$3.95 ppd. Harry and David, Box 7F, Medford, Oregon.



# THIS YEAR HAVE A Living CHRISTMAS TREE

Freshly Dug From The Grove Only Hours Before You Get It!



What fun to have a LIVE tree for Christmas! A sturdy green Norway Spruce, freshly dug from the earth, roots and all . . . fragrant as a spring walk in the woods . . . specially treated to stay alive, moist and fresh all through the holidays!

So much lovelier than a dying tree, cut off at the roots, dried out even before you trim it. So much SAFER and CLEANER, because with a live tree there's no danger of fire, no falling needles.

PLANT OUTDOORS AFTER CHRISTMAS! Watch it shoot up to become the finest evergreen in your yard. Trim it with lights bring it indoors again next year. Enjoy it every Christmas for a lifetime!

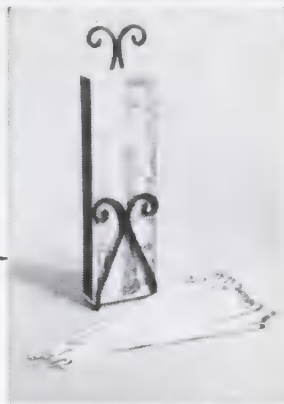
Our hardy young trees are 2½ ft. tall on rugged roots that are shipped padded with peat moss and aluminum-wrapped to keep them moist till planted. Beautifully beribboned and festive, to bring your home the feel of a real old-fashioned Christmas . . . make wonderful living gifts!

Send check or money order Only \$5 ppd.

SATISFACTION GUARANTEED Or Get Free Replacement or Money Back

**Stern's Nurseries**

Grove E, Geneva, New York



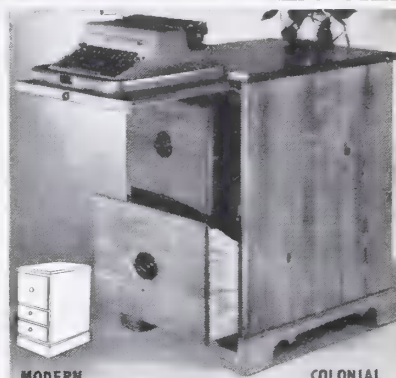
## FIREPLACE MATCHES and wrought-iron holder

Light the Yule Log with foot long matches or give a set to the hard-to-buy-for. Use it for barbecues, too. Imported from Sweden and packaged in 12"x3½"x1½" box decorated with etching of a panorama of 17th Century Stockholm. Smart, black wrought-iron holder can be hung or set beside fireplace. Matches, \$2.50; holder, \$3.50; Set, \$5.75 postage paid.

Send for Catalog



**THE SEA HORSE** Dept.  
727 SHERIDAN ROAD HB-126  
EVANSTON, ILLINOIS



MODERN

COLONIAL

## 18½"x22½"x28" high TYPEWRITER TABLE

Store your home typewriter in this "miniature office." Sliding shell for typing, dust-proof compartment (16½" x 20½" x 9¼" high) for typewriter storage . . . plus 1 legal-size file drawer (with 2 movable dividers) OR 2 small drawers. Antiqued hardware, dovetailed drawers on hardwood rails. Specify Modern or Colonial, kind of drawers and finish.

Write for FREE Catalog. See matching End Tables on pages 50 & 70. Quick delivery. Express charges collect. Satisfaction guaranteed. Send check or money order.

**KNOTTY PINE** \$32.95  
unfinished . . . 35.95  
pine finished . . . 35.95

**TUPELO WOOD** 35.95  
unfinished . . . 35.95  
finished in maple, mahogany, walnut . . . 38.95

**Jeff Elliot Craftsmen**  
Dept. B-126 STATESVILLE - NORTH CAROLINA

## A Perfect Gift



## SLEEP COMFORT

The comfort of this Blanket Support will be appreciated by everyone. It eliminates disturbing weight of blankets by neatly lifting the covers from your feet. Refreshing sleep comes easily and naturally when you can stretch and turn freely. It always keeps your feet cozy and free—it relieves tensions and soothingly relaxes you. Enjoy it equally with sheet, blankets or electric blanket. Fits any bed, no attaching. Arms fold flat. Also an absolute necessity for arthritis, invalids or any restless sleeper. Order today—complete satisfaction guaranteed.

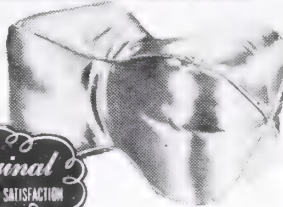
Only \$3.98 plus 25¢ postage

**BETTER SLEEP Inc.**

Dept. 363, New Providence, New Jersey

## new! contour pillow rest

filled with non-allergic viscose rayon  
HEALTHFUL RELAXATION FOR  
TV . . . READING . . . TRAVELING



Here's the ideal head-rest . . . contour moulded with just the right "give" to let you settle back and relax. A wonderful gift idea, too! IN LUSTROUS SATIN: Chartreuse, Rose, Green, Gold, Wine, Blue, Hunter Green. IN FLOWEDED CAMBRIC PRINT: Blue, Rose, Gold, Green.

Specify color and material when ordering  
**IMMEDIATE DELIVERY** \$4.95  
Shipped Anywhere POST PAID  
Money Back Guarantee

## COMFORTS — PILLOWS RECOVERED

Guaranteed by our Seal of Satisfaction • Write for Free Samples & Booklet B

**H.G. ORIGINALS**  
104 W. 29 St., N. Y. 1, N. Y.

## EXCLUSIVE EUROPEAN IMPORT HAND PAINTED METAL FIGURES

"Old Fashioned Ice Skating and Skiing Party"

Complete set—30 pieces, \$3.95 ppd. Send for CATALOG

## ART CRAFT PRODUCTS

P. O. Box 389 Norwalk 11, Conn.  
MONEY BACK GUARANTEE

## Amazing WORD-O-MATIC CROSSWORD PUZZLE AID

WORD-O-MATIC is an automatic word selector that is quick, easy, fun to use. So simple a child can operate; so thorough all words become instantly available.

ORDER NOW FOR CHRISTMAS GIFTS AND SAVE! 6 FOR ONLY \$5.00 P.P.

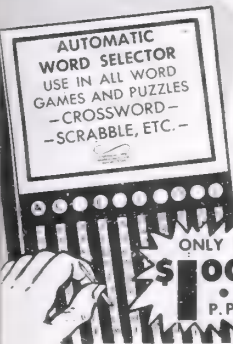
MAKES IDEAL CHRISTMAS GIFT, PARTY PRIZES, ETC. Send Check or Money Order—Sorry, No C.O.D.

**DELUXE PRODUCTS**

P. O. BOX 3338 BELLAIR, TEXAS



WRITE TODAY FOR EXCITING GIFT CATALOG!





## Baby Shoe Heirlooms



### FOR PROUD PARENTS AND GRANDPARENTS

A gift to be treasured through the years is our baby shoe bracelet, key chain or monogrammed bar pin that proudly proclaims the beloved children or grandchildren . . . each name and birthdate is engraved on a separate  $\frac{1}{2}$ " baby shoe. Adorably crafted shoes, bracelet, horseshoe key chain and bar pin are Sterling Silver or 1/20 12K Gold Filled of excellent weight and quality. As many shoes as you wish may be attached now and more may be added later as the family grows. **ORDERS SHIPPED WITHIN 5 DAYS.**

Baby Shoes . . . each \$2.50    Horseshoe Key Chain . . . \$1.25  
Bracelet . . . \$2.50    Monogrammed Bar Pin . . . \$2.00

Prices include engraving, tax and postage.

In 14K Gold, Shoes \$15.00 each, Bracelet \$25.00

**ZENITH GIFTS** 12-C POST OFFICE BLDG., BRIGHTON 35, MASS.



### DECORATIVE NOTES

set walls to dancing

Set a melodious mood in any room with Musical Master-pieces. Distinctive decoration for den, playroom, music-room. This tuneful combo is tops with "tune-age" record fans. Fiddle is 19" long, other instruments about 16". All pieces separate. Arrange them as you wish for decorative effect. Made of striking light weight black plastic. May be painted any color—gold, pink, etc.—if you wish. Complete set, ppd., only \$2.50

Ideal Xmas Gift. Guaranteed to Please!  
No C.O.D.'s please

**GLASSCRAFT** 920-B Chicago Avenue  
Evanston, Illinois

### BEAR RUG



IT'S A RUG  
IT'S A HIDE-A-BAG  
IT'S A WALL  
OR BED DECORATION

Give this exciting trophy to your favorite youngsters . . . an adorable pet to use and to amuse. Children love to decorate their rooms this way. They can hang it up or lay it flat . . . toss it on the floor or bed. Meanwhile zippered compartment on underside performs useful function of holding pajamas, bed linens, laundry or secret treasures. Top is of silky soft, curly plush, underside is felt. Head swivels and tail has ring for hanging. Color is a bearlike brown. 24" overall.

A RARE BUY AT

**\$2.98**  
postpaid

Immediate delivery  
Satisfaction guaranteed  
Send check or money order  
For Special Delivery, add 20¢

**Hobi**

DEPT. B-126, 15 WEST 57TH ST., N. Y. 19, N. Y.

### THE WHIG ROSE . . . An Heirloom Coverlet



Satisfaction guaranteed  
Write for FREE literature

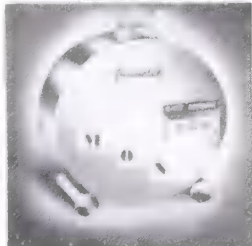
Great-Great-Grandmother would have woven it . . . you can buy it! The lasting loveliness of this traditional Whig Rose Coverlet is painstakingly reproduced by Goodwin Weavers in finest wool and cotton. Colonial Red, Indigo or Delft Blue, Cabin Rose, Settlers' Sun, Pine Green, Rifle Rust, Walnut Brown, Hill Purple. (Double 90" x 108") (Twin 78" x 108") \$32.50. Check or money order. No C.O.D. Postpaid.

**VIRGINIA GOODWIN**

Dilworth Station, Charlotte 3, N. C.

## FORCES You to Save

\$100.00 Every Year Automatically



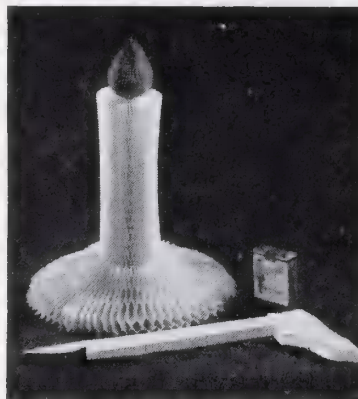
With each Perpetual Date & Amount Bank 25c a day keeps Date up to date. Also totals amount saved. Makes you save daily, or Calendar won't change date. Save for gifts, vacations, college, payments, etc. Use year after year. Start right away. Order several. Reg. \$3.50. Now only \$1.99 each; 3 for \$5.75 ppd. Personalized with solid brass Monogram in gold finish, \$2.95 complete; 2 for \$5.50. Orders shipped same day. Mail cash, check or money order to LEECRAFT, Dept. HB, 300 Albany Ave., Brooklyn 13, N. Y. Over 500,000 happy users.



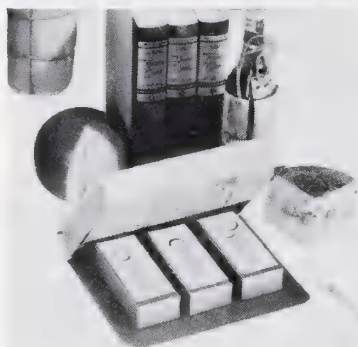
## WINDOW



**CLASSIC CROSSES.** hand-wrought in sterling silver, are masterful reproductions of Florentine (left), English (middle), French (right) and Cellini (bottom) originals. Each comes on a sterling chain, will give classic elegance to a simple dress. Florentine and Cellini are \$7 each; English and French are \$5 each. All four for \$20. Tax, post, incl. The Jamaica Silversmith, 79-32 164th St., Jamaica 2, New York.



**GIANT CANDLE.** It's made of expanded white paper with a brilliant red flame. Get several and line them up along your mantel; circle them with greens for a gay centerpiece; stand them in your front windows. Or open them halfway and scotch tape them to the wall for gala sconces. 14 1/2" high, they fold flat for storing. \$1.25 each, ppd. Dunhaven's, 4115 Lafayette St., Dallas 4, Tex.



**THE ROMANCE OF CHEESE** is deliciously told in 3 volumes which you'll be proud to send. Volume 1 holds Swiss, aged Cheddar and Blue Cheese; Volume 2, Beer Kaese, Wine Cheddar and Caraway; Volume 3 contains Port du Salut, Brick and Edam. Any one volume, \$3.81; two or three volumes to same address, \$7.42 and \$10.99, respectively. Ppd. Mission Pak, 134 E. 33rd St., Los Angeles 11.

Craftsmen in Charm



The  
"Vicki"

For that feminine accent—choose the "Vicki"! Here's a quality chair, attractively priced, with charm and comfort for your cherished moments of relaxation in boudoir or dressing room. Frame of sturdily constructed hardwoods; coil springs on webbing interlaced with steel strips. Beautifully upholstered in finest spot-proof velvet in Lipstick Red, Rose, Gold, Topaz Brown, Turquoise, Sage Green, Leaf and Emerald. (Samples on request.) H. 32"; W. 23"; Seat Depth 17 1/2"; Seat Height 17". Only \$34.50. (Your fabric, 3 yds. 54"; 4 1/2 yds. 36", \$28.50.) Express Collect. No C.O.D. For folder, "Hunt Galleries' Prevue", send 10¢.

Satisfaction Guaranteed

**HUNT GALLERIES**

P. O. Box 492, Hickory, N. C.

Craftsmen in Charm



### Orchids Anyone Can Grow

You can easily grow exquisite "Better-fly Orchids" anywhere indoors. From Spring to late Summer they'll bear as many as 200 exotically fragrant miniature white orchids with purple throats. Crown of 10 or more bulbs is mounted on highly decorative oak slab, ready to hang or set anywhere. Fun to grow, delightful as gifts. Simple instructions provided with each plant.

ONLY \$2.00 Postpaid

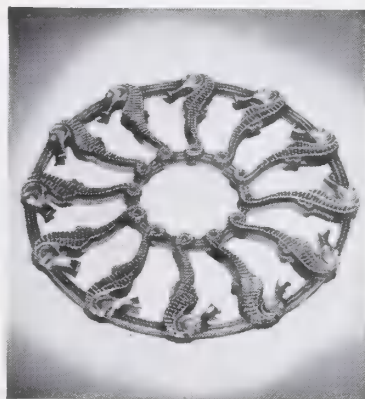
**PEPPERIDGE Sales Co., Inc.**  
1021-B Post Road  
Darien, Conn.



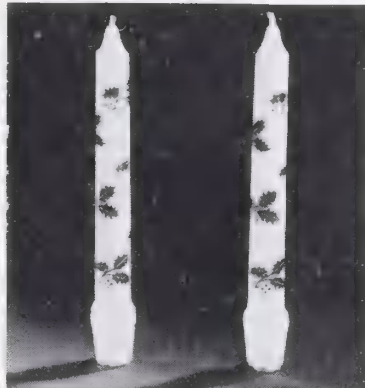
SHOPPING



**KING-SIZE TRIVET** is just what we've been looking for to hold our large casseroles and platters. A whopping 11½" in diameter, with an unusual sea horse design, it's an attractive wall decoration as well! Of cast aluminum in antiqued brass finish, it's just \$7.95 ppd. The Sea Horse, Dept. B-12, 727 Sheridan Road, Evanston, Illinois.



**ENGLISH HOLLY CANDLES** are the traditional Christmas candles made by Price's of London since 1488. Their lustrous white glowing wax is encrusted with holly and bright red berries. Made of paraffin and kerosene, they're long burning, almost dripless and are 8" tall. \$1.35 per pair, postpaid from Susan Smith, Carpentersville, Ill.



**PISTACHIO NUTS** are an intriguing taste morsel once reserved for the potentates of the Far East. Imported to the Sacramento Valley by a missionary and grown from seedlings, they now come to you vacuum packed, shelled and freshly roasted for delicious cocktail fare and TV snacking. A flavorful buy for the holidays ahead, 7-ounce can is \$2.50 ppd. The Philibosian Orchards, Elk Grove, California.

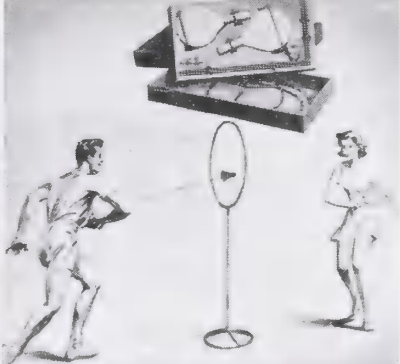


MYSTERY PACKAGE

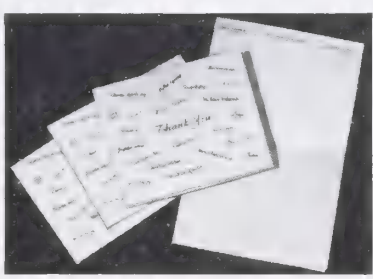


**Like surprises?** Here we have packaged items of good use and value that are catalog samples or overstock. Once we have wrapped them, we too don't know what's in the package. We do know though that you will be delighted as all items are in perfect condition and worth many times the cost. Just as everything else in our catalog is guaranteed to your satisfaction so is the Mystery Package. It's no gamble but it will be fun to see just what our bargains will be. Specify for man or woman. Wonderful fun for office parties!  
Values Guaranteed Over \$10.00 .... \$4.95 ppd  
Values Guaranteed Over \$20.00 .... \$9.95 ppd.  
Values Guaranteed Over \$40.00 .... \$19.95 ppd.  
Don't forget to ask for new free 48 page catalogue, too!

**CAMALIER & BUCKLEY**  
Dept. 612  
1141 Connecticut Ave., N.W.  
Washington 6, D.C.

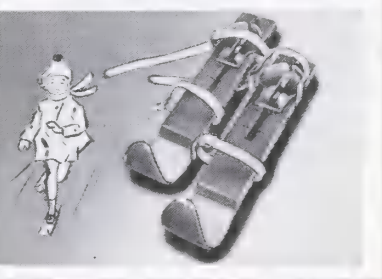


**SHUTTLE-LOOP**  
is a fast moving indoor-outdoor game that gives you the excitement of badminton in much less space. Playing area required is only 4 feet by 10 feet. Object is to engage the plastic shuttlecock in play back and forth through a metal loop. Two or four can play. With metal stand and 22" loop, 2 paddles, shuttlecock, court markers.  
**\$6.95**  
Plus 50¢ Postage  
Pa. residents add 3% sales tax.  
**FREE!** New Gift Catalog  
**TAYLOR GIFTS**  
WAYNE 1, PENNSYLVANIA



**International Thank You Notes**  
These stunning cards say "Thank You" in 22 different languages with glowing raised gold letters! On the cover of the French-folded card is a big American "Thank You" surrounded by grazie, dank u, take eder and others. Your name and address on inside if you wish. 5½"x 4¼". With envelopes. No. **5259-6**, Thank You Notes, **16 for \$1.00**; No. **X398-6**, Personalized Notes, **16 for \$1.50** by mail, postpaid.

**THRILLING SNOW SKATES**  
For little "Winter Sports" too small to cope with skis—here are skates that take them skimming over the snow almost as swiftly—and safely! Actually, these are miniature skis, 2¼" across, 12½" long of steam-bent hardwood with grooved bottoms and fitted metal heel plates. Skates fit ages 4 to 11. Order **3695-6**, Snow Skates, **\$1.79 pr.**



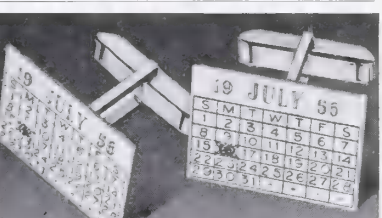
Write Now For Your  
**FREE CATALOG!**  
New, Unusual Ideas in  
Gifts, Toys, Housewares!

**Miles Kimball**  
437 Bond St., Oshkosh, Wisconsin

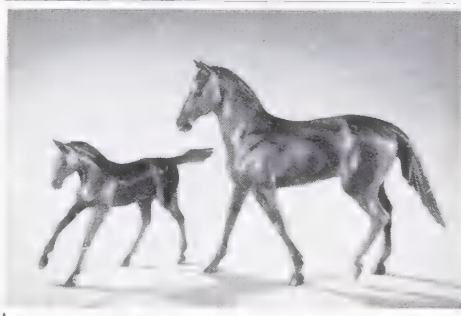


**HOLDS 60 MAGAZINES**  
**A WHOLE YEAR'S SUPPLY**  
  
Now . . .  
in Kits, Too  
**FLOOR RACK**  
  
This handsome and practical floor rack holds all your magazines where each is visible for quick, easy selection. Holds 30 on each side. Magazines will not bend. Easily carried for convenience and furniture arrangement. Hand made in honey tone knotty pine, or lovely maple or mahogany finish. 23" x 30" x 9½". **\$29.95**. Express Charges Collect.  
**ALSO IN COMPLETE KIT**—for easy 1-hr. home assembly. Pre-fitted, drilled, sanded, etc. with step by step instructions. **\$17.95** Postpaid.  
**NOW—NEW CATALOG** showing our large complete line of Finished and Kit Form Furniture and Wall Racks in Friendly Pine. Send 10c in coin or stamps.  
Immediate Delivery  
No C.O.D.'s  
Money Back Guarantee

**Yield House**  
Dept. B12-6  
North Conway, N. H.



**Calendars For Remembrance**  
  
Precious moments fixed forever on accurate calendars conscientiously engraved to your order, the day marked precisely by a prong-set synthetic ruby.  
  
**CUFF LINKS SHOWN ACTUAL SIZE**  
sterling silver ..... **\$15.00**  
gold-filled ..... **\$15.00**  
14K solid gold ..... **\$33.50**  
(For genuine 2-pt. diamonds, add \$7.50 to any style.)  
Prompt, safe delivery, all charges pd.  
  
Catalog on Request  
**Holiday House**  
112 Bellevue Theatre Bldg., Upper Montclair, N. J.



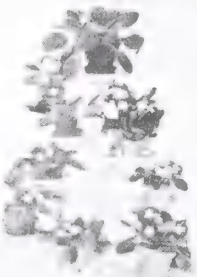
**M. E. BRASHER studio, KENT 9, CONN.**

**SCULPTURED IN WALNUT**  
  
"Best Foot Forward" well describes the delightful little foal on the left. Sculptured from selected walnut, carefully detailed and wax polished.  
4¼" long ..... **\$7.50 ppd.**  
  
"Proud Mamma" also sculptured in walnut. A really beautiful model with perfect conformation and the finest possible detail. Good size.  
6" long ..... **\$22.50 ppd.**  
catalog of other sculptures 25 cents

**COPY CATS**  
  
These andirons are reproduced in cast iron from an old pattern. And we think they're an imposing twosome to stand guard at your hearth. Finished in black, they have green glass eyes that the fire shines through! 17" tall with 14" irons, they weigh 22 pounds. **\$15.95** the pair ppd.  
  
**TENNESSEE CHROMIUM PLATING CO.**  
206 Louise Ave. N. Nashville 5, Tennessee







## A Lifetime Gift for FLOWER LOVERS

Give the perfect gift . . . the New all-steel Vio Holda plant stand. The original stand with revolving arms. Sturdy, heavy gauge all-steel welded. 40" high. Will not tilt or tip. Holds 11 plants, 10 on revolving arms extending outward 6" to 12" from center shaft. Arms movable to any position to enhance beauty of display and allow even sun and air exposure. Light weight. Easily dismantled for cleaning. Antique black, white or green enamel.

**ORDER BY MAIL TODAY—Only \$14.95 each, plus \$1.00 for packing and postage. (\$2.00 for Canada)**

Specify color desired. Send check or money order. Immediate shipment. Satisfaction guaranteed or money back. Circular on request.

NO TIP  
NO TILT

## New FLUORESCENT FIXTURE!

Designed to fit your Vio Holda plant stand. Floods flowers with cool, beneficial fluorescent light. Promotes growth. Makes show place of dark corners or sunless rooms. Installed or removed in two minutes without tools. Fits all Vio Holda stands.

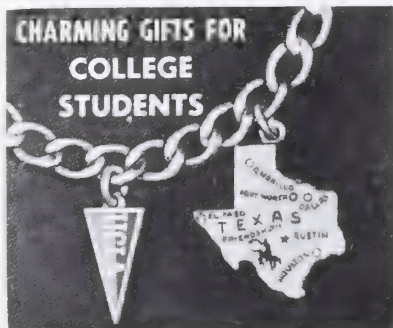
Light shade is 13" sq. at bottom, 9" sq. at top, and 6" deep. Will accommodate 22 watt, 18 1/2" Circine fluorescent light tube. Shade, without tube, only \$11.50. Light tube, \$2.95 extra. Please add 75¢ for postage unless you are also ordering a plant stand. Plant stand and shade \$29.45. Light tube extra. Add \$1.00 postage USA; \$2. Canada.

**VIO HOLDA Manufacturing Co. Inc.**

Box 915

Dept. 6-D6

Topeka, Kansas



## CHARM BRACELETS In Sterling or Gold

Charms of any state, country, or borough of New York . . . pennants in college colors—hard enameled in silver or gold. Over 3,000 other charms available. IDEAL GIFT for student or as project for sororities, fraternities, churches or organizations.

### ORDER NOW FOR CHRISTMAS

	STERLING	14 K GOLD
BRACELET	\$2.75	\$29.00
COLLEGE PENNANTS	2.00	8.00
MAPS (State or Country)	2.50	14.00

Including Taxes and Postage. No C.O.D.'s Please

### CHARM HOUSE

3019 FAYETTE RD., KENSINGTON, MD.



RIDE and ROW THE BATTLE CREEK WAY!

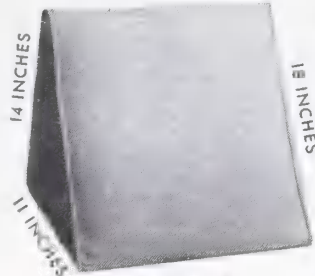
Enjoy most efficient health-building rowing AND riding! Natural HYDRAULIC pull of rowing plus benefits of horseback riding—adjusts for mild exercise or strenuous workout as you wish. Rhythmic movement of handles, seat and pedals "symmetrizes" and beautifies entire figure. EXEROW safely normalizes WEIGHT—improves HEALTH and appearance. WRITE FOR FREE LITERATURE TODAY!

For special spiral-bound book "How to use your Battle Creek Exerow", with handy weight chart, send \$1.25. post.

**Battle Creek** EQUIPMENT CO.  
Battle Creek 36, Mich.

## FOAM RUBBER 3-WAY PILLOW

17 INCHES



ZIPPER COVER

### Foam Rubber Through and Through TV Pillow For CHRISTMAS GIFTS

A comfortable, super-soft, molded Foam Rubber 3-Way Pillow—for use anywhere in the house. Non-allergic, keeps its shape, never mats down. Use on motor trips, fishing boats, in rumpus room. Wedgefoam construction prevents slipping. Just the thing for bed readers or invalids. Covered in durable decorator fabric with corded edge. Gray, Green, Turquoise, Gold, Maroon, Brown or Red. Immediate delivery. Shipped anywhere.

POSTPAID **\$9.95**

### The Foam Rubber Store

1829 E. 13th Street Dept. 83 Cleveland 14, Ohio



## YOUR OLD FUR COAT INTO NEW CAPE, STOLE!

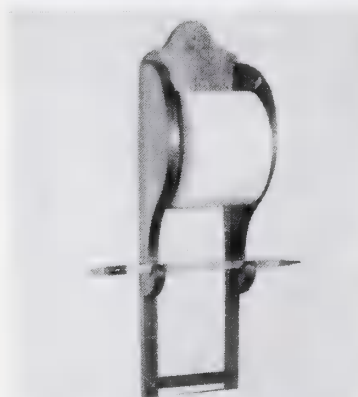
**ORDER BY MAIL—2-3 WEEK DELIVERY**  
I. R. Fox, fur remodeling specialist, restyles your old, worn fur coat into glamorous 1957 cape or stole.

One low price, \$22.95 complete! This low, low price includes clearing, glazing, repairing, re-lining to new sheen, REMODEL COMPLETELY, plus a lovely NEW LINING and INTERLINING, your monogram. The thrilling result—a beautiful cape, stole.

**SEND FOR FREE STYLE BOOK**  
RENOUVEAU! Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman \$2.95 plus postage when new cape arrives. Or send for FREE Style Book! Write I. R. FOX, 100 W. 29th Street, Dept. E-2, N. Y. C. 1



## WINDOW



### "BORN IN A STABLE"

cradled in a Manger" are the lovely words Christina Rossetti used to portray the birth of the Christ Child. A singularly beautiful interpretation of the Infant Jesus, hand-molded in wax, comes in a wood crib on real straw, 10 1/2" long, \$8.95; 11 1/2" long, \$10.95 ppd., Gina & Selma, 1048 Lexington Avenue, New York.

### HOLLY BOY is a colorful little

fellow with a designing personality who bows and bends and lends himself to all your Christmas decorating ideas. Get several and line them up along your mantel; ring them around a table tree; arrange them in happy poses on your table. 9" high with a snowball head, red nose, sparkling eyes, he wears a holly leaf suit with berry buttons, \$1 ppd. Lewis & Conger, Mineola, N. Y.

### PINING FOR A NOTE from

you is a man-sized knotty pine memo pad to mount on a kitchen wall or over a telephone. Early American in design and hand rubbed to a mellow finish, it holds a 3000-inch roll of adding machine tape for endless grocery lists, menus, family notes, etc. Brass cutting edge tears paper neatly. \$2.95 plus 15¢ post. Laurie & Co., Dept. 12-HB, 507 Fifth Avenue, New York 17, N. Y.

## Amazing New Easy Discovery! NO MORE WASHING WINDOWS And Still Have Them Crystal Clear!



One Quick Swish and You Clean Windows the Easy Way. Optometrists Clean and Polish Eyeglasses. No Mess, No Fuss! Windows So Clear You Can't See the Glass! Cleans windows in seconds without one drop of water, without one speck of soap or detergent! New chemically treated KEITHON WINDOW CLOTH makes windows sparkle instantly, not only removes dirt and grime but gives invisible smear-proof coating to prevent rain streaks to prevent dirt and grime forming again. Fog proof glass and windshields against clouding, steaming. Amazing specially treated window cloth contains no miracle solution. Used by optometrists for eye glasses, used by home builders on model homes where picture windows must be bright and clear for months in all weather. Ideal for mirrors, crystal car windows, kitchen appliances. Polishes chrome. Cloth rinses clean without removing activator so lasts months.

Only \$1 or 3 for \$2

Only by mail can you get one large KEITHON WINDOW CLOTH for \$1 or 3 for \$2. Cash order postpaid. If C.O.D. postage extra. Complete satisfaction or return in 10 days for money back. Also KEITHONE FOG PROOF CLOTH for windshields, only \$1. KEITHONE LEATHER and LUG GAGE CLOTH only \$1. KEITHONE FURNITURE POLISHING CLOTH only \$1. Any 3 for \$2. Save money back guarantee. KEITHONE cloths make easy days for busy housewives. Mail order today.

**WALLING KEITH CHEMICALS, INC.**  
Dept. 163-W, 910 N. Second Ave.,  
Birmingham 1, Alabama



### Give Your Pets Happy Holidays

Kitty will revel in the luxury of this wonderful gift—she'll be a real "Glamour Puss." It's a soft, warm, cozy bed—also kills fleas and lice while she naps. Irresistible catnip aroma makes them purr and play with delight. Stops scratching torment. No muss or fuss with powders or sprays. Don't risk dry coat, flaky skin.

You'll appreciate **Kitty Cootie-Chaser** too! It keeps cats off chairs, sofa, rugs. No more shedding hairs, soiled or torn cushions. Praised by owners of top-ranking show cats. Long-lasting. In Christmas Gift Box, 14x18 in. \$2.49. (Inner pads replaceable when soiled. Extra pads, \$1.50 ea.)

**Fleece-Scat-Pad for Dogs**—just as comfortable, just as effective. Kills fleas and doggy odor. 15x28 in. \$3.49; Super size, 28x36 in. \$4.98. Extra inner pads \$1.90 and \$2.95.

**MONEY-BACK GUARANTEE**—Save postage by sending check or M.O. Avoid holiday rush, order today! Sudbury Laboratory, Box 51 E, South Sudbury, Mass.



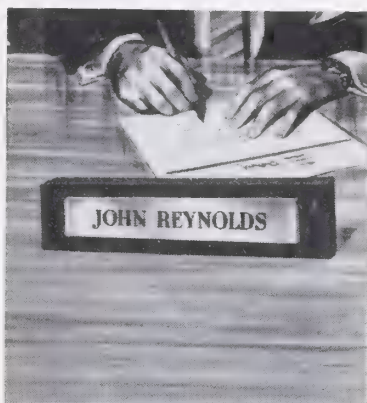
# SHOPPING



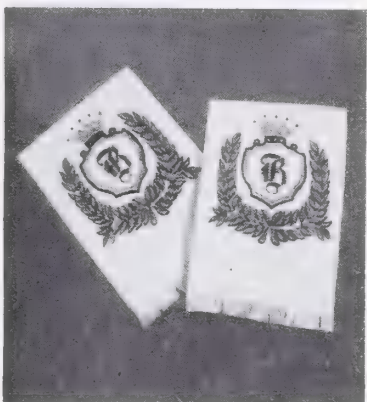
**GOURMET CARVER** is a beautifully designed knife from Sheffield, England, with the famous "Friar" cutting edge. The stainless-steel 8" blade is self-sharpening with cutting ridges designed to cut rather than tear meat. Excellent, too, for cutting wafer-thin slices of tomatoes, etc., this carving knife is a boon to every household. \$6 ppd. World Wide Industries, Dept. 50, 123 Mercer Street, New York.



**MARK OF DISTINCTION** on any man's desk is this handsome copper marker. The ebony-black polished hardwood mounting has a gleaming solid copper bar set against it with black-filled letters for longer legibility. This personalized gift for the desk-sitters on your list can be engraved with up to 20 letters; is 8½" long. \$1.95 ppd. Spear Engineering Co., 492 Spear Bldg., Colorado Springs, Colorado.



**ADD A REGAL TOUCH** to your bath with royal-crested guest towels! And you'll reign supreme as the thoughtful guest when you present your hostess with a set of these! They're monogrammed in silver and black on pink or white Cannon terry cloth, and the tops and bottoms are fringed. 11" x 18", monogrammed sets of 2 are only \$1 ppd. U. S. Curtain Corp., Box 237 South Station, Yonkers, New York.



This Christmas give an unusual gift—one that will never fail to be a conversation piece in the home or place of business. A famous EVANS lighter combined with an equally famous Swiss musical movement playing "Smoke Gets In Your Eyes"—encased in gorgeous leather. Hand tooled in gleaming Gold and available in five decorator colors—Red, Brown, Maroon, Green and Ivory. A gift anyone would treasure. Only \$15.00 postpaid. Three letter monogram only 75¢. To avoid delay, indicate second color choice. All orders filled promptly.

**THE SONNUS COMPANY**

P.O. Box 196 Dept. ML 2, Mission, Kansas

## DOGGIE GIFT



## Hilo DRY BATH

In Gay Christmas Wrapping

A wonderful gift for your cat or dog. Cleans without water! Kills fleas fast! Just puff on, rub in and towel off. No danger of colds. Leaves the coat soft, glossy, and odor-free. A favorite with many breeders for show grooming. Gift-wrapped 10-oz. aerosol can, \$1.49 postpaid. Money-back guarantee.

Dept. N-12 The Hilo Co. Norwalk, Conn.

A WONDERFUL CHRISTMAS GIFT  
THE NEW

## ARCHITECTURAL DIGEST

Vol. XV, No. 2

is just off the press

ORDER YOUR COPY TODAY!

You'll thrill at this

LATEST ISSUE of

*America's most beautiful*  
**BOOK OF HOMES**

Published in California since 1920

192 exciting pages (9½" x 13") of the most inspiring pictures you've ever seen of the outstanding work of interior decorators, architects and home designers from coast to coast. All pictures faithfully reproduced in crystal-clear detail on the finest coated stock. You'll read it . . . study it and keep it for years as an invaluable reference book.

**\$2.50** per copy postpaid

Send check or money order to: **THE ARCHITECTURAL DIGEST**

SEND US YOUR LIST FOR  
GIFT SUBSCRIPTIONS

556-M So. Harvard Blvd.  
Los Angeles 5, California

## III ARCHITECTURAL DIGEST



Sunshine For Christmas!

## FLORIDA FRUIT

**MEXICAN BASKET**  
½ BUSHEL  
**\$7.50**

**FULL BUSHEL**  
**\$12.95**

**GAY MEXICAN BASKET**—chock full of juicy, seedless "dream" Navel oranges, grapefruit, tangerines, marmalades, shelled pecans, and tasty tropical candies. Basket is re-usable for picnics, or to hold magazines or sewing.

**FANCY GIFT PACK**—custom packed with wonderful "dream" Navel oranges, pink or red grapefruit (all of one or mixed, please specify) delicious candies, nuts and marmalades, decorated with kumquats and Spanish moss.

½ BUSHEL \$6.00 BUSHEL \$9.95  
¾ BUSHEL \$7.50 FULL BOX \$13.50

EXPRESS PREPAID—East of Miss. River and to La., Ark. and Mo. Add 10% to Wis., Upper Mich., Iowa, Kan., Minn., Okla., Nev. and Texas. All other States, add 20%. No shipments to Ariz. and Calif.

Christmas orders must be received by December 10.

ALL SHIPMENTS UNCONDITIONALLY  
GUARANTEED

**THE BARFIELD GROVES**

Dept. HB-6 Polk City, Florida



## Brass and Glass APOTHECARY LANTERNS

Handsome indeed for pretzels, hard candies or cocktail tidbits are these clear glass jars that have polished and lacquered brass hoops, bases and screw-on covers. They come in two sizes.

11½" High. . . . . \$12.95

14½" High. . . . . \$14.95

Plus 50¢ Postage

Pa. Residents Add 3% Sales Tax

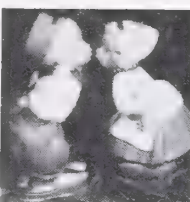
NO COD'S

**THE Lillian SHOPPE**

(Dept. B-12) 20 Armat St.  
Germantown Phila. 44, Pa.

## GAY & COLORFUL HAND PAINTED FIGURES WILL BRING NEW CHARM TO YOUR HOME . . .

Solves Your "Anytime" Gift Problems. . . Ideal for Any Age to Any Age. . . Molded of sparkling "Marblite" and painstakingly hand painted. Made to endure a lifetime and be handed down as heirlooms. Assorted bright, unfading colors with gold trim.



Lovable Dutch Boy and Girl

New figures tell in charming way the old, old story, "Boy Meets Girl." You'll love the hidden bouquet behind the boy's back. 5" high. Richly 4½" high. Assorted colors. Gold trim. Your choice. Painted. Your Choice. \$1.25 each, or one of each, \$1.25 each, or one of each, \$2.25 the pair.

LUXURIOUS TURKISH PAIR

As gay as a harem romance and twice as colorful. Will be the center of attraction on your what-not. \$2.25 the pair.

**SPECIAL** "Window Shopping" Offer. We will send both pairs. Postpaid. for only \$4.00

No C.O.D.'s

**NICHOL ART PRODUCTS**

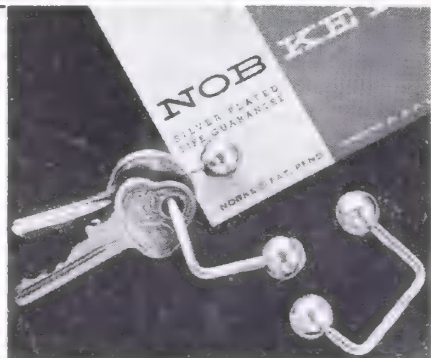
Box 333, Dade City, Florida.

## CHAINED? . . .

TO YOUR OLD KEY RING? Nob Key Bar breaks those chains. At last a key-tainer streamlined to modern needs! No more wasting precious moments to remove or replace your keys. Simply unscrew the nob. Revolutionary Nob Key Bar is silver-plated, German precision made. Holds over 10 keys. Lifetime guarantee. Enjoy Nob Key Bar's beauty and convenience in your purse or pocket. Delight your friends with this unique gift. Patent pending. 69¢ postpaid.

**B. M. LAWRENCE IMPORTS**

255 California Street  
San Francisco 11, Calif.





## A Perfect GIFT!



A  
MEMBERSHIP  
IN THE  
PLANT OF  
MONTH  
CLUB

Here is the Year 'Round Gift. Thrills and beauty every month for your loved ones.

Every month they will receive (1) a selection of wonderful and unusual plants or bulbs chosen by plant experts; (2) complete planting instructions; (3) interesting history of flowers; would cost many times more in shops.

LOVELY LILY-OF-VALLEY (illustrated) will be their first selection. GUARANTEED to bloom in 21 days. GIFT CARDS will be sent bearing your name.

### SURPRISE BONUS

—for first 1,000 new members  
FULL YEAR—Special Bonus—32 page book, "How To Grow and Bloom House Plants."

Six Months' Membership \$6.00  
Full Year With  
Bonus Book \$12.00

PLANT OF THE MONTH CLUB,  
Dept. M-53, Des Moines 9, Iowa

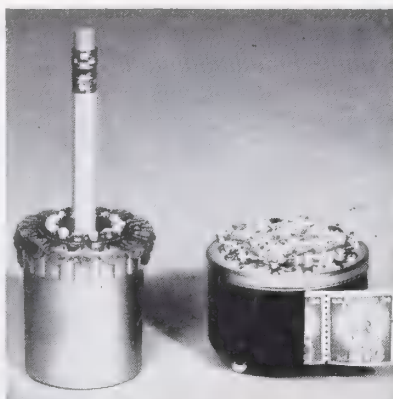
Gentlemen:

Here is my check or money order for  
☐ \$6.00, 6 months, ☐ \$12.00, one year.  
Please send to persons named on attached card.

Name .....

Address .....

City ..... State .....



### JEWELLED PENCIL SHARPENER and STAMP CADDY

Look who's gone glamorous! The lowly pencil sharpener and stamp caddy take on Cinderella airs with their toppings of "jewels". All dressed up for her desk or dressing table, they're just what milady would like to find in her stocking come Christmas morn.

- Pencil Sharpener—gold colored plastic with "pearl and diamond" glitter. 2". \$1.00 ppd.
- Stamp Caddy—ebony finished metal with clusters of "diamonds". \$1.75 ppd.

Sorry, Mr C.O.D.'s.

Write for free new gift catalogue and  
EDUCATIONAL TOY CATALOGUE IN COLOR.

the salt & pepper shop Dept. B-12  
90 Park Ave., Park Ridge, N. J.



Baby  
Basket

### A-Ticket, A-Tasket

Your baby in a basket like this will be as happy as any baby can be. Handwoven, jumbo white basket is beautifully decorated with pink and blue satin ribbon woven through reed. Large matching bow on hood tops it all. Complete with waterproof mattress. Removable stand solves traveling problem. (20"x38"). Rolls easily on lucite casters. \$29.95. Dainty white, quilted orlon blanket with tiny rosebud decoration in choice of pink, blue, or yellow satin binding is the final touch of luxury for your baby beautiful. (36"x50"). \$4.95. All shipping charges paid.

"Baby's Own Department Store"

*Trudis*

Dept. HB-12  
4338 W. North Ave.  
Chicago 39, Ill.

### A MUST FOR MOTORISTS

Here's a gift so unique, so practical you'll want one yourself too. An automatic gas mileage computer with a memory—checks the car's operating efficiency and economy. Eliminates all paper work. Flick the dial and read gas mileage when tank is filled. Not a slide rule. A precision instrument of red, white & blue plastic. 4 3/4" diam. \$2.95 Ppd. MILEOMATIC. P. O. Box 657, Hyattsville, Md.



### DOG MATTRESS

KEEP YOUR DOG OFF  
THE COLD FLOOR  
AND YOUR GOOD  
UPHOLSTERY

WASHABLE SLIPCOVERS

Made to fit, with snap fasteners. Fits on and off easily. Ppd. each \$2.95. 12" x 18" x 1" thick. Blue, tan, or white. Free catalog.



Immediate  
Shipment  
Money Back  
Guarantee

DO IT YOURSELF: SAVE MONEY

RESCO DOG NAIL CLIPPER

RECOMMENDED BY  
DOG OWNERS, VETERINARIANS

Post Paid. \$2.75

### CEDAR TREATED FRAGRANT NATURAL ODOR

A real mattress, 4 inches thick, far superior to mats or pads. It is soft, warm and comfortable. Gives protection against dampness. Eyelet tufted filled with fine quality cedar treated cotton.

Sizes	Prices
15" x 21"	\$ 3.00
16" x 23"	3.25
17" x 25"	3.50
18" x 27"	4.00
21" x 32"	4.50
22" x 34"	5.00
24" x 36"	6.00
27" x 36"	7.00
27" x 44"	10.00
36" x 36"	10.00
36" x 50"	12.00

C.O.D.'s 50¢ extra plus shipping charges  
SEND CASH, CHECK OR MONEY ORDER:

**Kumfort** MFG. CO.

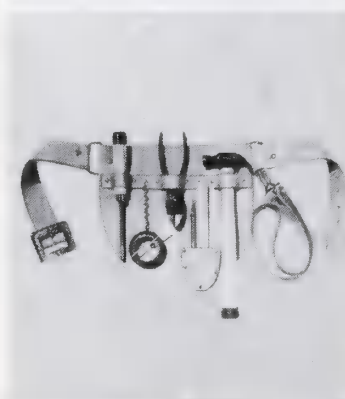
Dept. HB12, 79 Sudbury St., Boston, Mass.



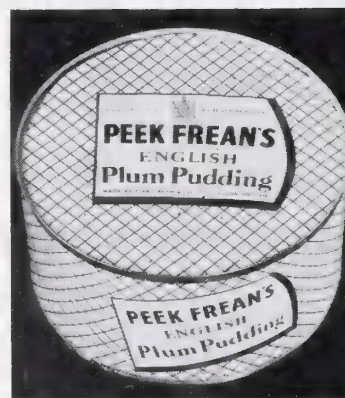
## WINDOW



**BAR NONE**, this is the nicest portable bar we've seen. It has a mellow, gracious quality that puts you in the right mood for your husband's home-coming or for unexpected guests. 39 1/2" high x 27" wide x 19" deep, it's hand-finished in knotty pine. The tray lifts off and the rack folds for easy storage. \$28.50 exp. chgs. coll. Write for free Colonial catalog. Ephraim Marsh, Box 266, Concord 3, North Carolina.



**UP A TREE** for a gift to make a boy's eyes shine? Then get a line on this Junior Repairman's Kit and you'll go to the top of his hit parade. A riveted and rugged leather apron is fitted with real tools in Junior size and includes a screwdriver, pliers, electrical tape, pencil and ruler, hammer and safety-pole belt. Adjusts from 21" to 28" waist. \$3.50 ppd. Nancy Norman, 422C Washington St., Brighton 35, Massachusetts.



**NOBODY BUT NOBODY** makes Plum Pudding like the English. And Peek Frean's Plum Pudding, baked in London and aged a full year, takes top honors as the tastiest and most flavorful export of the British Isles. A 2-lb. tin with recipes is nice to have for the Christmas season and makes a delectable gift to send to friends. \$3 plus 25¢ post. Mid-Lakes Importers, P. O. Box 789, Evanston, Illinois.

## MISS BALLERINA



LEOTARD  
TU-TU  
TIARA  
BALLET

Picture a little girl dancing in this lovely ballerina outfit. Snug fitting leotard with three-tiered tu-tu of nylon net, gleaming sequin tiara, ballet slippers.

**\$9.95**  
POSTPAID  
PACKAGED

WHITE, PINK, AQUA  
SIZES 2 TO 14  
TIARA: GOLD, SILVER  
WHITE BALLET

INDICATE DRESS SIZE, SHOE SIZE, COLOR  
CHECK OR MONEY ORDER • NO C.O.D.'S

**LOSHIN'S**

302 WEST 5th ST. • CINCINNATI 2, OHIO

## IDEAL GIFT! AUTO SAFETY SEAT BELTS



MADE OF TOUGH DU PONT  
NYLON WEBBING, STAIN-  
LESS STEEL AIRCRAFT-TYPE  
BUCKLE AND HEAVY GAGE  
STEEL FLOOR ANCHORS!

Exceeds Civil Aero. Auth. specs. Meets Cornell Aero. Lab. req. Installs in minutes. 7' long, fits anyone. Full instructions. Makes ideal gift. Orders rec'd by Dec. 15 delivered by Christmas. Colors: Black, blue, green, gray, red, tan.

**4.95**  
p.p.

AMERICAN DIST. CORP.  
97 VANDEVER AVE.  
WILMINGTON 2, DEL.



# SHOPPING



**A BASKET OF CHEER** for a pint-size girl is a saucy kitten and a soft-eyed puppy all cozy and snug in their own little beds. They're furry, soft and so appealing, lots of little mothers will want to adopt them on sight. Each pet comes in a 5" wicker basket and is \$2; 3 are \$5.50. Ppd. Order from Q-T Novelty Co., Inc., P. O. Box 54, Murray Hill Station, New York 16.

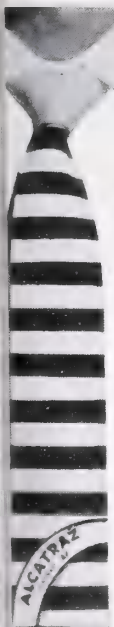


**BARGAIN IN DENIM** is this beautifully tailored spread that's fully washable. It comes in pink, maize, faded blue, dark blue, medium green, brown, charcoal or red—all banded in white; or tan with brown trim. 66" x 100" and 72" x 108", \$6.95. Super-duper 83" x 112", \$8.95. Monogram, \$3.50 extra. Ppd. May Schaffer, Box 7102-H, Elkins Park 17, Pa.



**THEY'RE PIPS!** Newly harvested lily-of-the-valley pips bloom in about 18 to 21 days. And your Christmas house will be filled with the fragrance of Maytime. Come Spring, plant them outdoors and they'll reflower the following year. 6" round copper bowl planted with 12 lily-of-the-valley pips, \$5.95 ppd. Max Schling Seedsmen, Dept. 660, 538 Madison Ave., New York.





## PRISON TIE

Clothes make the man. But you can tell a gentleman by his old-school tie. So let your friends know how you stand with a prison-stripe cravat—lettered (unobtrusively, at the bottom) **ALCATRAZ**, Class of '56. Great gag gift to impress stuffed shirts. (No CODs.) \$1.95 Postpaid.

**Free Catalog of Light-hearted Gifts**

**the GAME ROOM**  
538 Connecticut Ave., Washington 6, D. C.

### I am Margie Marcher

the walking  
Majorette doll  
yours for only

**1.98**  
complete

**FREE!**

Besides my cute red, white & gold outfit, you get these FREE with me: Golden-colored baton & boots. Midget Doll House that sets up fast. Sheer nitegown for my beauty sleep.

8" size:

I walk, sit up, sleep... My head moves as I walk... You can wash, set, comb or curl my Dynel hair. Bathe me, too, from head to toe. Take me into your home on 10 day trial money-back guarantee. Send 1.98 ck. cash or m.o. (COD's plus postage). BUY ME AT:

**MRS. LAVALLÉ**  
Dept. 19-N-69, 352 4th Ave., N.Y. 10, N.Y.



### IMPORTED CANDY BOX

From Germany comes this fine lead crystal candy box, brilliantly cut to catch and reflect the light. Distinctive fluted base and knob have a gold leaf wash fired on metal plate. 10" high overall. A gift that proclaims your own good taste. **\$16.50** ppd.

No C.O.D.'s, please. Write for FREE gift catalog.

**CHALMAR** Dept. H-12  
Split Rock Road, Syosset, New York

new crop

## PECANS



... in colorful Mexican

## FIESTA BASKET

#1, unshelled Big Stuart and Success Pecans, washed, polished and machine graded.

Send gift list and personal or business cards. We do the rest.

**FOR GROUP FUND-RAISING!**  
Pecan Halves, 1 lb. cello. bags, \$1.40, 25 or more. Send for colorful folder, prices, etc.

**DEEP SOUTH PECAN CO.,**  
Dept. HB, Biloxi, Miss.

**5 lbs. \$6.00**  
Postpaid

## COLTEN'S

1371 Beacon St.  
Brookline 46, Mass.

Available in CUSTOM SIZES Any Length Any Width



### 12 COLORS! DELUXE EVERGLAZE CHINTZ

The coverlet has extra-fine quilting, and deep scalloped edges. Solid colors of mint, yellow, rosedust, charcoal, red, orchid, blue, hunter green, brown, pink, aqua or white. Quilted and scalloped COVERLETS... twin \$11.95, full \$12.95, king size \$25.00. Mix-or-match it with a fully gathered chintz DUST RUFFLE... twin \$6.95, full \$7.95. Pinch-pleated draperies... 63" \$5.95, 90" \$7.50. Pillow sham \$3.95, vanity skirt \$7.95. Send 10¢ for set of chintz color swatches.

### ANTIQUE SATIN "STARDUST" CORDUROY TAFFETA FAILE CHINTZ

Send for Color SWATCHES

All colors in any one fabric listed is 10c. Order 2 fabrics for 20c... 3 for 30c

Send 15c for new CATALOG

**SAVE on DECORATOR BEDSPREADS and DRAPERIES**

Colten's offers you custom-quality bedspreads, coverlets and draperies... at half-the-cost of custom-mades. Make your choice from beautiful styles... hundreds of colors... superior fabrics. We stock over 1,000 home-fashion items... for immediate delivery. (Complete information is available in our catalog (15c).)

**READY-MADE** \$11.95  
**SPREADS AND COVERLETS** to \$19.95

**MADE-TO-YOUR-OWN-MEASURE** bedspreads and draperies... as well as King size ensembles... are available on a prompt service. Send for measuring chart.

**COLTEN'S** 1371 Beacon St.  
Brookline 46, Mass.

### GIVE SOMEONE THE GIFT OF MUSIC



Someone you know has the undeveloped ability to play the piano. Could you give a more wonderful and lasting gift than that of music... of 10 lessons in piano-playing by famous Don Sellers? The Don Sellers course, approved by music authorities, enables the student to play familiar melodies in 10 easy lessons. Ten lessons on five unbreakable records... 18 practice charts... all for \$10. Talent-test sample lessons No. 1 and No. 2 available on 45 RPM record only for \$1, with cost applicable to full course.

Advise whether 45 or 78 RPM


**DON SELLERS, INC., 871-C McALLIE AVE., CHATTANOOGA 3, TENN.**

### PORTABLE BAR

Provides at-home comfort for thirsty travelers. Tan, simulated leather case, 12 1/2" tall, has a washable red lining. Inside are 4 shot glasses, beer-bottle opener, napkins, 4 swizzle sticks and room for 2 bottles. With 2 or 3 initials, \$14.95 plus \$1.00 postage.

No C.O.D.'s please

**WALES LUGGAGE CORP.,** Dept. B-12  
540 Madison Ave. • New York 22, New York







## The TIE OF THE MONTH CLUB

the Male  
SOLVES HALF  
OF YOUR GIFT  
PROBLEMS!

Men are a problem. But now, the Tie-of-the-Month Club solves your male gift dilemma all year round! Each month, our fashion specialists scour the markets of the world for outstanding ties that meet our rigid standards of quality and style. All our ties are original designs in imported fabrics from France, Italy, Belgium and Switzerland. They include silks, jacquards, woven patterns, embroidered motifs, stripes and foulards. Give the gift that keeps on giving all year—a subscription to the TIE-OF-THE-MONTH CLUB. Each tie is handsomely gift boxed with your card enclosed at no extra cost to you.

### INTRODUCTORY LIMITED SAMPLE OFFER

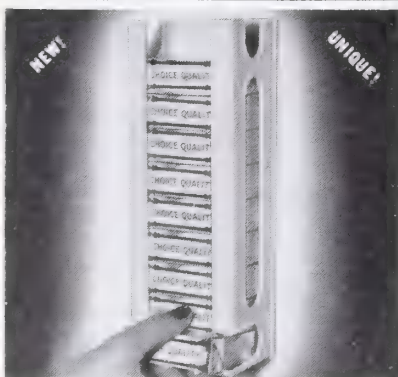
Send \$1.00 for proof of our outstanding values. You must be delighted with this tie or your money will be refunded.

### TIE-OF-THE-MONTH CLUB

Dept. H-12 520 Fifth Ave., New York 36, N.Y.

- ☐ Send Introductory Tie at only \$1.00.  
Enter the following subscription:
- ☐ 3-month membership—\$6.00
  - ☐ 6-month membership—11.00
  - ☐ 12-month membership—20.00

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
(Use additional sheet of paper if necessary).



### CIGARETTE PACK DISPENSER

Perfect gift! Attractive HANDI-PAK dispenser stores your full carton of cigarettes. Eliminates the clutter of loose packs in view. Handy for your office, home or shop. Easily attached to wood, metal or tile. Screws and cement included. This useful, handsome cigarette pack dispenser is made of sturdy lustrous ivory plastic. Specify regular or king size. Money back if you're not delighted. Send for new, exciting, free gift catalog.

\$1. PPD

Special 6 for \$5. PPD

Grandma Pennypincher  
1216 Yale St. Dept. HB-5 Houston, Texas

### DREAMING OF CHRISTMAS?



#### White Night

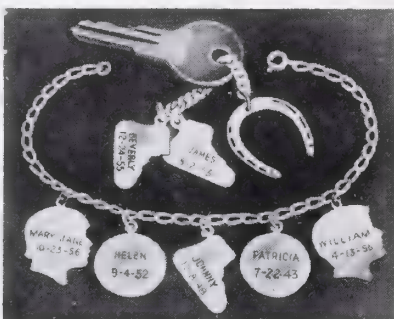
A short stole that's perfect for evening. Two rolls of natural white fox tails (42" long) joined by crepe.

\$22.50

Natural Canadian Ermine tails with rhinestone parakeet pin. \$4.50

fed. tax & P paid, no c.o.d., catalog

HAROLD J. RUBIN, 52 E. 56 St., New York



### for PROUD PARENTS and GRANDPARENTS

Our Silhouette Baby Shoes or Discs, or Boy and Girl Silhouettes, each engraved with a child's name and birthdate, make treasured gifts for fond parents and grandparents, when attached to the bracelet or keychain. Made of Rhodium-finish STERLING SILVER, they are sure to become family heirlooms. Each is 3/4" across. Easily attached single ones may be added as the family grows. PRINT CLEARLY. Specify silhouette wanted for each name—any assortment can be ordered.

Boy, Girl, Shoe or Round Disc . . . \$1.10 each  
Bracelet . . . \$1.10 Horseshoe Keychain . . . \$1.25  
Prices include engraving, tax and postage.

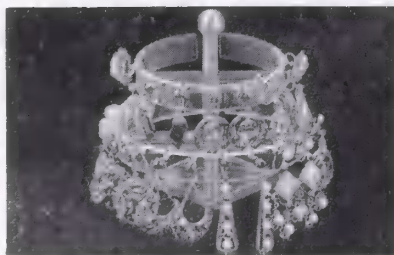
ORDERS SHIPPED WITHIN 5 DAYS

**NANCY NORMAN**

422-12C Washington St., Brighton 35, Mass.

## FREE

when you join the  
EARRING-OF-THE-MONTH CLUB



### Lucite, Aluminum Earring Tree

This handsome Earring Tree made of gleaming Lucite and aluminum (4 1/4" x 4 1/4") will be sent you free when you join the Club! Then each month you will receive a different, unique pair of Earrings. Some are imported from ancient craftsmen in hidden shops of foreign lands. Others come from the world's style centers of New York, Paris, and Rome. Still others are never-seen-before patterns of hand-crafting designers. Send \$6.00 for 3 months, \$11.00 for 6 months, \$21.00 for 12 months. Prices plus 10% F.E.T. delivered postpaid. Attractive gift certificates available. If you desire pierced, please specify. Satisfaction guaranteed.

EARRING-OF-THE-MONTH CLUB

Dept. B-12, 970 Perry St., Flint 4, Mich.



## WINDOW



**THE MAN BEHIND THE DESK** will send you a loving memo if you give him this handsome memory-jogger. A distinguished copper memo pad holder comes in a jumbo size, has a sliding drawer with 5" x 8" paper and is monogrammed in Old English or block letters. (Specify, \$8.50. Smaller size has pine cone design, holds 4" x 6" paper \$6.50. Ppd. Henry W. Longfellow, Weston 93, Massachusetts.



**CLEARLY A BUY** are sparkling bobèches that dress up a candleholder like a diamond necklace dresses up a simple gown. They catch the light's radiance and reflect your good taste. They catch the candle wax drippings and protect your tablecloth. Set of 4 in clear crystal, \$1.51. Set of 4 in etched crystal, \$2.71. Ppd. Paulen Crystal, 296 Broadway, New York 7.



**FIRE A SMALL FRY'S** interest in cooking by dressing him for the part. Before long, he'll be hot stuff, conducting barbecued suppers to make him the toast of his crowd. A white cotton apron is lettered and bound in red and emblazoned across the front with "Chef Junior." The regular chef's cap is lettered "Bar-B-Q." \$1.50 the set, ppd. Nelson's, 80 W. Montecito Court, Sierra Madre, Calif.

### Gaily Colored Match Book Covers star in 3-D!



Gift Box of Four Slip Covers (Matches are included) \$2.95 ppd.

Sorry, no C.O.D.'s. Catalog on request.

New, elegant dress-up outfits slip on and off all standard match books. Gaily colored moiré covers, encrusted with make-believe jewels and flowers, to use on every festive occasion. Box of Floral Designs shown contains 4 different designs on red, sapphire, black and emerald—or, any one design in the above colors. Christmas Freeform Pattern or Christmas Tree are each packed 2 red and 2 green to a box.

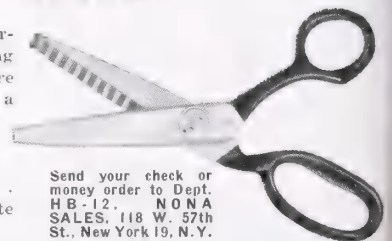
Lois April

Dept. B-12, 366 Fifth Ave., N.Y. 1, N.Y.

tucked in the toe of her Christmas stocking

### IMPORTED PINKING SHEARS

Here is a rare opportunity for you to purchase a pair of these imported 7" pinking shears with all the advantages of the more expensive models you've seen—but at only a fraction of their cost. Cuts clean and sharp through even the bulkiest materials . . . assures ravel-free seams . . . feels light and comfortable in the hand . . . makes an ideal gift and perfect sewing-mate for the home designer. \$2.98 ppd.



Send your check or money order to Dept. HB-12. NOVA SALES, 118 W. 57th St., New York 19, N.Y.



# SHOPPING



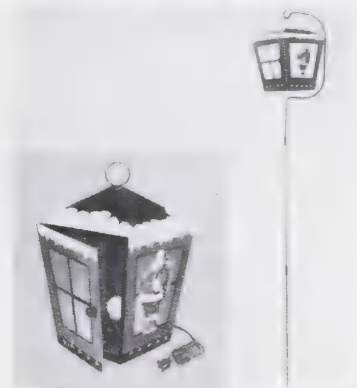
**ICE-CREAM CHAIRS** are a delicious, sentimental reflection of a Victorian Age. Cast aluminum reproductions go to the terrace next spring; will grace a pretty bar, vanity or bathroom through the winter. Finished in white, pastel pink, green, blue, yellow, turquoise, they're rustproof. 16" seat height, \$18.95; 25" with cross braces at bottom, \$22.50. Ppd. Moultrie Mfg. Co., Dept. HB, Box 363, Moultrie, Georgia.



**CHINA CUFF LINKS** are a nice change of pace from the run-of-the-mill metal ones. And these have the added attraction of being personalized! Gold-fill links have a white china button with any initials or full name fired on in 22k gold. \$5 the pair. Matching Tie Bar with name or initials is \$2.75. Tax and postage incl. Bodine's of Baltimore, 501 E. Preston St., Baltimore 2, Md.



**CHRISTMAS COACH LANTERN.** Hang this at your entrance or on the lawn and let the spirit of Christmas shine out with an old-fashioned welcome. A steel coach lantern with socket, 6 feet of cord, plug and mounting bracket is decorated with a colorful Yuletide design, measures 8 3/8" sq. x 11" and comes with black wrought-iron finish 5' stand. \$5.98 ppd. Elf Hollow, Dept. HB, Box 65, Watertown, Connecticut.



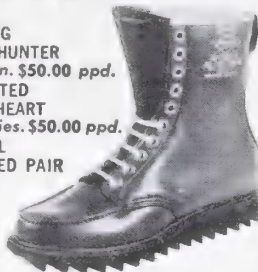
## THE BIG GAME HUNTER

perfect gift for the sportsman in your life!

Completely insulated safari boot tested to withstand desert heat and Arctic cold... seals out moisture while it seals in slipper-comfort, takes every terrain with perfect ease. Imported Bayon leather finished with the famous skid-free Hack's ripple sole.

The Big Game Hunter, for men, comes in sizes 6 to 12, whole and half sizes in D-E-EE widths while Insulated Sweetheart, for ladies, in sizes 3 to 9 whole and half sizes in C and D widths. Order your boots now in your best fitting, low heel, dress shoe size and width. Send your pre-paid check or money order to Dept. HB-12, OUTDOORSMEN SHOEMAKERS, INC., P.O. Box 528, Worcester 10, Mass.

THE BIG GAME HUNTER for men, \$50.00 ppd. INSULATED SWEETHEART for ladies, \$50.00 ppd. SPECIAL MATCHED PAIR OFFER only \$89.95 ppd.



## THE SMOKER'S CHOICE

● Famous Vicar pipe of seasoned Mediterranean briar—finished in lustrous flame grain. Gift-boxed ..... \$5.00  
● Aluminum-Anodized gold Rumidor scientifically designed with solidified rum to keep smokes mellow and full-flavored..... \$3.95  
■ 8 oz. tin of Savant Tobacco—blend of Burley cut plug, Virginia Cavendish, L. Flake, Syrian Latakia and Louisiana ..... \$1.95  
Total value..... \$10.90  
Special Christmas Offer — only..... \$8.50 post paid  
Encircle the pipe you want and mail with your name and address, check or money order to Ernst M. Koven, Dept. HB-12, Box 5, Centuck Station, Yonkers, N. Y.



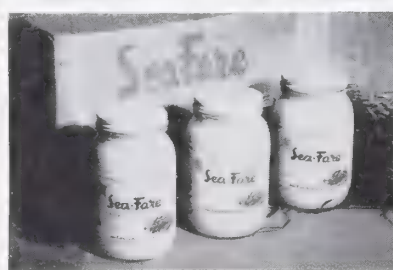
## For the unusual Christmas Gift

### Bonwit's Gift Shop

Double-Face Guardier Clock. Fifteen jewel, eight day Swiss clock in gilt finish. See the hour either side, handsome simplicity on any table. Precision in all details, ring handle to carry, footed, and standing 3" by 3". 62.75 plus fed. tax. Mail and phone. Add 50c for shipping.

*Bonwit Teller*

New York White Plains Chicago Cleveland Boston Palm Beach



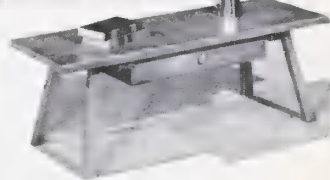
## SEA-FARE SALAD DRESSING

Here's a different, delicious Tossed Salad Dressing with a unique and zesty flavor... a gourmet's favorite... it will make an exceptional gift. Sea-Fare Salad Dressing is prepared of only the finest ingredients and made exclusively in our own famous Restaurants. **SATISFACTION GUARANTEED** \$ n1 Check or Money Order. No C. O. D.

Three 16 oz. Jars \$2.50 Postpaid With Recipes

**Sea-Fare**  
The Aristocrat of Sea Food Restaurants  
1033 1st Ave., New York 22, N. Y.  
Visit our Restaurants when in New York

## "It's from Ephraim Marsh!"



## Glowing Colonial...

It's a softly gleaming treasure, our Sailmaker's Bench with drawer, hand polished and pegged in the finest solid Pinecroft knotty pine tradition. Large 48" width; D. 17 1/2"; H. 17". Cherishable, guaranteed, from our authentic Colonial Collection—to yours (or a friend's)—order it for only \$27.50, express (46 lbs) collect.



For last minute Gifts—\$14.95

Charming for the Holiday Hostess, our timely Luggage Rack, 23x15 1/2 by 22 1/2" high. It folds, stacks and has removable tray. In guaranteed solid Pinecroft knotty pine quality. Only \$14.95, express (14 lbs) collect. Include prepay charges and Gift card, if desired, with your check.

Send check or M.O.; no C.O.D. Write also for free Knotty Pine Collection Catalog. Box 266, Concord (4), N. C.

**Ephraim Marsh**

## Old-Fashioned Apothecary Jars With a Brand New Sparkle

Quaint old penny-candy jars, each with ten beautiful sides to catch and reflect prisms of light. Hand-ground air-tight stoppers. Use them in the kitchen for all your spices and staples; in the bathroom for everything from aspirin and bath salts to powder puffs and colored soap cakes; in the living room for peppermints or Christmas balls. In a full wardrobe of sizes.

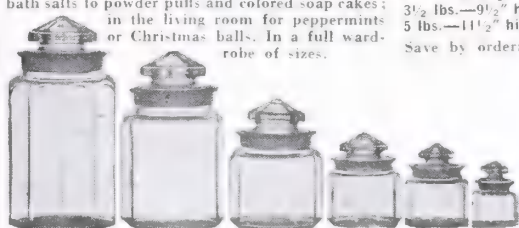
	Within 500 miles	More than 500 miles	West of Miss.
3 oz.—3 1/2" high	\$1.10	\$1.30	\$1.55
1/2 lb.—4 1/2" high	1.55	1.70	1.95
1 lb.—5" high	1.75	1.90	2.10
2 lbs.—7" high	2.25	2.45	2.75
3 1/2 lbs.—9 1/2" high	2.75	3.10	3.80
5 lbs.—11 1/2" high	3.25	3.65	4.40

Save by ordering the complete set of six assorted: 10.95 11.55 12.60 All postpaid

Write for our new 50-page catalogue!

*Jenifer House*

Dept. B-12 New Marlboro Stage GREAT BARRINGTON, MASS.





**distinctive draperies  
at 1/2 the cost!**



## 7 lovely fabrics \$1 a yard

Save money by ordering custom-made draperies and decorator fabrics direct-by-mail from Toni Moran Studio. Choose from 7 distinguished contemporary weaves and 68 exquisite colors. By ordering direct, you pay only \$1 a yard for any fabric in this exclusive collection. You can make your own draperies, or have us custom-tailor them to your window measurements. Either way you save—and get that distinctive custom-decorated look.

## 68 color swatches 25¢

Picking the right fabric and color is easy the Toni Moran way. Simply enclose 25¢. We send complete set of 68 color swatches and detailed information.



**Toni Moran Studio** Dept. D 612  
Box 230, South Pasadena, California  
I enclose 25¢ in coin. Please send swatches and booklet "How to have distinctive draperies at 1/2 the cost."

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## PLASTIC PARTY PLATES



So pretty and practical, these plates look and wash just like china (and at first glance that's what guests will think they are)! Use them many times without fear of breakage—they're 100% shatterproof. All purpose dinner size—9 1/2" diam. Graceful fluted border surrounds brilliantly colored Christmas Tree or Poinsettia designs.

12 of 1 design **\$1.98** ppd.  
Sorry, no C.O.D.'s.  
Write for **FREE** catalog.

**GREENHALL** Dept. HB-12, 1133 Broadway, N.Y. 10, N.Y.



**THEY'RE PIPS!** Newly harvested lily-of-the-valley pips bloom in about 18 to 21 days. And your Christmas house will be filled with the fragrance of Maytime. Come spring, plant them outdoors and they'll re-flower the following year. Solid copper bowl 6" in diameter, planted with 12 lily-of-the-valley pips, only \$5.95, postpaid. A delightful way to say happy holidays... a fresh, festive touch for your own living room. Order now, from Max Schling Seedsmen, Inc., 538 Madison Avenue, Dept. 660, New York 22, N. Y.



## Make your own SILVER DRAWER

Use International's **Silver Storage Drawer Kit** to make any drawer in your home **tarnish proof**. Easy to assemble. Kit includes Tarnish Prevent Cloth, slotted spoon, fork and knife racks. Keeps silver bright, whether it's sterling or silverplate. Will hold up to 140 pieces.

Complete set, **\$6.95** ppd.

**MILLARD F. DAVIS**

521 Market Street  
Wilmington 1, Delaware



## Personal "NAME-LICENSE" Plates

Available in ALL STATE COLORS!

What a hit they make with boys and girls of all ages! They'll put them on bikes, trikes, scooters, wagons, doors to rooms, etc. Each is personalized with any name (up to 7 letters) embossed in raised letters on a 7" x 2 1/2" steel plate. Tough, baked-enamel finish in ALL STATE COLORS! Ready to attach. Terrific as gifts for birthdays, events, rewards, etc. Order several now! Print name and State plainly!

Satis. Guar., Postpaid! Each plate **\$1.00**

**BERGER** only **1**  
**PRODUCTS COMPANY**  
(Add 10¢ for 1st cl. mail)  
QUALITY SINCE 1920

DEPT. HBG, 628 RACE ST., PHILADELPHIA 6, PA.



## WIND OW

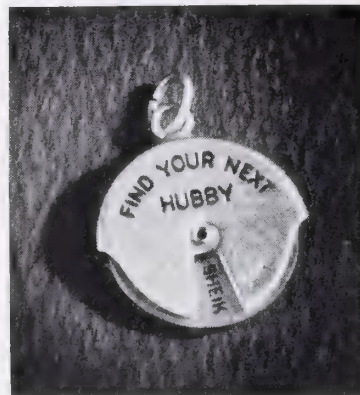


**WEATHER-WISE BUY** is a handsome new weather vane with a price tag that makes very pleasant reading. Made of steel with a permanent black finish and cock design, the 3-dimensional directional letters give it a clean, contemporary look. 28" wide and 28" high, it mounts easily, moves noiselessly. \$8.95 ppd. H. B. Cowap, Dept. HB, 2423 Ridgeway Ave., Evanston, Illinois.

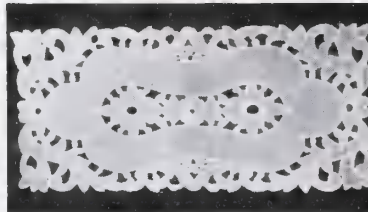


## HAIL FULL OF GRACE.

Virgin with Halo is one of our favorite Hummel figures and it's signed by the creator. You'll want to remember it for someone very special in your life as it portrays the lovely serenity and humility of the Blessed Virgin Mary in a reverent full length pose. It's 11" high, in pastels, \$5; white, \$3. Ppd. Hildegard Studios, 597 Farmington Ave., Hartford 5, Conn.



**MATE METER** is a 14k gold charm that's smaller than a dime, but packs a man-sized wallop. A turn of the dial reveals the kind of husband you'll get: boob, pal, ace, doctor, sheik, etc. To intrigue the boyfriend turn it around, reverse side tells him what kind of a wife he'll get: nurse, scold, movie star, blonde, red hot, etc. \$15 incl. tax. Ppd. Charm & Treasure, 509 Fifth Ave., New York 17.



## IMPORTED SCARFS FOR CHRISTMAS

You'll love these luxurious looking imports from Australia, that will brighten a vanity, end table or a buffet. Scarfs are hand cutwork and made of the finest white European cotton. The intricate design makes it look twice as expensive. Will fit any decor. Easy to wash, quick to dry. You'll agree it is the most beautiful scarf that you have ever seen! With Christmas just a tick of time away, order some for each name on your list. Satisfaction is guaranteed. Comes in three sizes: 16" x 35", \$1.98; 16" x 44", \$2.49; 16" x 52", \$2.98. MATCHING DOILIES: 10" x 14", 79¢ each. 12" x 18", 98¢ each. Sent postpaid.

**DEFAY'S CURTAIN & DRAPERIES**  
8636 S. Cottage Grove, Chicago, Illinois

if you own a  
fireplace, you  
should own a

## FireTender\*

the most perfect tool ever  
made for managing a fire

Built-in mechanical advantage lets you lift 6" logs or small embers with equal ease—feed any fuel so gently you'll never upset the fire. 30" long to let you poke drafts, roll logs and manage fires comfortably away from the heat. Use one and you'll bless it. Give one and your friends will never forget you.

so simple to use it  
makes firetending a joy  
Satisfaction Guaranteed.  
Prepaid; send check or money order—no C.O.D.'s.

Polished Solid-Brass **\$12.95**  
Handles, Gift-Boxed  
All Black Wrought Iron **\$4.95**

FREE booklet on "How To Start a Fire" in each pkg.

**FIREPLACE NECESSITIES, INC.**

Dept. HB-126, P.O. Box 372, New York 10, N.Y.



LETS  
YOU  
LIFT  
A  
LOG  
OR A  
TOOTH-  
PICK  
WITH  
ONE  
FINGER



# SHOPPING



## DRESS UP DRAWERS!

With these three personalized lingerie bags your stockings, undies, and sweaters will be at fingertip reach with an alluring new neatness. They'll add new ease to jammed-up suitcases too! In vinyl plastic, 17" x 14", 12" x 10" and 10" x 8", with the large one monogrammed, they're \$1.95 a set; 2 for \$3.50; 3 sets, \$5. Ppd. Western Classics, Box 4035, Dept. PLB, Tucson, Arizona.



**PAJAMA PILLOW** is slick cover-up for pj's, so order it for your daughter at boarding school and all the sleepyheads on your gift list. 14" x 11" corduroy pillow has an opening in the back in which to slide pajamas. Felt appliques of fawns about to kiss under a mistletoe cluster decorate the front and point up the love-ly idea of having this case. \$3.95 ppd. Laurcel Gifts, Dept. HB11, P. O. Box 312, Flushing 52, N. Y.



**HOLLY CIRCLES**, made of highly glazed white bisque, are truly enchanted circles for a Holiday table centerpiece. Fill the hollow trough with water and arrange your holly in its circle. Or for gala parties, pack it with masses of sweetheart roses, or with blue cornflowers, white candy tuft and red carnations. 5" circle, \$1; 6", \$1.50; 7", \$2; 8", \$2.50. Ppd. Mail Age, P. O. Box 109, Pratt Station, Brooklyn, N. Y.



**Carroll Reed's**  
**COLD WEATHER** *Run-a-Bout.*

Men's or Women's  
**\$11.50**

"Shear" luxury afoot for stadium or strolling! Deep lamb's wool pile throughout, cradles your foot in boundless warmth and comfort. Crafted of finest elk-tanned cowhide. Featherlight, easy on, easy off. White rawhide laces, thick crepe soles.

Women's full sizes 4-9, red or black. Men's full sizes 7-13, brown or black. Please give shoe size and sex with order. Men's or Women's — \$11.50. Please add 35c postage per pkg.

Other unique sportswear in our new 1957 catalog. Yours on request.

Satisfaction Guaranteed

**Carroll Reed's Ski Shops**  
54 MAIN STREET, NORTH CONWAY, NEW HAMPSHIRE

## AN UNUSUAL BACK REST



Not merely a Back Rest—it holds a pillow in place as well. It is the perfect answer for firm support while reading, writing or breakfasting in bed. It folds to one inch thickness and can easily be tucked under your mattress when not in use. Washable finish.

**\$3.98** (No COD's please)

Free Delivery in U. S. and Canada

**REST-WELL PRODUCTS CO.**  
415 West 127th St., N. Y. 27 N. Y.

## Like Magic... Your Clothes Hang Wrinkle-Free

NEW, PATENTED TROUSER-SKIRT HANGER, A WONDERFUL GIFT IDEA FOR HIM OR HER

Beautifully crafted hardwood clothes rack, finished to fine furniture quality, features patented, plastic covered spring steel hanger that holds trousers or skirts at the waist without a wrinkle. Quick and easy to hang or release, yet holds snugly. Adjustable to waist size. ■ place for everything, yet rack takes little space. Ideal for every bedroom.

IT'S NEW ■ DIFFERENT ■ UNIQUE

**DELUXE MODEL:** Wishbone type coat hanger and patented trouser-skirt hanger on opposite sides of revolving head. Large bowl for jewelry, etc. Choice of smooth, rich, hand-rubbed finishes—mahogany, tawny walnut or maple. \$29.95.

REYNOLDS  
**Val-Rack**

**STANDARD MODEL:** Identical hanger, stationary head, full-width wooden coat hanger, jewelry bowl. Maple or mahogany. \$17.50.

ORDER TODAY stating choice of model and finish. Shipped PREPAID anywhere in U. S. with Satisfaction Guaranteed.

**REYNOLDS, INC.**  
CLARKSDALE, MISSISSIPPI



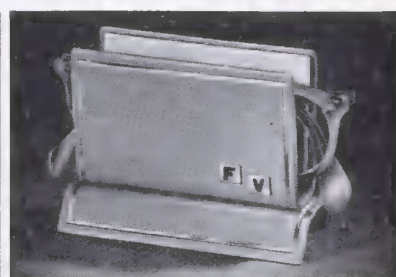
DELUXE MODEL PICTURED

**NEW EASY-TO-SEE Windowpane Thermometer**  
MOUNTED IN SECONDS!  
**\$2.99** PPD. GIFT BOXED

SEE AT A GLANCE HOW COLD IT IS OUTSIDE FROM INSIDE

No squinting to read, even from 10 ft. away—thanks to big red figures and pointer on 3 1/2" transparent dial you look right thru! No screws, no brackets. Just peel and press this new model on outside of windowpane. Specially compensated for windowpane use. Accurate, attractive, a much-appreciated gift! Each, \$2. ppd., guaranteed. By mail.

**BRECK'S OF BOSTON** FREE! BIG CATALOG of Exciting New Gifts!  
819 Breck Bldg., Boston 10, Mass.



## USEFUL LEATHER Eyeglass Rest

Spec-tacular spot to rest your specs is this new Eyeglass Rest. Fine gold-tooled leather covers the sturdy steel frame, while the padded moire lining absolutely prevents scratching. Turf tan, Black, or Pastel Green, Pink or Blue. Gift Boxed... **\$2.95** ppd.

(gold initials 25c per letter)

## IN THE WRITE PLACE—NOTE PAD

Gold-tooled leather binding with full metal backing for this "just the write size" note pad 5" x 3 3/4". Suede back. Quality magnetic pencil. Pink, Turf Tan, Black, Pastel Green or Blue. Gift boxed. **\$2.75** ppd. (initials 25c per letter)



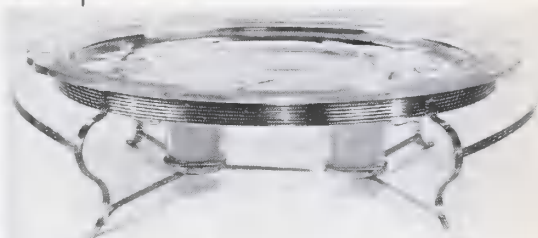
## HERE'S HOW CO.

Dept. HB 22  
27 E. 22 St.  
New York 10, N. Y.

## RULE the ROAST!

Keep your holiday roast piping hot all through the meal—on this handsome new server. Gleaming brass plated frame holds a 15" pyrex oven-proof well and tree platter, tops a pair of candle warmers. Adds glamour to formal dining and buffet parties alike. A wonderful addition to your Christmas feast, year round entertaining. 16" x 10 1/4" x 4 1/2" overall. **\$7.50** ppd.

**Elf Hollow**



No C.O.D.'s, please. WRITE FOR FREE GIFT CATALOG.  
P.O. Box 65, Dept. B-12, Watertown, Conn.

## MINIATURE CHIPPENDALE CHEST

WRITE FOR NEW CATALOG

Over 100 Reproductions

Send 25c in coin (NO STAMPS) for our new catalog of 18th Century and Early American handmade solid wood pieces.

An exact copy of a colonial cabinet maker's model. Authentic in every detail from dovetail joints to brass butterfly handles. Handmade from finest solid mahogany including drawer sides and backs. Use as a single or in pairs. Only \$69.50. In solid walnut, maple or cherry, \$79.50. Add \$4 to all orders West of Mississippi. **FREE DELIVERY**

*Newcomb's Reproductions*  
BOX 1249H DURHAM, N. C.



24" wide  
16" deep, 28" tall



## TO SET A TREE CAN BE A SIEGE—BUT WITH CHRISTMAS EASE IT'S JUST A BREEZE



At last—a tough job made easy! Everybody loves a Christmas tree but WHO likes the job of setting it up? YOU won't mind it a bit with CHRISTMAS EASE—the new stand that sets any size or shape of tree simply and easily in minutes without tools. No sacrificing lower branches. Large 24" diameter base ring and three adjustable guy rods with barbed hooks accommodates any tree up to 9 feet. As the guy rods are tightened, a spring tension is developed in the base which prevents leaning and accidental tipping of tree.

Lifetime, welded steel construction, finished in bright red, with detachable green water pan. \$4.95 Postpaid.

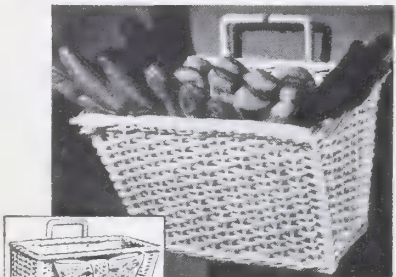
Large 48" base size also available (perfect for outdoors, large homes, churches or offices). \$24.95 Express collect.

Decorative skirt accessory—new VAC-U-COVER of flameproof red, embossed plastic 48" in diameter. Gives additional suction-cup safety feature and protects floor or carpet. Only \$1.25 Postpaid.

### SATISFACTION GUARANTEED

Send check or money order, no C.O.D.'s, please. Pa. residents please add 3% sales tax.

**DAVIS, P. O. BOX 106, MORGAN, PENNSYLVANIA**



### CHRISTMAS "MITTEN" BASKET

A gift with double value. First, stuff it with gifts for Xmas morning, hang near fire place. And later, hang it on the door your youngsters use most. Teach them to drop mittens and gloves into it as they enter. You—and they will know right where they are in the morning scramble of getting ready for school or out-door play. This is the same basket you've seen, highly decorated in gift stores for \$7.50 to \$10.00. Decorate it yourself with felt, ribbons and sequins. SAVE. Makes wonderful mail basket, too. Size 11" x 8" with handle. Only \$1.50 ea., 3 for \$4. ppd. Order from:

### RED OAKS

Dept. 163W Prairie View, Ill.

### EXCLUSIVE! 3 NEW DELICIOUS FOOD FLAVORS

Very Economical, too



★ CULTURED MUSHROOM SALT  
1—1-oz. Beautiful Fancy Shaker

★ HI-QUALITY MUSHROOM SALT  
1—1-oz. Beautiful Fancy Shaker

★ NU-STLE MUSHROOM SIZONING  
10—1 1/2-oz. Beautiful Fancy Shakers

### READY TO USE FOR ALL FOODS

It makes a year round surprising Gift . . . a Gift for Weddings, Christmas, Mother's Day, Father's Day, Birthdays, etc., a Gift for all purposes—it is Dignified, Tasty. Delicious for all foods. For your own use and to give for gifts.

Combination Order—12 Beautiful Fancy Shakers in Beautiful Shipping Boxes  
—will Flavor 480 to 720 Meals

DIRECT FROM THE FACTORY TO YOU  
COMBINATION ORDER .....Each \$9.99

More-Zest-Pep-To-Foods.

**Washington Mushroom Ind. Inc.**

Dept. 3-B, 2954 Admiral Way, Seattle 6, Wash.  
Send Payment with Order—No C.O.D.'s Please



### a modern antique

A DECORATOR PAIL with "Personality" that blends itself into any setting. Made of Beautiful WORMY CHESTNUT, painstakingly finished in ANTIQUE CHESTNUT BROWN (almost black), ENGLISH CHESTNUT BROWN (reddish in appearance), and ever popular EARLY AMERICAN (light brown). Three one-inch SOLID BRASS Bands, SOLID BRASS Handle, Top Diam. 13"—Height 12". Postpaid \$14.95. NO C.O.D.

**The VIRGINIA WORKSHOP**

P. O. Box 189, Richmond, Va.



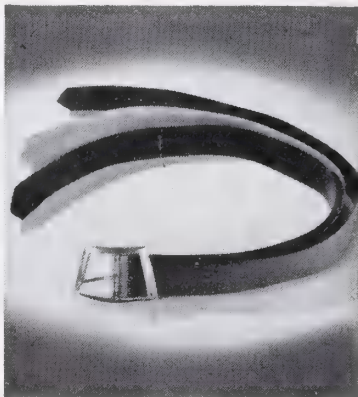
## WINDOW



**ROLL OUT THE BARREL,** turn the spout and start the music. Red and blue lights flash from the stand as you pour. A musical black lacquered whiskey barrel holds liquid refreshment and will get more attention than a celebrity at your next cocktail party. 6 1/2" x 4 3/4" x 8" high, it's hand-painted with Mother of Pearl inlay. \$15 ppd. Margoe Specialties, 216 Spruce Street, West Hempstead, N. Y.



**THESE ARE NOT CHEESES,** but they sure look like the fanciest Camembert of which a gourmet ever got a whiff. Instead, they're a dozen little cakes of fine, lavender-fragrant soap, packed in a genuine Camembert box shipped from France, excitingly stamped with French postage. \$2.95 ppd. You pay postman 15¢ foreign delivery fee. Voyager Shops, Dept. HB-12, 545 Fifth Ave., New York 17.



**6-IN-1 BELT.** Remarkable indeed is this value which consists of one large golden buckle and 3 Shoe Calf belts, each of which is reversible to give you six different colors. A real wardrobe cincher! Belts in either 2" or 1 1/2" widths adjust to fit waists to 30"; come in pastel combinations or combinations of black/avocado, tan/brown, red/panama. \$1.50 ppd. Mono Art, 50 Delancey Street, New York, N. Y.



MEDFORD, ORE.

● Luscious, large Comice Pears, creamy in texture, rich in juicy flavor, make unusual and appreciated gifts for family, friends and business associates. These world-famous pears are grown in our own orchards, carefully selected—individually wrapped. Delivered PREPAID in colorful gift boxes to any point in 48 states. Perfect arrival guaranteed. Gift card enclosed. Send list, we do the rest. No stamps, C.O.D.'s or charge accounts, please.

**DELIVERED PRICES (order by number)**  
No. 1—De Luxe Box (9 to 14 pears) . . . \$3.85  
No. 2—De Luxe Box (15 to 18 pears) . . . 4.65  
No. 7—Asst. Fruit Chest (about 14 lbs.) . . . 7.25  
No. 5—Asst. Fruit Basket (about 18 lbs.) . . . 14.65

**WRITE FOR FREE CATALOG**  
PINNACLE ORCHARDS  
407 Fir St., Medford, Oregon  
Rush Free Full-Color Catalog to:

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Actual Photograph

**TRICKS TRICKS TRICKS**

An amazing collection of Easy to Do unusual Magic Tricks. The greatest value ever offered by mail. Compare with sets selling for as much as \$15.00.

**WONDERFUL CHRISTMAS GIFT**  
NO SKILL REQUIRED  
**26 MAGIC SENSATIONS \$2.98**  
Postpaid

**ZENITH TOY CORP.**  
Queens Village, New York

*the NEWEST creative art hobby!*

Make your own pictorial designs in colorful ceramic enameled mosaic

SIMPLE INSTRUCTIONS AND EASY TECHNIQUE—assure

**PERFECT RESULTS!**

**Ceracraft miniature MOSAIC by pattern**

Make practical and decorative mosaic pictures, hot plates, trays, and other useful and valuable articles for your own home and your friends. An absorbing artistic, creative hobby for all ages. An ideal gift. Complete kit with colored pattern, ample supply of new type ceramic enameled, metal backed miniature tiles and all other materials included. Postpaid only \$1.95

ALSO AVAILABLE—as tray kit with metal tray—subjects: DANCER, FISH, BIRD—postpaid only \$2.95.

State subject preference—send check or money order; no C.O.D.

**Choice of Subjects:**

- ☐ HORSE
- ☐ ANTIQUE AUTO
- ☐ HOOVER
- ☐ DUTCH BOY

**MERIT MFG. COMPANY, DEPT. A, P.O. BOX 628, PLAINFIELD, NEW JERSEY**



# SHOPPING



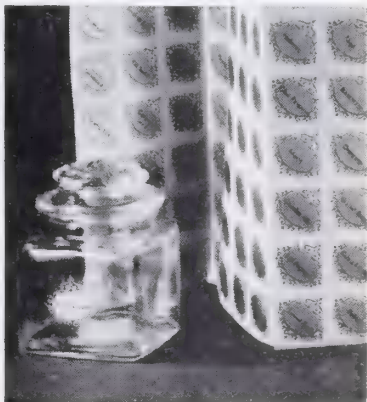
**MUSICAL KNOCKER**, to strike a note of hospitality on your front door, is made of solid brass, is easily installed with two wooden screws. Send it as a house-warming present to a music lover or to the man who complains about facing the music when he's late getting home. 6" long, \$5.95. Black finish, \$3.95. 4" brass, \$3.75. Ppd. Tennessee Chromium Plating Co., 206 Louise Ave. N., Nashville 5, Tenn.



**SANTA BY THE YARD** parades across your mantel and is full of the Old Nick. Red felt trim for mantel or mirror is 6' long, scalloped and appliquéd on each dip with Santa's face. A tree-mendous matching skirt goes under the tree or makes a merry Christmas table decoration. 6' trim, \$3.50; 36" dia. skirt, \$6.50; ppd. Northmore's, Box 66, Dept. B, Park Ridge, Illinois.



**SPICY WORDS!** Your condiment vocabulary will really be up to snuff when you apply these decals to apothecary or canister jars, or painted metal containers. Every herb or spice you can think of is included on 2 unduplicated sets of 42 labels each. Decals have golden backgrounds with spice titles in black, are 1 3/8" across. \$1.50 for set of 42. Ppd. Order from Authentics, Dept. 446, Box 26, Cincinnati 7, Ohio.



## NOW YOU'VE FOUND IT!



### "SWEET 16" FLORIDA FRUIT

Lee McComb has developed a scientific method of growing Florida oranges and grapefruit that are sweeter (less acid) juicier, and more healthful. The answer is M-16 Compost plant food and picking only when golden ripe with nature's bountiful blessings. For a new discovery in finer Florida fruit, order "Sweet 16".

Write for free folder.

BUSHEL—\$6.50 1/2 BUSHEL—\$4.50

Express prepaid East of Miss. River. Add 50¢ express West of Miss. River to Rockies. Add \$1.50 West of Rockies.

**LEE'S FRUIT COMPANY**  
Mr. Lee McComb, Dept. A, Leesburg, Fla.

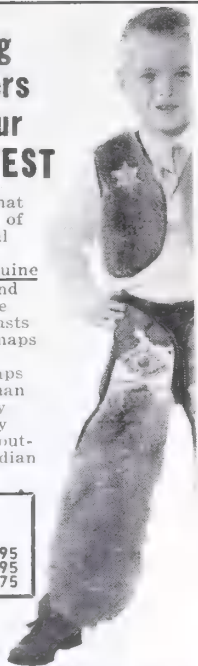
## Thrill young bronco busters with fox fur CHAPS and VEST

Now you can give that youngster the thrill of his lifetime with real fur chaps and vest. Made of all new genuine wild gray fox fur, and sturdily sewn to take hard ridin'. Vest boasts Sheriff's star . . . chaps have studded metal decorations. Fur chaps and vest are more than just a costume—they keep youngsters cozy and warm for their outdoor cowboy and Indian play.

Available in sizes  
2 to 10—be sure  
to send size  
Chaps . . . \$5.95  
Vest . . . 3.95  
Set . . . 9.75

Send for free  
all catalog  
No C.O.D.'s

**artisan galleries**  
2100-A12 N. Haskell Dallas 4, Texas



**MORE THAN 101 FRONTIERSMEN**  
COWBOYS, INDIANS, SCOUTS  
BIG WILD WEST SETTING

Just imagine! A complete set of over 101 authentic frontier figures in blazing action. Beautifully molded, completely finished, standard size. Everything to make a giant wild west scene. Set includes pioneers, mounted scouts and Indians, sheriff and deputies, cowboys, Indian chiefs and warriors on warpath, stage coaches, covered wagons, buckboards, frontier outpost, wigwam village, canoes, corral, complete outdoor setting. Great gift. Mail for several today. Just \$1.00 plus \$8.25 postage and handling for each set.

**TOY TRADING POST**  
Dept. HB 126 Market St., Paterson, N. J.

**ALL FOR ONLY \$1.00**  
Plus \$8.25 Postage and Handling

TOY TRADING POST, Dept. HB 126 Market St., Paterson, N. J.  
Please send Frontiersmen set. I enclose \$1.00 plus 25¢ postage for each set. (Sorry, no C.O.D.'s)

Name .....  
Address .....  
City ..... Zone ..... State .....



## French Limoges

Treasures from France. Genuine French Limoges porcelain pitcher and vase, rich cobalt blue with heavy gold trim, decorated with 18th century gold figures. About 3 3/4 inches. A distinctive touch of elegance for your collector's shelves or breakfast.

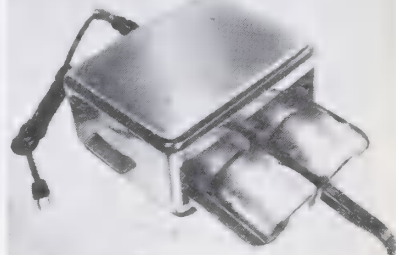
Pitcher or Vase each \$3.95

Free Catalog "Gifts of Distinction"  
Please, no C.O.D.'s

**World Treasures**

657 Main Avenue Passaic, N. J.

## TOAST OR BROIL



Toaster, broiler, grill and oven all rolled into one portable unit. Toasts 4 slices of bread at one time yet costs less than an ordinary toaster. Enjoy Brown 'n Serve rolls, English Muffins, chops, small steaks without heating your room. Heats or cools instantly. Gleaming Chromium finish with slide-out tray with heatproof bakelite handle. Adjustable high and low tray positions. Infra-red element. UL approved. Complete with 6' detachable cord. 4 1/2" high, 8 1/2" deep, 11" long. A dream to clean. It's a gift you owe yourself. Order by #K-831.

Special for Limited Time Only \$6.95 ppd.  
Satisfaction guaranteed

**BARD'S PRODUCTS INC.**  
Dept. 1182 T, Evanston, Ill.

## ONE TOUCH OF VENICE!

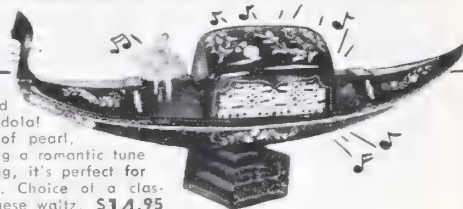
Imported from Italy, this handmade music box is an intricately detailed replica of a romantic Venetian Gondola! Of tortoise shell inlaid with mother of pearl, you just lift the lid and it starts tinkling a romantic tune while the ballerina pirouettes. 14" long, it's perfect for living room, bedroom, atop a TV set. Choice of a classical song, Italian folk tune or a Viennese waltz. \$14.95

All prices postpaid. Add 50¢ West of Miss. Sorry, no C.O.D.'s. Allow 2 weeks for delivery. Write for free catalog. Money back guarantee. Beautifully gift boxed.

Exclusive With

**ISLAND IMPORT CO.**

Dept. H-12, 30 Gates Ave., Plainview, N. Y.



The ideal Christmas gift!

8 1/2" Mandolin or Guitar also available ..... \$8.95 each  
All three ..... \$29.95

## PEE WEE BATTERYLESS "LIFETIME" RADIO

REALLY WORKS—FOR YOUR LIFETIME!

Works without tubes, batteries or Electrical Plug-ins! Runs continuously for weeks and months. Never runs down—nothing to burn out. Weighs only 8 ozs. SMALLER THAN A PACK OF CIGARETTES! Easily fits in ANY SMALL POCKET OR PURSE.

GUARANTEED TO RECEIVE LOCAL RADIO STATIONS ANYTIME—ANYWHERE YOU GO! Guaranteed to work for your lifetime or we will replace or repair for just one dollar. HAS SELECTIVE, NEWLY DEVELOPED Rotary Station selector. Perma-die crystal. Super Speaker-Phone all in Durable Black Gold Plastic cabinet.

**SEND ONLY \$2.00**

(bill, ck., m.o.) and pay postman \$4.99, plus C.O.D. postage or send \$6.99 for postpaid delivery. Send complete, READY TO LISTEN, with LIFETIME GUARANTEE and full operating instructions. Nothing extra to buy now or ever—Wonderful gifts for boys and girls. Order your new PeeWee POCKET SIZE RADIO NOW—today—Available only from:

**MIDWAY COMPANY**

Dept. WHB-12

KEARNEY, NEBRASKA





# THE NEW LOOK

## IN HOUSE NUMBERS



FOR CHRISTMAS GIVING . . . Surprise the MR. or MRS. with a NEW LOOK "dress up" House Number! Detailed cast aluminum—black wrought iron finish. 13 x 14 inches, holds six 3-in. numbers. Mounting materials furnished. State model number. Specify numbers. Price \$6.50 ea., ppd. Sorry, no C.O.D.'s.



### CHRISTMAS in the GARDEN!

BIRD BATH—a lovely decorative gift. Cast alum., frost-white fin. 22" high, 16" bowl. \$39.00 ea., ppd. No C.O.D.



IMMEDIATE SHIPMENT

# Bell

## ART METALS MANUFACTURING CO

PHONE WInchester 1-3373 • 3801 NO. MAY AVE. • OKLAHOMA CITY, OKLA.



## SURPRISE BALLS

We recommend one of these for the toes of every Christmas stocking. It's a magical "hors d'oeuvre" that bridges the wild excitement between dawn and the big moment of the Tree. Gay crepe paper balls with beguiling faces are filled with 12 tiny surprises. It takes yards of unwinding to get the last one!

**\$1.00**  
each  
Postpaid

TWO FOR \$1.95 Ppd.  
FOUR FOR \$3.75 Ppd.

PENNA. Residents Add 3% Sales Tax.  
Sorry, No Stamps or C.O.D.'s Please.  
Send for Free Gift Catalog

# Page & Biddle

21 Station Road, Haverford B-12, Pa.

### make this a terry Christmas



### The original wraparong®

FOR HER . . . wonderful multi-purpose gift . . . an oversized towel that's shaped and fitted . . . buttons on in a wink. Perfect for tub to phone, shampooing, make-up, bathing, lounging. White, aqua, maize, pink, royal—all bound in white terry. Small (8-10), medium (12-14), large (16-20). \$3.95

### The original snaparong

FOR HIM . . . popular terry towel that snaps on in a jiffy . . . ideal for shaving, bathing, locker room wear. Big, deep pocket holds shaving needs, cigarettes. White, yellow, royal. Small (28-32 waist), medium (34-38), large (40-44). \$1.95

Patented. Specify Quantity, Size & Color. Add 25¢ for shipping.

THE TOG SHOP Americus, Georgia

## FASCINATING FUN

with  
**DIMIJA**

PLAYING CARDS THAT TELL YOUR FORTUNE!

•America's Newest, Most Intriguing Card Game

Play this interesting new game that tells your own fortune as you play it! Fun-filled hours for you and your friends. Complete instructions tell how to play. You'll be amazed at how cleverly these playing cards tell your future. Authentic meanings on each card.

High grade cards, printed with fortune legends.

can be used for all conventional games. Solve your gift-giving problems with this well-come "present with the future."

Order now. Only \$2.50 postpaid.

**DIMIJA, Box 8**

Brookhaven

Georgia



### 1957 HOME & GARDEN CALENDAR

America's most beautiful appointment book makes the perfect gift for all occasions. 65 magnificent new flower arrangements, including table settings and holiday decorations. So practical! 75% more writing space than other calendars. Every page has a section for notes, and there are extra pages for recording gifts sent and received. 112 pages. 35 photographs, boxed for mailing.



ONLY \$1 postpaid

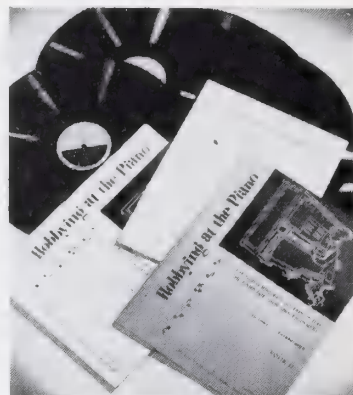
Send for FREE Flower Arrangement Brochure



**Dorothy Biddle Service**  
Howthorne 40, New York



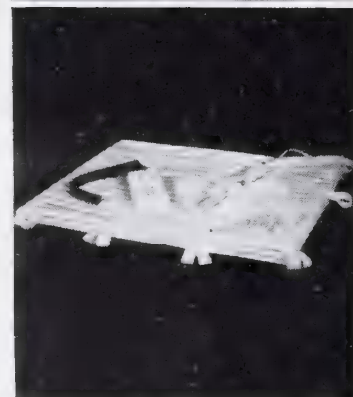
## WINDOW



"HOBBYING AT THE PIANO" is a home course that consists of textbook, 13 lessons recorded on 12-inch 33 1/3 long play RCA records, and a key board. It's a wonderful way to give piano lessons to the whole family! In 6 months you should all be playing Number One on the Hit Parade! \$19.95 for the first course. Both courses of 20 lessons. \$29.95. Ppd. Edco, Dept. H, Box 1848, Dallas, Texas.



**LITTLE DUTCH STOOL** is a darling step-up or sit-down spot for the small fry who takes pride in his very own possessions. Sturdily constructed of wood, painted satin-black, it's hand-decorated with a Pennsylvania Dutch design, and the bright red heart is hand-lettered in gold with first name. 8" x 12" x 8" high. \$2.95 ppd. Dutchcrafts, 242 Ridge Ave., Dept. B, McSherrytown, Pa.



**COZY IN BED.** Temp-Adjust is an automatic electric mattress pad that fits under the sheet, and with a twist of the dial you can set it at any temperature. Heat automatically adjusts to changing temperature in a room. Excellent for arthritics! Washable and guaranteed; AC only; \$24.95 ppd. Dunkel & Sons, Dept. HB, 1415 Foster Ave., Brooklyn 30, N.Y.



**GENIUS AT WORK** has devised these enchanting Tom Thumb pots of pretty green foliage tipped with bright red berries. A festive way to brighten each place setting at the Christmas feast, you'll also use them to replace your tiny figurines on a curio shelf during the Yuletide. 12 are \$3.95; minimum order of 6 pots, \$2. Ppd. Chas N. Pappas, Jr., Dept. 1, 1617 Pennsylvania Blvd., Philadelphia 3, Pa.



**MONKEY SHINES** like the comic star he is, only this time there's a method to his madness. He's a handbag! Just be prepared to stop traffic when you walk down the street with him hanging on your arm. When you open the bag, his head flips down between his knees, and he's Dejection Incarnate. Wicker, 12" high, with a 6" hoop handle, he's \$7.95 ppd. Globe Trotters, 455 Blake St., Pasadena, California.



# SHOPPING



**SPHERE CHEER** will be yours when you dress up for Christmas with these fabulous lightweight circles in every sort of grouping imaginable! Three 5-ring spheres or three 6-ring wall plaques are \$1.50. Three 5-ring hanging spheres or three 6-rings-in-line are \$1.95. Circles are 7". Hang mistletoe or balls in the center for a mobile effect. Ppd. California Ways, 132 N. B St., San Mateo, California.



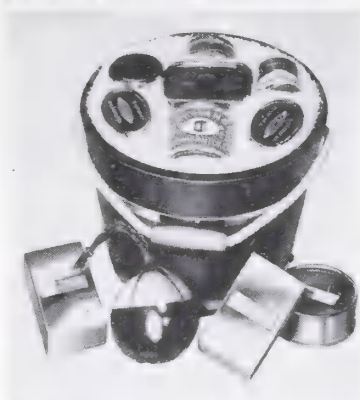
**BESIDE A COWBOY'S BED** or hung bunkhouse fashion on his wall, put this genuine calfskin rug. It comes in brown and white or black and white, is soft as a pussycat's ear, western as Roy Rogers, and can be branded with initials. About 5 square feet in area, \$10.95. About 6 to 7 square feet, \$14.95. Add 50¢ post. 3-initial brand, \$2 extra. Brandicalf, Dept. B-6, 157 Federal St., Boston 10, Massachusetts.



**ILAC-SCENTED INK** will make every letter you write a scent-sation, because this slim swiveled ballpoint writes about 10,000 words in ink that is fragrant. In pastels or rich dark colors with golden accents, a regular Paper Mate refill will fit it. \$1.39 each; 2 for \$2.49. Add 15¢ post. for air mail. Bowman's, 2H-2477 Lombard St., San Francisco 23, California.



**HADES OF THE SPANISH MAIN!** Here's a brass bound Spanish cedar sea pail that's loaded with marvels from the marine. There's Maine Lobster, trout pâté, shrimp, sardines, anchovies and a pumpernickel loaf. The bottom layer has a delectable selection of Swiss Colony cheeses. Your Old Salt will use the bucket for magazines after the holidays! \$9.90 ppd. The Swiss Colony, 69 Cheese Row, Monroe, Wisconsin.



**LIGHT ON THE SUBJECT** comes from the flashlight handle. This glamorously bejeweled magnifying glass. So now the quint-print in the telephone book becomes legible and you can read your theater program when the lights go down. What's more, it's a key chain, too! Gold-plated, studded with rhinestones and pearls, it's just 3 1/2" long. \$1.95 incl. tax. Ppd. Sibby-Harris, Box 95, Midtown Sta., New York.



Authentic Reproductions in Cast Iron — Aluminum

3 piece Grape and Leaf group = 500  
Settee 32" long (\$22.50) : Chairs 16" ea. (\$13.50)  
**\$49.50** Cast Iron, **\$54.50** Aluminum.

Traditional Hitching Post  
3 colors — Black, orange, green. 39" high, base 10 1/2 x 10 1/2. **\$60.00**

Dachshund Foot Scraper  
Heavy iron with bright red tongue. 22 1/2" long, 7 1/2" high. **\$9.00**

Popular Adams Set  
= 400 Settee 34" long **\$27.50** **\$32.50**  
= 61 Chair ea 14" wide **\$17.50** **\$20.00**

Single Pot Wall Bracket: from an Antebellum Mobile town house. 12" long, 10" high. Pot holder 5" diameter. **\$3.75** (pot not included).

Victorian Table: 36" high, 20" diameter. Marble top. **\$29.50** Iron, **\$35** Aluminum. Catalogue on request. Crated free. Send check or money order. Shipping charges collect. Specify freight or express.

**J. F. DAY & CO.** Dept. B-126  
1901 4th Ave. So.  
Birmingham, Alabama

**LIGHT A CIGARETTE**

With a cigarette lighter that looks exactly like a cigarette. Even fits in your pack of cigarettes. Imported. In white enamel with brass tip. Flip it for fast, sure light. And it works like a charm! Handy in man's pocket or finest lady's purse. With or without initials, **\$1.25** ppd.

**PIPE SMOKER'S DREAM**  
This genuine leather pipe-holder keeps his briar close at hand. Holds straight or curved pipe! Slides easily on his belt or attach to suspenders. Ideal for any sportsman. In Brown, \$1 ppd. (Initials Free)  
**CROWN CRAFT**  
246 Fifth Ave.  
Dept. 912, N.Y. 1

**CHRISTMAS CAROL**  
**Fingertip Terries**  
Dress up your bath or powder room for Christmas with these white fringed terry finger-towels. Red-headed angels in bright Christmas costumes sing Hosannas . . . wings, trumpets and scattered stars are printed in gold metallic. Made by Uhlmann, towels measure 11" x 18", are hand-printed, color fast.  
The pair . . . . . **\$1.39**  
Send for **FREE** Christmas Catalogue!

**Susan Smith**  
**COMPANY**  
12 E. Washington  
Carpentersville 10, Illinois

Mrs. Arthur H. Robinson  
1035 Thurmal Avenue  
Rochester, New York

**1000 Name and Address Labels \$1**

Your name and address printed on 1000 fine quality gummed labels. Packed with handy, hinged purse-size plastic gift box. Padded for easy handling. You'll find dozens of uses for them including:

Stationery	Checks
Phonograph Records	Sheet Music
School Books	Lunch Boxes
Pencil Boxes	Wallets
Greeting Cards	Card Tables
Umbrellas	Brief Cases
Manuscripts	Hats & Caps
Eve Glass Cases	Toys

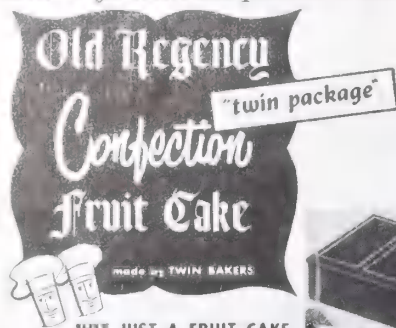
Your choice of 3 lines printed on fine quality gummed paper, 1000 for only \$1.00. **SPECIAL OFFER** Any **SIX** orders for \$5. Personalized labels make a wonderful, useful present. Money back if not delighted. Handy Gifts, 1212 Jasperson Bldg., Culver City 1, Calif.

**ELECTRIC SOCKS**  
Let you enjoy the comfort of warm feet all day long regardless of the cold. These durable, grey 100% virgin wool socks with nylon reinforcement are like tiny electric blankets. Wires are sensibly arranged to allow complete freedom of action. You don't have to walk on wires, either. 6 volt lantern batteries obtainable at any hardware store provide heating. 3 sizes: Small (10-11); Medium (11-12); and large (12-13). Postpaid.  
**IF DESIRED BATTERIES SUPPLIED \$2.00 EXTRA** **\$15.95**  
Pa. Residents Add 3% Sales Tax  
Free New Gift Catalogue

**WAYNE MFG. CO.**  
Wayne 2, Pennsylvania



The Gift with Exquisite Taste!



**NOT JUST A FRUIT CAKE  
BUT A CONFECTION FRUIT CAKE**

**SATURATED WITH  
SHERRY AND BRANDY**

Forget any other fruit cake you have ever tasted... this is really special! ... You've never tasted fruit cake as delicious as Old Regency, twin packed and individually cello-wrapped for several servings. Made from an Old English recipe, by bakers with over 25 years of experience in fruit cake baking.

All orders will be shipped post-paid in Holiday mailer immediately upon receipt. No C.O.D. Send check or money order. Please add 50¢ per cake for postage.

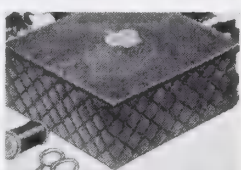


**No. H912L, 2 lb. Oblong Twin Pack (Cigarette Server)** With antique red and gold reusable leatherette cigarette or candy server. . . . . \$6.95

**No. H913, 3 lb. Round Twin Pack (Sewing Box)** Charming leatherette chest, embossed in a tan tufted design, decorated in antique gold. \$8.95

We will ship gifts directly to each individual on your gift list at no extra charge except postage. Free Gift Brochure sent upon request.

**No. H812L, 2 lb. Oblong Twin Pack—Holiday Gift Package** With its red and gold Xmas gift box, this Old Regency Fruit Cake makes an appreciated gift. . . . . \$4.45



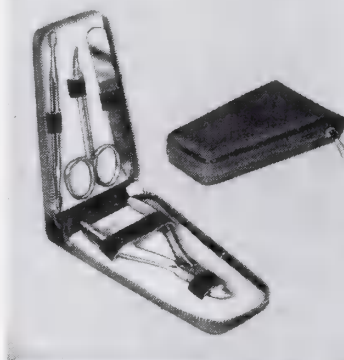
**TWIN BAKERS** • fine foods dept. • 1747 W. GRAND AVE., CHICAGO 22, ILL.



## WINDOW



**PUT YOUR DOUGH** on this table and you'll really come up with a winner to stand alongside of your favorite chair. Handmade and hand-finished in pine, its Tupelo wood bowl and wedged leg design makes this Dough Tray table a distinguished catch-all for knitting, sewing and your HOUSE BEAUTIFULS. 24" x 13 $\frac{3}{4}$ " x 18" high, \$15.00. Exp. chgs. coll. Worth Britt, Elizabeth City, N.C.



**MEN NOTICE HANDS.** So don't wait for your next manicure appointment to repair a jagged nail or rough cuticle. Do it yourself with this compact leather manicure kit. Red, green or brown case is fitted with clippers, scissors, file and cuticle pusher. Nice for men, too. 4 $\frac{3}{4}$ " long, \$3.99 ppd. Stamped with 2 or 3 gold initials, 50¢ extra. Adelaide House, Dept. HB, 590 Grand Ave., Ridgefield, N. J.



**SANTA'S FULL OF LIFE** sized enchantment, and we've never found a fireside decoration we've loved more! A full 5' Santa in cheerful holiday colors, is mounted on cut-out easel board and comes with three 12" Santas. You write your greetings on his scroll and on the gift box under his arm. \$9.75 ppd. No c.o.d. please. Fredrick Photogelatin Press, 438 West 37th St., New York 18, N.Y.



**HARK, THE HERALD ANGELS SING** right into your ears. These golden Angel-Pies are all dressed up with bright red wings to add an elfin festivity to your holiday mood! They're handcrafted of wood and hand-painted in Europe for a price that's as tiny as they are! \$1 a pair; \$2.75 for 3. Ppd. Tartaglia Imports, Dept. HB18, Laguna Beach, Calif.



**A POODLE POINTS THE WAY** to your front door and stands on top of a black aluminum name sign, 16 $\frac{1}{4}$ " high, 16" wide, \$18.50 plus 30¢ per letter on each side. Copper lantern comes with 3" post cap in matching black finish, is 12" high, 9 $\frac{1}{2}$ " wide, \$14.50. All mount on steel adjustable post with brass knobs on ladder rest. \$13.25. F.O.B. Hagerstrom Metalcraft Studio, Wheeling, Illinois.



**MAPLE CABINET MAKES  
A CONSOLE OF YOUR TABLE TV**

—to harmonize with your decor! No installation problem. Holds 10" to 24" sets. Hand-rubbed Salem finish. Inside upper area 25" high, 25 $\frac{3}{4}$ " wide; overall: 41" high, 29 $\frac{1}{4}$ " wide, 23 $\frac{1}{2}$ " deep.

PREPAID Railway Express. \$79  
Send check or money order.  
Satisfaction guaranteed.

**FRONTIER FURNITURE COMPANY**  
914 E. Camelback Rd., Phoenix, Ariz.



**Happy days!  
Electric Sox  
to keep feet warm**

Winter weather holds no discomfort for feet protected in their snug warmth! A simple contact snaps onto each sock. Small insulated wire leads inside or outside pants leg to compact battery case worn on belt. Long-lasting batteries replaceable at stores. Washable all-wool sox are not bulky; wear comfortably with boots or shoes. A blessing for hunters, outdoor men, game spectators. Grey with red tops, order by shoe size. \$18.95 postpaid, batteries included.

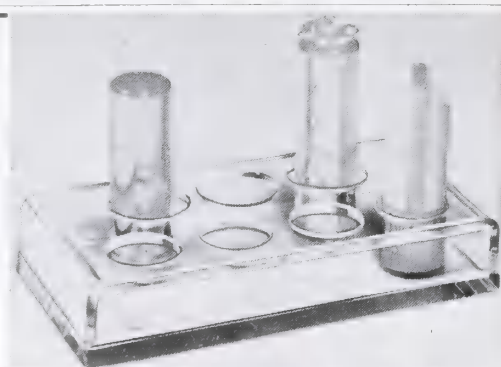
**JOHN JARRELL, INC.**  
Broad at Peachtree, Atlanta, Ga.

### LUCITE LIPSTICK CADDY

Lipsticks are so pretty these days, it's smart to show them off on your dressing table or bureau! This sparkling clear lucite caddy, a beauty in its own right, has space for seven cases (four regular size, three jeweled size). Keeps them neatly arranged, convenient to reach. 4 $\frac{1}{2}$ " x 2 $\frac{1}{4}$ " x 7 $\frac{1}{8}$ ". An unusual gift!

\$1.95 ppd. 2 for \$3.50 ppd.

**MICHAEL'S SPACE-SAVERS**  
Dept. B-12  
1107 Broadway, New York 10, N.Y.



### PURSE SIZE CASE FOR KLEENEX TISSUES

IMPORTED GENUINE  
PETTI-POINT



What a wonderful, dainty gift for the smart set. Keeps your tissues neat and handy at all times. Black background has colorful floral petti-point design. Will even fit in your evening clutch purse. . . . . \$2.95 ppd.

To Match: Purse size clothes brush 2.95 ppd.  
Buy by sets for the unusual gift. 5.75 ppd.

**Northmore's** SEND FOR NEW  
GIFT CATALOG  
P. O. Box 37, Dept. B-12, Park Ridge, Illinois



# SHOPPING



**CADDY FOR DADDY** nicely caters to his comfort and encourages him to desert the boys and Wednesday night poker games. A brass-plated unit, 27" high, has rubber-tipped feet and stands beside his chair. It combines a king-size black wrought-iron ash tray, book or paper rest and tray to hold his drink. What comfort! \$7.50 ppd. Interior Trends, 56 Underhill Ave., Brooklyn 38, N.Y.



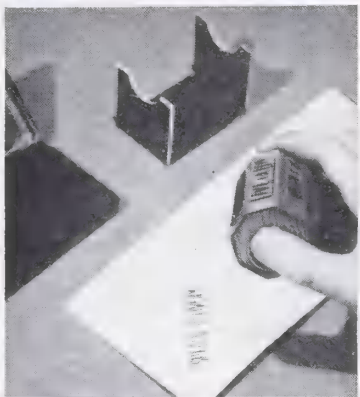
**ARMS AND THE MAN** round out the pretty tale of a Cuff bracelet. The lass has a continental taste; the lad a small bankroll; and the happy solution for both is an imported bracelet in a delicate shell pattern. Featherlite and non-tarnishable, it comes with matching pearl-studded earrings. Specify gold or silver finish. \$1 each; \$2 for complete set. Ppd. La Boutique, 12 A Tillman Place, San Francisco 8, Calif.



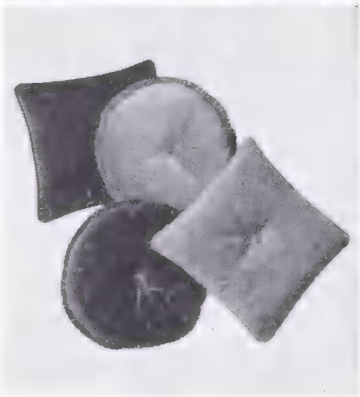
**SCOTTY SLIPCOVERS** for your appliances are a nice way to put on the dog. Plastic quilted covers with embossed Scotty on a gold leash comes in yellow, white, pink, turquoise with black Scotty and trim; in green, red, grey, blue with white Scotty and trim. Specify. Covers for mixer, \$1.39; toaster, 98¢; Broiler 19" and 21", \$1.98. Add 15¢ post. No c.o.d.'s. Fort Greene Gifts, Box 552, Far Rockaway 91, N.Y.



**STAMPING FEAT** is performed with dispatch by this 8-in-1 rubber stamp which comes with handy stand and stamp pad. There are 8 mailing phrases for marking your mail and packages with business-like efficiency: Air Mail, First Class, Fragile, Special Delivery, Do Not Bend, Rush, Important, Use Hand Stamp. \$1.50 ppd. International Industries, 12 Jasperson Blvd., Culver City 4, California.



**VELVET PILLOWS** are decorative dynamite that bring a smooth accent to your color scheme. 15" pillows, round or square, are covered in spot-proof velvet, filled with kapok and come with bouclé or self-welt edging. Choose Lipstick Red, Flame, Rose, Turquoise, Wedgwood Blue, Gold, Topaz Brown, Sage, Leaf and Emerald Green. Specify style and color. 4 are \$12 ppd. Hunt Galleries, Box 492, Hickory, N.C.



## FLEXIBLE PLASTIC Dancing Dolls

IN BEAUTIFUL, AUTHENTIC  
COSTUMES OF ALL KINDS

The most exquisite, hand painted dolls ever created in brilliant, authentically detailed costumes... easily removed for washing. 7" dolls of flexible plastic retain any position—sitting, standing, dancing, etc. Realistic blonde, brunette and red hair can be washed and curled. A gift girls any age will cherish. Specify countries desired.



Collector's set of

8 assorted dolls ..... \$21.00 ppd.

Cuban, Scottish, Egyptian, Hawaiian, Haitian, Swiss, Indian, Spanish, Gypsy, Can-Can, Dutch, Greek, Panamanian, Russian, Chinese, Balinese, Irish, Japanese, Ballerina and Drum Major.

only  
**\$2.95**  
ea.

## DOLLHOUSE DOLLS

Children love—and learn—with these almost human dolls. Soft plastic bodies can be bent into 1000 lifelike positions. They sit, stand, kneel, dance, etc. Hand painting and authentic handmade costumes add to realistic appearance. Washable—durable. 4 1/2" Father, Mother; 3 1/2" Son, Daughter in Dollhouse Box \$4.00 Ppd. 10 pc. set illustrated **\$10.95** Ppd.



FREE CATALOG

shows over 100 dolls

## Flagg Flexible Dolls

Box B12-6, Jamaica Plain, Mass.

## Stamps For Collectors



A collection of 115 different stamps from all 5 continents.

Includes Airmails, Commemoratives, Dead Countries and stamps over 60 years old. Value over \$2.00. Introductory price only 10¢. Fascinating Free stamp literature and other stamps "On Approval" also included.

## GLOBUS STAMP COMPANY

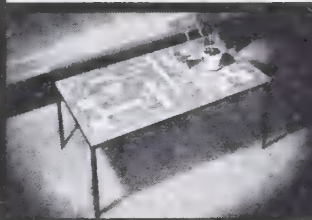
268 Fourth Avenue

New York 10, N. Y.

Dept. 364

Unsurpassed Service since 1929  
Guarantees Your Satisfaction

## UNIQUE! CREATE YOUR OWN MOSAIC TILE TABLE TOP!



Send check or money order in full to: Faely Von, Inc., P. O. Box 5171, Austin, Texas. No C.O.D.'s please. Express Collect. Please specify Kit No. and color desired. Satisfaction guaranteed.

## Christmas orders will be filled promptly!

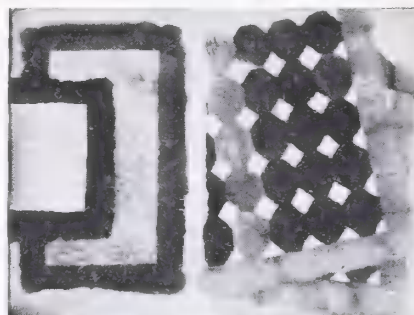
Complete do-it-yourself kits—nothing extra to buy—all you need is a screwdriver and 1-3 hours.

You will design and assemble the top in varied blending shades or solid colors of blues, greens, or tans from authentic TESSERA—imported Italian Glass Tile. Attractive wrought-iron frame is included in each kit, all four legs sturdily welded to frame-top.

Each kit includes:

- Tessera—please specify your color choice of blue, green, tan.
- Cements—both mastic and grout
- Completely assembled and finished black iron frame
- Perfectly fitted plywood tile-base
- Full-size, simple-to-follow pattern (or design your own), color key and instructions

No.	Kit	Table Top	Height	Price
No. 1	Nest-of-three	14" x 14"	16"	\$36
		14" x 16"	17"	
		14" x 18"	18"	
No. 2	TV Snack Table	14" x 18"	22"	\$14
No. 3	Coffee Table	18" x 26"	16"	\$25



## Genuine 100% ALPACA FUR Rugs

Soft, hand-sewn Alpaca rugs made from carefully selected, matched pelts. Imported directly from Peru, South America. Suitable for any decor as rug or throw. Exceptionally durable and so beautiful many decorators use them for wall panels. Ideal for your den, bedside or fireplace. Order now, only 200 available this year.

Scatter-rug size—Approx. 2x3'. State choice of color: white, brown, beige. With or without border.

\$20.00 ppd.

Den size—Approx. 4 1/2 x 6'. State choice of checked pattern in brown and white, or plain color in white or brown.

\$85.00 ppd.

Please indicate first and second choice.

Satisfaction guaranteed—Send check or M.O. to:

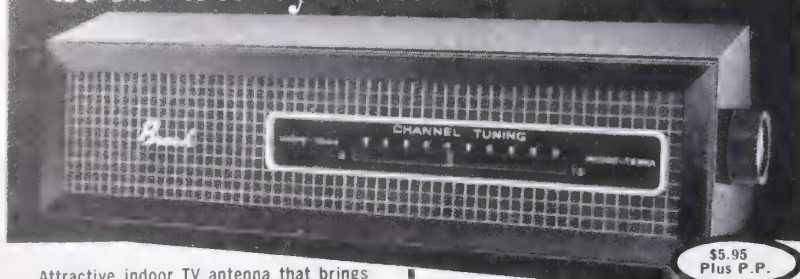
**ALFRED POLAR IMPORTS**

814 Harter Blvd. Anderson, Indiana

This is Luxury!



# Attractive new TV antenna does away with rabbit ears



\$5.95  
Plus P.P.

Attractive indoor TV antenna that brings bright, clear reception, replaces ugly rabbit ears and window gadgets in most areas.

Check these many features:

- Tunes TV channels, quickly, easily and clearly, with one knob like a radio.
- Small and compact — does not mar the appearance of any room — blends with any room decor.
- Install it yourself in a jiffy — instructions included.
- Luxuriously finished in mahogany, walnut and blonde-wood or plastic.

Order by mail — money back guarantee.

Sorry No CODs For deliveries in New York City, please Add 3% City Sales Tax

**BELNORD CO.**  
481 Sterling Place, Brooklyn, N. Y.  
Please find enclosed payment for \_\_\_\_\_  
**MAGNA TENNAS.**

Please check style and color:

- ☐ Wood ☐ Blonde  
☐ Plastic ☐ Walnut  
☐ Mahogany

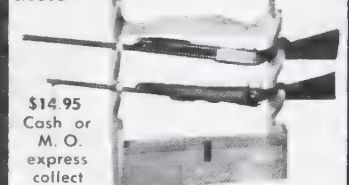
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## SOLID CHERRY GUN RACKS

**SAFTI-RACK** — gun secured by padlock and chain — solid cherry with durable lacquer finish — Fits any gun. Padlock, chain and installation screws included —



Holds 4 guns, roomy ammunition drawer with hasp for padlocking. Smoothly sanded cherry, assembles easily, ready for your favorite finish.

Solid cherry, holds 4 rifles or shotguns. Sanded smooth ready to assemble and finish.

\$6.95  
Cash or M. O. express collect

Send 25c for COMPLETE CATALOG on solid cherry reproductions.

**CHERRYCRAFT** BOX 5-12  
PITTSFORD, N. Y.  
Early American Cherry Reproductions



## Let Santa's Reindeer

Show Off Your Christmas Cards!

There's Dancer, Prancer, Donder and Blitzen, and of course, the sleigh all made of smart gold-flecked black wrought iron—all ready to put a load of your greeting cards on display now!

ONLY  
\$2

postpaid

Keeps the warm sentiments and bright colors of your cards a neat part of your holiday scene in a way most flattering to those who sent them. 40" long, has 6 hook-on rods to show off 144 cards. Folds compactly for storage.

A new festive note for your home... a novel gift to bring pleasure this year and for many a Christmas to come.

Mail Orders Filled Promptly

**Max Schling Seedsmen, Inc.**

538 Madison Ave., Dept. 660D, N. Y. 22, N. Y.

## NEW TYPE PERSONALIZED WALLET

Only \$1.25

Personalize it yourself in your own handwriting in 23K Gold Leaf. Easy! Fun! Unusual!

Wallet has pocket for bills, pocket for business cards, and plastic container for 12 identification cards. Size closed 3" wide x 4 1/2" deep. Black plastic. Photo shows wallet open and closed. Order several. Send check or money order today. Only \$1.25 ppd. Mailed within 24 hours of receipt of order. Satisfaction guaranteed.

**KENISCO**

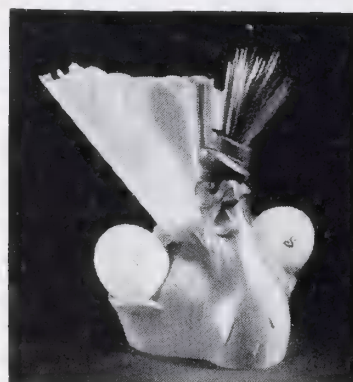
1906 Third Ave. Los Angeles 18, Calif.



## WINDOW



**TEA-RIFIC VALUE.** Imported translucent china, decorated with the popular Moss Rose design, comes in a 23-piece tea service at a price that's hard to believe. You get six 7 1/2" dessert or sandwich plates, six tea cups and saucers, a six-cup covered teapot, a creamer and covered sugar bowl. \$8.98 ppd. Order from Colonial China Co., Box 28, Laurel, Maryland.



**THE SLICK CHICK** of the buffet table and cocktail bar is Bantam Betsy. She comes to you complete with a hat full of toothpicks, a tail full of pastel paper napkins, and in her wings are two white eggs which are moisture-proof salt and pepper shakers. Betsy comes in pink, red, coral, turquoise, green, yellow or black pottery. \$2.25 ppd. Gai-Mar Creations, 227 Sunrise Drive, Pinellas Airport, St. Petersburg, Fla.



**GINNY DOLL.** Seems like there are "Ginny Clubs" springing up all over the country, with the children of Dinah Shore, Bill Lundigan, Bob Hope, etc., among the members. This Party Package includes a Ginny doll, 2 party dresses with accessories, a box of Ginny note paper, club membership certificate, club news, Ginny portrait and pin. \$5 ppd. Albee, Dept. H-12, 6129 Bergenline Ave., West New York, New Jersey.

## U-UM! WONDERFUL GIFTS Hackert's FAMOUS HICKORY SMOKED IOWA MEATS



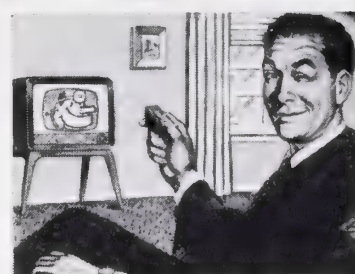
**HAMS & BACON**  
from Pampered Porkers

Gifts of superb taste. Select juicy cuts, cured by our famous process slowly smoked over glowing hickory logs. Famous Hackert's Bacon, lean and sweet, only \$1.00 per lb. whole slabs, average weight 8 to 10 lbs. OLD-FASHIONED HICKORY-SMOKED HAMS... whole hams 10 to 14 lbs., \$1.25 per lb.



**GIFT BOX.** Assortment of five delectable Hackert's meats: 1 lb. each Bacon and Ham; 2 Rings Old Fashioned Bologna; 1 Package Chopped Beef. Beautiful gift package only \$6.85

Order now for all friends. Gift cards. Satisfaction guaranteed. Postpaid... No C.O.D.'s. Christmas delivery on all orders received by December 10th.



## NEW! It Stops Television "Yak-Yak"

Now you can shut off any offensive television commercial by simply flicking a switch. New gadget, called "Blab-off", cuts off sound instantly. Another flick of the switch and the sound returns. Easily installed. Just attach clamps to loudspeaker wires. Complete with 20 ft. cord, postpaid, \$2.98 only

**20TH CENTURY SHOP**  
17530 W. 7 Mile Rd. Detroit 35, Mich.

### Form-Fit HEAVY VINYL AIR CONDITIONER Covers

WEATHERPROOF PLASTIC!

Now Only \$4.95 Each

For Deluxe Strap-Type Model only \$2.95

**MONEY-BACK GUARANTEE**

Send Check or Money Order to...

**MARK SALES**

10600 GRAND RIVER - DETROIT 4, MICH.

PROTECTS AGAINST SNOW, RAIN, DIRT, RUST & DRAFTS

Now Only \$4.95 Each

Easy to attach. Won't crack or peel. Fits any size unit. When ordering please state year, make, tonnage and model number of your air conditioner.

For Deluxe Strap-Type Model only \$2.95

**MONEY-BACK GUARANTEE**

Send Check or Money Order to...



# SHOPPING



**THE MOPPER** is a great big wonderful polar bear of a robe that you'll hang on your bathroom door and dry off in after tub or shower. Made of thirsty white Cannon terry cloth, it's a towel and a robe, has shirred shoulders, yards of fullness, a tassel tie at neck, and one size fits everyone. \$6.95 each, plus 30¢ post. Woodmere Mills Inc., Dept. HB-12, Box 167, Bennington, Vt.



**GIVE HER PEARLS.** because more than any other jewels, these pay glowing tribute to a woman's loveliness. And a string of graduated cultured pearls is a gift worthy of a rich uncle—except these carry a price tag that even a brand-new husband can afford! With sterling-silver filigree clasp, they're 17" long. \$12.95 incl. tax. Ppd. Beverly Baker, Dept. B-12, Box 135, Darien, Connecticut.



**KNEE-LIFT CUSHION** gives you hospital-bed comfort right in your own downy. With your knees slightly flexed and supported, your back, hips and legs relax automatically. If you're expecting a baby, read in bed, or sleep on your back, try it and see if you aren't more comfortable. Made of inflatable vinyl plastic. \$2.98 ppd. Better Sleep Co., New Providence, New Jersey.



## Heirloom Gifts from Cinderella . . .



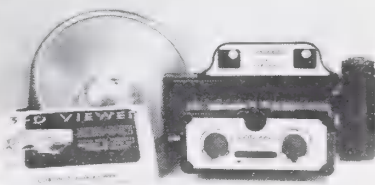
### Glo-Gro Nite Planters

For 'Round-the-Clock Growth  
Gracious wrought iron planters with 7½ watt bulb supplying necessary light for 24 hour growth. Ideal for dark inner hall-rooms. Easily attached anywhere. 12" high; 3½" ceramic pot, bracket, 6' cord and bulb. Choice of the Suburban (left) or Colonial (right). \$3.95 ea. ppd. No C.O.D.'s please.

WRITE FOR FREE CATALOG OF HEIRLOOM GIFTS . . .

**Cinderella House**

Dept. B12-6; 85 Newbury St.  
Boston, Mass.



Imported from England

## 3D STEREO CAMERA

for family fun or ideal gift

Now with one unit take top-quality 3-D stereo pictures or regular snapshots, color or black and white prints. Complete with Synchro-Flash gun for indoor and nite shots, and twin lens stereo pocket viewer with matched ground and polished lens. All for only \$12.95. Imported from England, fully guaranteed. Easy to use, takes inexpensive size 127 film. Add \$12.95 50¢ for shipping, 4% sales tax in Calif.

U. S. AGENT: THE NAVAIR CO.

Dept. HB-12, 4224 Adams Ave., San Diego 16, Calif.

## THESE GIFTS MAKE GOOD SCENTS!



LAVENDER MIST and HERBARY GARDENS MIST Sachet Sprays by André Richard—import lingering fragrance to linens, lingerie and closets, and "scentimental" touch to stationery and greeting cards. Also wonderful air refresher. Twin package of two 6-oz aerosols in acetate box, tied with flowers and ribbons.

TWIN GIFT PACKAGE . . . \$3.25  
One 6-oz Lavender Mist . . . \$1.50  
One 6-oz Herbarry Gardens Mist . . . \$1.50

(Postpaid, tax and handling charges included)

SEND US YOUR LIST—we'll send each gift with your name on a card, IN TIME FOR CHRISTMAS. Check or money order—no C.O.D. Write for FREE Gift Catalogue.

The LAVENDER HOUSE, P.O. Box 83, Old Chelsea Station, New York 11, N.Y.

## LITTLE PINE SHOP GEMS

by Greenbaum Brothers

### EARLY AMERICANA

#### CUP & SAUCER SHELF IN SOLID PINE

Beautifully fashioned of solid pine in a hand-rubbed mellow antique finish. 8" wide, 4" deep, 10½" high.

\$4.95

#### CIGARETTE RACK

HOLDS FULL CARTON  
Lovely, and practical too. Solid pine in an authentic distressed and waxed finish. 3¼" wide, 14" high, 3¾" deep.

\$6.95

WE PAY SHIPPING CHARGES. SEND CHECK OR MONEY ORDER. NO C.O.D.'S PLEASE. SATISFACTION GUARANTEED.

Visit us, if you can, to see America's leading display of Early American furniture exclusively.

SEND 25¢ FOR LAVISHLY ILLUSTRATED 36-PAGE CATALOG SHOWING AMERICA'S FINEST EARLY AMERICAN FURNITURE. MANY NEW ADDITIONS.

**Greenbaum Brothers**

DEPT. B1256, 101-105 WASHINGTON ST.  
PATERTON 1, NEW JERSEY

## BATHROOM LIBRARY

"Family Hospitality"



- Holds Magazines, Ash Tray, Cigarettes, Toilet Tissue, etc., etc.
- Easy to install—recessed between studs in standard walls
- Bonderized (rust-proofed) heavy steel construction
- Triple plated Chrome frame
- Baked Hammertone Enamel interior
- Frame (overall) 15" x 20½"; recess 12" x 17¼" x 4¾" deep
- Satisfaction guaranteed

Model M-2 \$19.95 plus delivery  
Manufactured by (Calif. orders add sales tax)

### House of Hospitality

Dept. R-12 3341 Cahuenga Blvd.  
Hollywood 28, Calif.

## IDEAL GIFT



### PROTEXEM

Paint Brush  
Conditioner

A NEW APPROACH to paint brush cleaning and storing. It solves the problem of brushes getting hard faster because of the modern fast drying paints. These modern paints and finishes require a modern scientific method for brush storing and cleaning.

MESSY CLEANING ELIMINATED. In a PROTEXEM Brush Conditioner brushes are stored in an Airtight Container that is filled with Vapors. This

vapor action dissolves the oils in paint, varnish, lacquer, enamel and shellac. They soften hard-as-rock brushes and keep brushes soft and always ready for use.

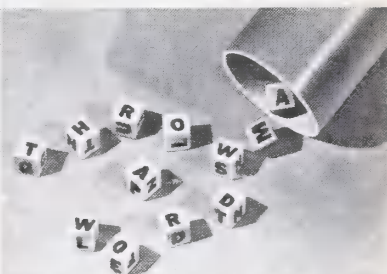
Painting is more enjoyable and the results are more satisfying.

PROTEXEM Brush Conditioner with solvent, postpaid . . . \$2.95  
Solvent, 2 pints postpaid . . . \$1.95

Holds Up to 6 Brushes  
FULLY GUARANTEED

SEND Your Order Now to:

WISCONSIN LABORATORIES, Inc.  
Dept. B. Dousman, Wisconsin



## WIN IN A THROW—\$1

New THROW-A-WORD dice game for only \$1 is a sure party stopper! Each player rolls 12 dice from the shaker to form words from letters that turn up. Simplest and fastest word game yet developed. More fun than a spelling bee. Educational, too! Grand gift idea for kids and adults. You must be pleased or your money back! Only \$1, postage paid. Order THROW-A-WORD from

### SUNSET HOUSE

630 Sunset Bldg. Hollywood 46, California



the **ONE GIFT** they **DON'T** have . . .

## MOPPER

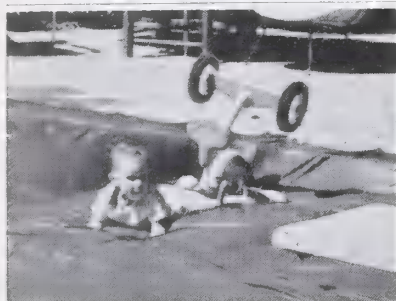
### the new absorbing AFTER-BATH ROBE

Here's a great big, wonderful polar bear of a robe that dries you off instantly, cozily, after tub, shower or swim. Made of thick, luxurious, thirsty, snow-white Cannon terry toweling, with yards of comfortable fullness, huge draft-screen collar . . . it's a whopper of a mopper! Has big "carryall" pocket, wrap-around belt, handy hanger-loop, tassle tie at neck, raglan sleeves . . . fits any man or woman perfectly. For six-footers, order king-size and add a dollar to the price. A great buy and a heart-warming gift. Get one for yourself . . . several for house guests. Orders filled immediately. Sorry, no C.O.D.'s.

Add 30¢ for gift pack, **\$6.95** ea.  
shipping charges. (SAVE! 3 for \$20)

**Woodmere Mills, Inc.**  
Dept. 5, P. O. Box 167, Bennington, Vt.

Guard against colds! Avoid chills! Hang Mopper next to tub or shower, and dry off in a flash after you splash. Keeps you warm as toast!



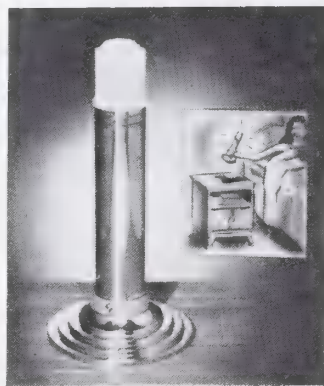
### KROHOME POOL COVER

Makes your Pool SAFE . . . Easier to Maintain

Krohome Pool Cover safeguards children, adults. Keeps pool cleaner, lowers operating costs. Supports up to 12 people by actual test. Keeps leaves, rubbish out of pool; reduces chlorine loss, keeps pool warmer. Pays for itself in one year. Durable, lightweight Vinyl plastic. Custom made 18¢ a sq. ft., complete with aluminum pole and tie-downs. Send sketch, blueprint or dimensions for free estimate.

Write for free literature.

**KROHOME INDUSTRIES**  
Mt. Diablo Blvd., Dept. H12  
Walnut Creek, Calif.



### BEDSIDE LIFT LIGHT

Perfect for nursery, sick room or emergencies in the night. Simply pick it up and it lights automatically. Stays lit while held, or flip the switch to keep it on. Easy to find, for it has a luminous band that glows in the dark. Uses 2 standard, inexpensive flashlight batteries. Metal case finished in chrome; or in pink and blue combination for the nursery. 7 1/2" high overall. (Batteries not included.) \$1.00



Postpaid, No C.O.D.  
Guaranteed, of course.

225 W. Erie St., Dept. G-128,  
Chicago 10, Ill.

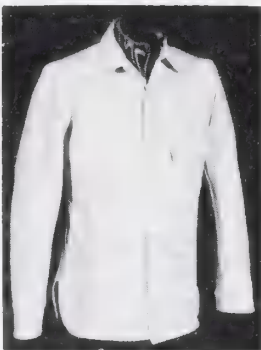
### OUR FABULOUS CHAMOIS Shirt FOR MEN AND WOMEN

For those with a flair for wearing fine sportsclothes—a collector's item! Keyed to meet the requirements of active sports yet tailored to perfection. Down-soft imported chamois leather—washes or dry cleans—wears for years. Convertible, 2-way collar, ocean pearl buttons, side vents, roomy button pocket, tab button cuffs. Casually comfortable in-doors—incidentally warm in cold and wind. You can't match this fabulous shirt anywhere. Natural chamois color. Women's are square cut. Men's as illustrated. Immediate Delivery. Women's Sizes 10-20. Men's Sizes 36-46. **\$45.00** Plus 50¢ postage. Special Sizes—10% extra. No C.O.D.'s. Money Back Guarantee.

FREE GIFT CATALOG

**Brandicalf**

Dept. B86, 157 Federal St., Boston 10, Mass.



### "BRIDES OF THE UNITED NATIONS"

You don't have to travel to distant lands to possess a beautiful Bride Doll in the true dress of any country represented in the United Nations. The authentic costumes are hand finished on dolls of nonbreakable, life-like plastic. Colorful. . . Glamorous. . . Educational. . . Arms, head, and eyes move naturally. Write now for the United Nations Brides of your choice. \$3.95 ea. ppd.

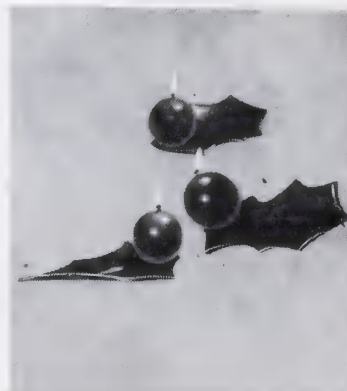
### ETCETERA SHOP

523 C. Drake Blvd., Kentfield, Calif.

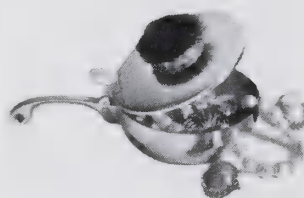
Money back if not delighted



## WINDOW SHOPPING



**HOLLY BERRIES AND LEAVES** team up to cast a spell on your guests and light up the Christmas table with flickering magic. A centerpiece is made of wax by Swedish candlemakers, has three 2" red holly berry candles and three green 7 1/2" leaf holders. Candles are slow burning and smokeless. \$5. Extra set of 3 berry candles. \$2.50. Ppd. Grandma Pennypincher, 1216 Yale Street, Houston 8, Texas.



**WHO'D THINK MINK** would wind up as luxurious topping on a miniature silent butler? But it has, and there are even rhinestones to add to the elegance. The copper silent butler is just 3 1/2" in diameter, 5 1/4" long overall, and would be gay on a dressing table for jewels; on a desk for stamps; on a coffee table for mints. \$1.98 ppd. Howard House, 106 Warren St., New York 6, N.Y.



**SLEIGH BELLS RING** and here come four Christmas reindeer right across your picture window! They'll be happy to jingle their way across the wall of your den too, because this silhouette has 3 suction cups that apply easily to painted walls and glass without marring. Black painted sheet steel, 26" long x 8" high, it's \$3.25 ppd. Ward Phillips, Carpentersville 1, Ill.



**PICTURE YOUR HOUSE,** your garden, or your boat hand-painted in any colors you specify on crystal clear glasses. The sketch is baked to a glossy hardness that cannot wash off. Send photo or sketch of the subject you want, and state your choice of old-fashioned, double old-fashioned or highball glasses. \$15 for 6; \$25 for 12. Ppd. No c.o.d.'s. Order from Marny's Paint Box, Barrington, Rhode Island.



**A TACK IN TIME** for his Christmas tie is a genuine diamond set in a 14k gold mounting. A brilliant gift for a man with an executive flair, it also makes the point if you're trying to nail a reluctant beau and tie things up in proper fashion. With clasp safety fastener, it's \$12.95 incl. tax and post. Kaskel's, Dept. 2515, 41 W. 57th St., New York 19. (Please turn to page 97)





Furniture, M. Singer & Sons  
Clothes: JonTayne

**Firth Tuftwoven\* "Primitive Rusticana"**

Above: *Burmese Gold NO. 9110W*

Other available colors:

Verdant Turquoise, Mist Gray,  
Tawny Bronze, Beige Marble, Forest Tones,  
Oyster Shell Gray, Thatch Brown,  
Avocado Green,  
Cedarwood

**Of course it's thrifty wool carpet . . .** nothing but wool can add so much to your home . . . a deep, springy layer of comfort that cushions footsteps and muffles sound . . . a glowing spread of color that gives your room a new feeling of graciousness and charm, of cheerfulness and warmth. It can all be yours so *easily* --so *economically*--with FIRTH TUFTWOVEN\* "Primitive Rusticana." The modern miracle of Tuftwoven makes all-wool "Primitive Rusticana" such a practical luxury, such a wise investment--at hardly more than you'd expect to pay for ordinary substitutes. See its clear, radiant colors, its classic design--the effect of its deep, deep pile against a rich twilled yarn background. And for dozens of fresh ideas on decorating with "Primitive Rusticana"--new ways to prove *your* "home means more with carpet on the floor"--see the coupon below.

\*Registered in United States Patent Office



Women with a sense of style prefer

**FIRTH**  
broadlooms

Send 25¢ for idea-filled new booklet, *How To Decorate With Confidence*,  
Firth Carpet Co., 295 Fifth Avenue, Dept. 22, New York 16

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



Furniture with a future is cushioned with **TEXFOAM**\*



Comfort that leads a versatile life... the Charlton Sofa-Niter and matching chair with reversible Texfoam cushions.

By day... a smart, casual living room... by night... a restful bedroom for two—truly, carefree comfort that lasts for years and years. But seeing is believing... so ask for Charlton cushioned with Texfoam—the foam for luxury, looks and life.

Sofa-Niter about \$189, chair (or platform rocker) about \$79 and matching tables \$17.95 each by CHARLTON COMPANY, INC., FITCHBURG, MASS., LOS ANGELES 44, CALIF.

*Prices are with Texfoam seat cushions.*



For more information write

**B.F. Goodrich**

SPONGE PRODUCTS DIVISION

DEPT. L, 206 DERBY PLACE, SHELTON, CONN.





# WINDOW SHOPPING

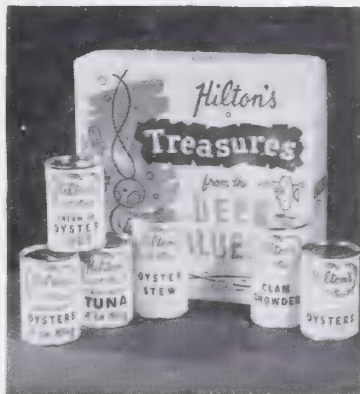
CONTINUED FROM PAGE 94

**SANTA-BABY BIB** is the merriest gift we've found for the High Chair Set this year. A whistle in Santa's red nose provides dinner amusement for dumpling as he wolfs down his pablum. Come wash time, the whistle can easily be removed and inserted again. Red and white plastic backed cotton twill wipes clean with a damp cloth. \$1.25 ppd. Jolan Sales Co., Dept. HB, Fostertown Rd., Newburgh, N.Y.



## WANT SOME SEA FOOD

that's truly a treasure from the deep blue sea? Then don't waste a minute. Order this gift pack of six cans of gourmet sea food. You get Oyster Stew; Cream of Oyster Soup; Fancy Choice Select Whole Oysters; Oysters à la King; Tuna à la King; Clam Chowder. \$4.95 ppd. Hilton Seafoods Co., Inc., 1437 Elliott Ave., Seattle 99, Washington.

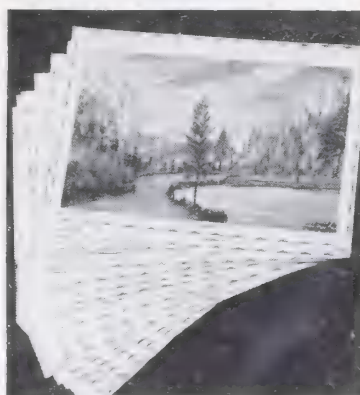


**HURDY GURDY** is a nostalgic reminder of the gay little Italian organ grinder who serenaded from the street as his monkey collected the pennies. A modern day Hurdy Gurdy in tortoise shell also comes from Italy. is 6" x 12". Conceals a fine music box and dispenses cigarettes. It would be darling on a coffee table. \$13.95 ppd. Island Import Co., Dept. B-12, 30 Gates Avenue, Plainview, New York.



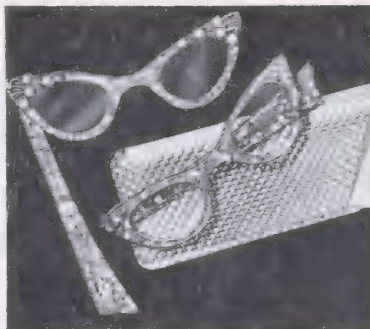
## STATE YOUR CHOICE!

Granpa Stein is a wonderful man who's traveled through all of America, painting his impressions of our scenic wonders. These are full-color prints of his originals, which are now unique place mats. 24 scenic mats, on white basket-weave paper. \$2 ppd. Granpa Stein, 426 Marathon Ave., Dayton 6, Ohio.



## MAGNIFICENT MARBLE

is combined with gleaming brass to give decorative elegance to this beautiful Cocktail Table. Adding enormous distinction to either a modern or traditional room, the flawless marble top imported from a European quarry is 28" in diameter, 17" high. Ball and saddle design base in brass. \$155 exp. hgs. coll. Italian Marble Mart, 302 Third Avenue, New York 17.



**FASHION CLOSE-UPS.** The newest look in magnifying glasses—lorgnettes! Makes playbills, menus, all squint-print easy to read in an elegant manner. Opalescent lucite frames are black, pale blue, gray, white or brown. Handle folds to fit neatly in its own little case.

With plain frames—\$6.95  
With jeweled frames—\$8.95

**BEJEWELED PILLBOX.** You won't forget to take your pill with this exquisite original little Pill Timer! The hands, punctuated by rhinestones, indicate next pill time. Black topped, gold-plated case, encrusted with a circlet of the new aurora borealis stones and "pearls". An unusual gift!

Prices include tax and postage.  
Beautifully Bored and Wrapped.  
Your order shipped promptly

Send, no C.O.D.'s.  
Write for catalog.

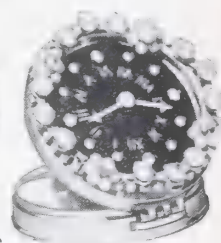
*Aimée Lee*

Dept. B-12 545 Fifth Avenue  
New York 17, N. Y.



**LATE DAY ELEGANCE.** Real jewelry . . . so beautiful, you can hardly tell them from precious stones! Double swirls of gold, one circle ignited by the blaze of emerald-cut rhinestone baguettes . . . the other softened by the glow of "pearls". Pin is 2½" wide, clip-on earrings, 1". For your own exterior decorating, or to tuck away in "her" Christmas stocking.

Pin—\$3.95 Earrings—\$3.95 Set—\$6.95



## FOR THE YOUNG LADY WHO LOVES HORSES

will love you when she receives this Stable full of sterling silver jewelry. The **COMPLETE SET** is \$12.00 or the Bracelet is \$6.00. —Mare and Colt Pin \$3.60— Horse Head earrings \$2.40 (matching necklace—not shown is \$5.50). We will gift wrap and send air-mail if desired. Order now for Christmas gifts. No COD's please.

**SELDEN COOPER**  
Grove Park Inn, Ashville, N.C.



## "Monte Carlo" DICE-THERMOMETER

Imported from France . . . a precision instrument that can be easily carried from room to room and serves double-duty as a paperweight on any desk. Measures 1½" square—has easy-to-read dial with unbreakable crystal. Choice of 6 colors: Green, Blue or Red with White dots—White, Black or Yellow with Red dots. **\$3.95 PPd.**

No C.O.D.'s please ■ Write for new free catalog



305 EAST 63rd STREET NEW YORK 28, N.Y.



## SILVER and CRYSTAL REFRESHMENT SET


7 PIECES \$15.95

Heavy silverplate combines handsomely with imported Swedish crystal to make this decorative, practical set. Engraved gallery tray 10" in diameter with crystal decanter 9½" high and 6 matching footed glasses. Strikingly beautiful for special gifting or wonderful for your own home.

only \$15.95 complete tax incl. sent postpaid no C.O.D.'s please

**MURRAY RACKOFF**

Jewelers and Silversmiths  
1225 Sixth Ave. New York 19, N.Y.



**WORLD-FAMOUS MUSEUM SCULPTURES**

**EXACT REPRODUCTIONS**

A truly different accessory from the pages of history for your home—hand-cast, hand-finished replica of a sacred falcon created by an ancient Egyptian artist after 600 B. C. in the fabulous land of the pharaohs. The original is in the University of Pennsylvania museum—but this reproduction in Durastone is absolutely exact—even to its antiquated bronze finish. Falcon is 9½" high—comes complete with printed history of its origin and use. **\$10.00** postage prepaid and insured. Satisfaction guaranteed.

Send check or money order (no COD's please) to:

**NOBLE-RYDELL**  
3292 Sunrise Highway, Wantagh  
Long Island, New York



## Handmade IN OLD KENTUCKY



### SOLID CHERRY REPRODUCTIONS

A friendly, mellow glow fills your dining, living, bedrooms with solid cherry reproductions by the Cherry Shop of Lexington, Ky. All the charm of the Famous old Blue Grass country is captured in quality hand-made pieces. The coffee table pictured — one of several — is hand-turned by master craftsmen from solid wild cherry. It is 19"W x 38"L x 19"H, leaves are 8" at \$65.00 express or freight collect. Send 25c in coin for finished wood sample, 32-page catalog of 200 solid cherry pieces.



## The Cherry Shop

425 WEST MAIN STREET LEXINGTON 17, KY.

### HEARTH BROOMS

HAND-MADE  
in the Blue Ridge Mountains



The way to one's hearth are these gay, colorful, sturdy straw brooms. Useful in any room. Style at left has twist-carved pine handle with leather strap. Approx. 37" tall. Bo-Peep style (right) approx. 32" tall. Both come in red, green or natural straw. \$2.75 ea. ppd. No C.O.D.'s.

Write for Our Gift Catalog.

BLUE RIDGE WEAVERS  
Tryon, North Carolina



### PHEASANTS IN FLIGHT

Are smart exclamation points over a fireplace in a bachelor's apartment, across a paneled wall in your library, along the stairway of an entrance hall. Glazed china with plumage done in rich colors, they range in size from 8 1/2" for the largest to 4 1/2" for the smallest. Post-paid the trio is just \$2.95

**\$2.95**

2 SETS (6 PHEASANTS) ppd. \$5.50

Pa. Residents Add 3% Sales Tax

Send No C.O.D.'s Please

Send For Free Gift Catalog

*Lee Wynne*

(Dept. B12) 5446 Diamond St., Phila. 31, Pa.

### Heirloom Gifts from Cinderella . . .



#### Marriage Medal

"FOR MERITORIOUS SERVICE"

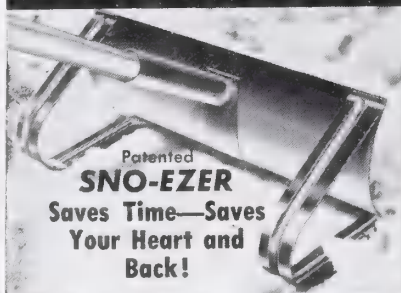
A tribute in sterling silver to your ever lovin' for those patient, trying years. Medal alone — \$5.50. HER bracelet — \$7.70. HIS key chain — \$6.60. Prices include postage and tax. Specify names, wedding date, number of years married. No C.O.D.'s please.

Write for FREE CATALOG of  
HEIRLOOM GIFTS . . .

*Cinderella House*

Dept. B12-6, 85 Newbury St.  
Boston, Mass.

### DON'T SHOVEL SNOW!



Patented  
**SNO-EZER**  
Saves Time—Saves  
Your Heart and  
Back!

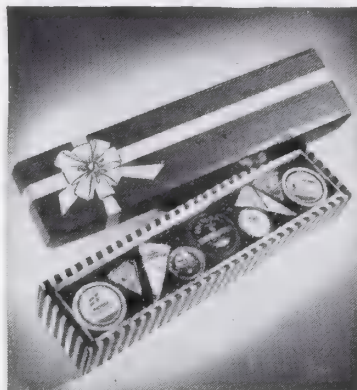
Push it like a vacuum cleaner! No lifting, no stoop! Clears snow 20 times faster than you can shovel from any surface—even gravel or dirt. Slides on sleigh runners. Handles heaviest snow. Guaranteed. 16" steel blade. 54" no-stoop handle. Weighs less than 5 lbs. Order direct — \$4.95. Postage paid. No C.O.D.'s at this low price, please.

ROYAL-T CO., INC.  
Dept. HB-126  
811 Wyandotte  
Kansas City, Mo.

**PERFECT GIFT!**



## WINDOW



### JAYME'S LITTLE GEMS

are a superb assortment of nine cheeses in a sparkling red and white striped box. Delicious bounty for gourmets on your list or for your own cocktail parties, these are flavorful Edam, Blue Cheese, Baby Gouda, Roquefort and several fine processed varieties. \$6.95 ppd. Jayme's Little Gems, P.O. Box 74396, Los Angeles 4, California.



**SPODE SET** is on the wish list of every hostess we know. And think how pretty a few of these would be on the dinner table at your next party. In a choice of Spode pink, blue or green, the cigarette urn is 2 1/4" tall and holds half a pack of cigarettes. Matching ash tray is 3" in diameter. Nicely gift-wrapped, the set is \$2.25. Extra ash trays, \$1. Ppd. Hunterdon House Shops, 148 Main St., Flemington, N.J.



**VANITY FAIR.** In a pretty guest room with a Victorian air, this is the mirror that will turn a dressing table into a beauty spot. Called the Jenny Lind, it's cast aluminum, finished in antique gold, frost gold, Bermuda blue or Creole pink. 15" wide x 21" high, mirror is 5 1/2" x 7 1/2". \$34.95 f.o.b. Antique Iron Craftsmen, 2500 27th Ave. North, Birmingham, Alabama.

## PICTURES & PRINTS

ORIGINAL IN THE  
GLASGOW ART GALLERY, SCOTLAND

Salvador Dali, "Christ of Saint John of the Cross" 15 1/4" x 15 1/4" — \$12.50 postpaid



Whether it's a Dali or a Da Vinci, a modern, contemporary, old master, religious subject, favorite marine, sporting print or landscape, Oestreich's (America's oldest and largest print house) has them all! Superb quality, full colour reproductions. Our catalog illustrates over 500 masterpieces, lists over 4700 pictures. \$1. postpaid.

*Oestreich's*

Dept. HB  
1208 6th Avenue  
New York 36, N. Y.



### NEW 6 IN 1 EARRINGS

Now you can change the color of your earrings to match your costume.

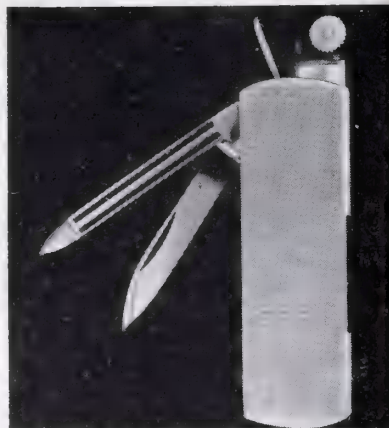
Smartly styled, high-quality, clip earrings—guaranteed gold finish. Interchangeable pearls slip easily into earrings and are held firmly by lifetime magnet.

Complete set of six colors—pastel pink, blue, white, gold, light green and steel gray for \$5.95 ppd. (No C.O.D.'s please).

The perfect gift for Christmas, birthdays, graduations. Its newness makes it unique for any gift. Satisfaction guaranteed.

JAYDOR

601 S. Vermont Ave. Los Angeles 5, Calif  
Calif. residents please include 4 1/2% sales tax.



### POCKET KNIFE AND LIGHTER

The perfect combination for a man's gift. A pocket knife with two blades combined with a unique and useful cigarette lighter. Made of stainless steel by German craftsmen. Finest quality throughout. Shipped immediately on receipt of order.

**ONLY \$6.95 ppd.**

Size when closed 2 3/4" long by 1" wide.

Order today.

**INTERNATIONAL GIFTS**

5788 Venice Blvd., Los Angeles, 19, Calif.



# SHOPPING



## WE FOUND A FOOTSTOOL

that's exactly right for showing off your own needlepoint. Mahogany finished hardwood. 15" x 11" x 8" high, it's covered in spot-shed velvet in red, rose, gold, brown, turquoise, emerald, sage or fern green, for \$9.95. Covered in your own needlepoint or fabric (12" x 16"), or in muslin, \$8.95. Exp. coll. No c.o.d.'s. The Chair Shop, Box 725, Morganton, N.C.



## FOR GOOD MEASURE.

we recommend this sterling-silver jigger. The small cup holds 1-ounce. The large cup holds 2-ounces and has a 1 1/2-ounce marking on the side. Now you can serve potions to please your maiden aunt and the man with a hollow leg! Engraved with single block or Old English initial (specify), \$6.95 incl. tax and post. Croydon Silver-Smiths, 805 Lexington Ave., New York 21.

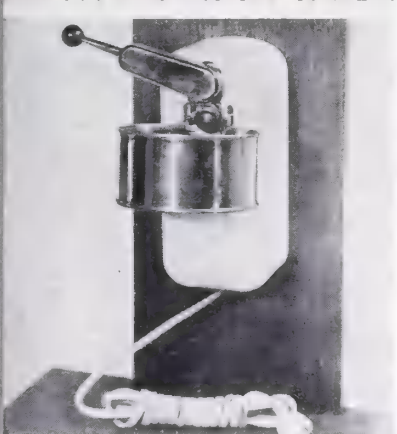


## WHAT LONG LEGS YOU HAVE, MY DEARS!

And a teenager will have them doing more kick-ups than the Rockettes. Steve and Sue Longlegs are stuffed pillow dolls whose 21" legs can be wrapped around a bed post and twisted into all sorts of Yogi positions. Steve is green with red striped gams; Sue is red with red checkered legs. \$2.50 each; \$4.95 pr. Ppd. Craft Shop, Dept. HB-S, Cambridge, N.Y.



## NEW ... ELECTRIC CAN OPENER!



Opens cans like magic ... No more cut fingers with this new electric can opener. Just insert the can ... any size or shape and presto, it opens neatly and quickly. Also pushes the cut edge in to eliminate sharp edges. Actually smooth as glass. No home should be without one. Makes a terrific gift. Fully guaranteed. Only \$24.95 ppd. Money back guarantee. Aljoe Products, 535 E. Compton Blvd., Compton, Calif.

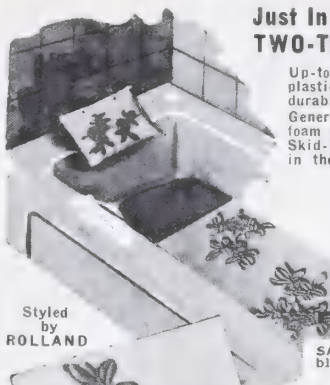
## Hang the Luck!



**BRONCO SHOES—Box 9223**  
PRAIRIE VILLAGE 15, KANSAS

## ANDROL-FIFTH AVE. . . . Presents . . . Bathroom Glamour and Safety

### Just In Time For Exciting Christmas Giving . . . TWO-TONE American Beauty Floral Bath Mat



Up-to-the-minute decorator colors and made with finest virgin plastic materials, permanently, electronically heat-sealed for durable wear.

Generous 26" x 16" size, luxuriously soft-textured virgin vinyl foam with beautiful, embossed, American Beauty Rose pattern. Skid-proof, reversible, absorbent and easy on the feet. Available in the following two-tone combinations:

( ) Pink Roses on Blue Ground; ( ) Yellow Roses on Black Ground; ( ) Blue Roses on Yellow Ground; ( ) White Roses on Aqua Ground.

Standard size—17 1/2" x 33" . . . \$3.98 postpaid

Super-size—17 1/2" x 33" . . . \$5.98 postpaid

DeLuxe, Two-tone Bath Pillow, 14" x 10" x 4" Generously filled with virgin vinyl foam, NOT an inflatable pillow. Attached easily and quickly to bathtub with 2 suction cups. Available in same color combinations . . . \$2.48 postpaid

SAVE—Order the 2-piece matching ensemble for only . . . Christmas Gift Boxes . . . \$5.98 postpaid

**ANDROL INDUSTRIES, INC.**  
122 Fifth Ave., Dept. A126 New York 11, N.Y.

Please send me:  
..... Standard two-tone Bath Mats @ \$3.98  
..... Super-size two-tone Bath Mats @ \$5.98  
..... DeLuxe two-tone Bath Pillows @ \$2.48  
..... Complete ensembles @ \$5.98

I enclose \$..... Specify color-combinations.....

Name.....

Address.....

City..... State.....

Zone.....

Satisfaction guaranteed or your money cheerfully refunded

ORDER NOW for Christmas! All orders shipped promptly



## ROCKET SHOES

Youngsters from 8 to 12 will "jump for joy" with these exciting new ROCKET SHOES! They're "out of this world" for enjoyable fun and healthful exercise all year 'round. Rocket Shoes are perfectly balanced with highest quality steel springs, colorful shoe protecting caps, rubber shock bumpers. Provide thrilling, safe action in every step. Adjustable for perfect, comfortable fit to shoe. Made to last for years.

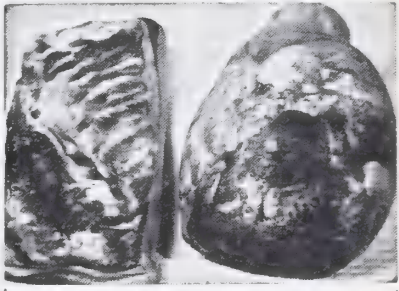
**ONLY \$5.95 pair POSTPAID U. S. A.**

(Add 50c west of Miss. River)

Order several pairs Today. (No C.O.D.'s). Write for FREE FOLDER of unusual Gifts!

**RUSSELL SNOW CO.**

Dept. 326 Waltham 54, Mass.



## "OLD HOOSIER" Brand HOME CURED, SLOW HICKORY SMOKED HAMS, BACON, TURKEYS, for GOOD Holiday Eating—

Young, tender, juicy, flavorful, personally selected whole hams, bacon and turkeys. Home cured and slow, hickory smoked in the good old-fashioned way. THEY'RE NEVER HURRIED. No finer quality anywhere at any price. Carefully packed and shipped prepaid to reach you in perfect condition. Order Now!

Hams, 10 to 16 lbs. . . . \$1.25 per lb.  
Bacon, 4 to 8 lbs. . . . \$1.15 per lb.  
Turkeys, 4 to 12 lbs. . . . \$1.75 per lb.

Specify size desired. No C.O.D.'s. Prepaid East of Miss. River. West of Miss. add 75c per order.

SAFE DELIVERY GUARANTEED.

**"OLD HOOSIER" Meats**  
BOX 47, MIDDLEBURY, INDIANA

## ORDER NOW for CHRISTMAS

Unusual Low-Cost

**RAISED LETTER Stationery Embosser**



Famous "ROOVERS" Steel Die Embosser imprints stationery with name and address, monogram or initial. Lifetime guarantee—a different, truly personal gift!

**EDWARD H. BESSEMER**  
1260 EIGHTH ST.  
SEATTLE, WASH.

NOTARY, LODGE, CORPORATE SEALS \$5.25 UP—Stationery Embosser (Old English type excepted): One-line, \$3.85; 2-lines \$4.25; 3-lines, \$4.85; 4-lines, \$5.15. For flap of envelope and top of paper two pressers required. Write for FREE STYLE SHEETS, PROMPT DELIVERY.

**ROOVERS** Dr. Joseph M. Lotsch President  
3611-14TH AVE., BROOKLYN 18, N. Y.



For Distinguished Masculine Appeal

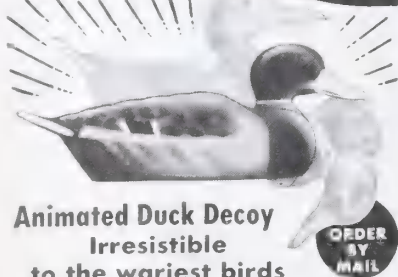
**WALL STREET**

SHAVING LOTION \$1.00  
MEN'S COLOGNE \$2.20

Direct from the Perfume Shop of **MICHEL PASQUET**  
7 W. 44th St., New York 36, N.Y.



## NEW! GIFT Different! FOR THE SPORTSMAN



### Animated Duck Decoy Irresistible to the wariest birds

Authentic Mallard Drake decoy repeats natural feeding cycle. The head bobs, turns, ducks under water. Use to activate regular decoys. Life-like action powered by battery operated electric motor, controlled from blind. Decoy of durable, lightweight, shock-proof Tenite. Legal in all states.

Complete, ready to use, \$17.95 ea.

Developed and tested  
under actual hunting conditions.

• SATISFACTION GUARANTEED

RILEY DECOY CORP. 2212 Onyx St.  
Eugene, Oregon

## STACKING STOOLS from SWEDEN



Stack... Seat... Serve

\$5.95

per stool

add \$1.00 per stool for teakwood

Made by Swedish craftsmen and finished to that rare furniture look worthy of the best spot in your living room. Beautiful, individual serving tables, or TV seats so well constructed each will support the heaviest of persons, 18" height, 14" diameter tops... alcohol and hot beverage proof. All genuine cabinet woods—your choice of walnut, light mahogany, blonde birch, golden teakwood. These handsome Swedish imports available only from Scandicrafts. Satisfaction guaranteed. Shipped Express Charges Collect. No C.O.D.'s please. Send check or money order. Catalog Available... Hundreds of Scandinavian Imports... 25c

**Scandicrafts**  
Dept. B-26, Ardsley N. Y.

Smart!  
New!  
Practical!



### DECORATOR "UNDERPLANTS" protect, absorb, beautify 1.75 Gift box of 3

Under plants, hot dishes, vases, etc., go our new Sopps that protect your table surfaces from moisture and heat! Of long-lasting fiber-board (6" across), in charming Grape Wreath or sophisticated Grecian design, both in moss green with white.

Matching 3 1/2" cocktail coasters in black and white Grecian design. Box of 12, 2.35

Shipped postpaid; no C.O.D.'s.  
Send check or M.O.

## FOUR FRIENDS

Box 7, Dept. HB Scarsdale, New York

## CARVED WALNUT WOOD BOX from India



No two designs are alike on these hand-carved walnut boxes from the fabled vale of Kashmir in India. One native craftsman will bring this hardest of woods to life with carvings of flowers, another with trees. The designs are certainly among the most intricate and beautiful that have ever been carved in wood. With brass hinges, box measures 8" by 5", 2" high. Serves equally well for jewelry or cigarettes.

\$13.50 ppd.

Sorry, no C.O.D.'s

Delivery in one week via "Special Handling" at no extra charge.

**SHOPPING**  
INTERNATIONAL, INC.  
Dept. 44, 65 Court St., White Plains, N. Y.

## KING SIZED COFFEE SET

This extraordinary copy of a noble pewter coffee set has won all kinds of "Good Design" awards—we recommend this classically beautiful 3-piece set. Imported from Spain, its simple lines are crafted of aluminum with a pewter finish and heat resistant black bakelite handles. 12 cup pot, covered sugar and creamer make delightful after dinner companions.

\$5.98 plus 50c postage

Sorry, no C.O.D.'s.

Write for FREE catalog.

**Howard House**

Dept. B-12, 106 Warren St., New York 7, N. Y.



## GENUINE SHEEPSKIN "CUDDLE RUG"

Because they lend glamour to any setting you'll give her that "Lap-of-Luxury" feeling with these deep, silky sheepskins to scatter beside her bed—before her fireplace—in her playroom. Cloud soft and snugly warm, they make cold weather rising a delight! They're not imitations! Each rug is a genuine, Brandicraft selected, finest quality skin covering approx. 8 to 9 sq. ft.

IN NATURAL HONEY-TONE ONLY  
IN CLOUD WHITE ONLY \$12.95\*

\$11.95\*

No C.O.D.'s please

IMPORTED RUGS OF SILKY ARGENTINE SHEEPSKIN

3'6" x 5'6"—Animal Shape—White, Pink or Blue... \$14.95\*

2'6" x 3'6"—Oval or Rectangular—White only... \$17.95\*

3'6" x 5'6"—Oval or Rectangular—White only... \$24.95\*

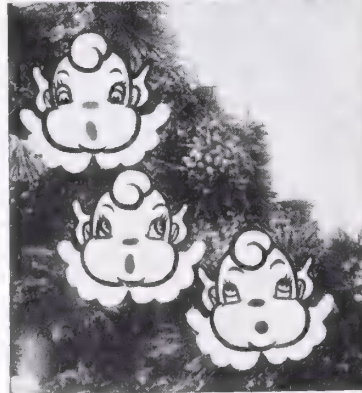
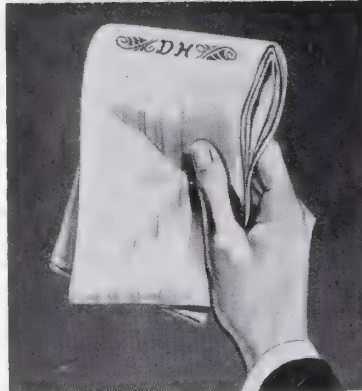
\*plus 50c postage each. Money Back Guarantee

Dept. B-106, 157 Federal St., Boston 10, Mass.

★ FREE CATALOG  
**Brandicraft**



## WINDOW



**THE GENTLEMAN IS A DOPE** if he doesn't stock up on these Cashmere Clock-Socks. They wear extraordinarily well, because the finest Cashmere yarn available is blended with 40% soft spun nylon. In navy, black, tan or maroon, with clocks in contrasting design, \$4 a pair for anklets; \$10.50 for 3 prs. \$4.50 a pair for regular length; \$12 for 3 prs. Ppd. General Hosiery, 2701 Hyatt St., Greensboro, N.C.

## CRUMB ALONG WITH ME.

This crumber set is an almost-certain-not-to-be-duplicated gift for your favorite hostess or Winter bride. And it's elegant and practical at a piggy bank price. The imported silver-plated tray measures 5 3/4" long, 6 1/4" wide. The brush has nylon bristles, silver-plated top; is 7 1/2" long. Only \$5.37 incl. tax and post. from Macy's, Herald Square, N.Y. 1.

**ROUND A DINETTE**, recreation room or Early American kitchen, the Captain's Table and Chairs make a handsome grouping. Satin-finished solid birch or maple, Colonial or Modern style, ready to stain, lacquer or paint, they come assembled. Table top 42" x 42". Set of 4 chairs and table with one leaf is \$59.95. Extra leaves, \$10 ea. Exp. coll. No C.O.D.'s. Meadowbrook Industries, 2268 Bellmore Ave., Bellmore, N.Y.

**OUT OF POCKET**, this is the man's handkerchief that shows off sartorial elegance. Fine lawn handkerchiefs are pre-embroidered with his first and last initials across the show-off top so it tucks neatly into the Boss's pocket. White with initials in blue, brown or gray (all except O, Q, U, V, X, Y, Z). Print initials desired. Box of 3, \$4.00 ppd. Alex Loeb, Inc., Dept. 101, Meridian, Massachusetts.

**ANGEL FACES** at your front door or peeping out from under the Christmas tree branches radiate a "holier-than-thou" heavenly charm. Beautifully executed in 5 permanent colors on weather-proof hardboard, three 9" faces could provide you with a theme around which to fashion your greens. Set of 3 is \$1.95 ppd. Platt's Garden World, 901 E. Kimberly, Davenport, Iowa.



# SHOPPING



## A GRANDMOTHER DOLL

is a darling old softie who'll spill out her boundless love and maybe a lollypop or two on the other little dolls in the nursery. A sweet addition to a little mother's collection. Grandmother is a rag doll wearing a print dress and a gandy apron. \$4.95 plus 50¢ Vest of Mississippi. The New England General Store, Plain St., Millis, Mass.



## GIVE THE LADY A HAND

as she steps from her bath and takes a fluffy towel from a lovely pure brass rack or towel ring. They're held to the wall by graceful hands that couldn't add a prettier touch to your bathroom. The ring is 8" across. \$7.50; bar, 18" long. \$19.50. Ppd. Radio Center Gifts, 64 W. 48th St., New York 36, New York.



## IT'S A DEVIL OF A LEVEL!

plan a scale model railroad, measure roof pitches at a glance, plan the drainage of a new patio yard, line up pictures, tables, TV antenna or fence posts with this miraculous level. It measures verticals, horizontals, all slopes and angles, with a bob held steady in liquid plastic for easy reading. \$2 ppd. R. C. Engineering Sales, 1545 Mendocino Drive, Alhambra, California.



## ABOUT OUR ASTERISKED ADVERTISERS

An asterisk next to a name in our Index of Advertisers means that that advertiser offers literature to House Beautiful readers. Look for the asterisks. Send for their helpful booklets.



**House Beautiful**  
MAGAZINE

72 Madison Avenue, New York 22, N. Y.

(advertisement)



## Primitive WALL MASKS

From the tribesmen of French West Africa comes the pattern for these abstract designed wall masks. And these intriguing masks, one representing the male, the other female, are dramatically decorative in their hand-finished ebony color highlighted with gold on eyes, and headbands. Ready to hang, hook is firmly attached on back of mask. Each is approx. 9" x 6". Sure to add a distinct touch of beauty to your home plus being very interesting conversation pieces. Your satisfaction is guaranteed. No C.O.D.'s please.



The Pair \$7.95 postpaid

**The Mail Box**

Lombard 12, Illinois

## CENTURY OLD BEAUTY



The Westminster  
Traditionally English Cast Iron Aluminum  
Settee - 65 1/2" long \$92.50 \$117.50  
Chair - 27 1/2" wide ea. 62.50 72.50  
Table - 27 1/2" x 26" high 57.50 69.50  
Ornamental Bird Bath, 4 1/2" high, bath 22" diameter.  
Painted Antique Green, White, Black, \$87.50 Iron.  
\$98.50 Aluminum.



Reg. \$24.50 heavy base Cast Iron stand. 11 movable arms ranging from 7 to 14". \$17.95 including FREE long spout watering pot.



FLORAL STAND  
Reg. \$24.50 heavy base Cast Iron stand. 11 movable arms ranging from 7 to 14". \$17.95 including FREE long spout watering pot.

ANTIQUE IRON CRAFTSMEN

Dept. B12-6  
2500 27th Ave. N.  
Birmingham, Ala.

## Rock Haven Specialties

Box 103B2, Hingham, Mass.

Write for FREE CATALOG

SELF POWERED

Noel or

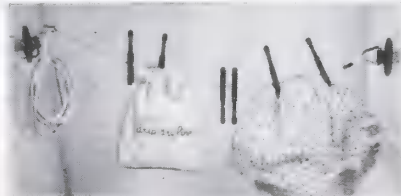
NURSERY LITE

Lovely Noel lite for window or mantel—lends delicate glow to Christmas decor. With nursery design on stem, lite is perfect baby lamp. Lights by turning shade. Uses standard batteries. Specify baby or Noel motif. Complete with batteries.

\$2.00 Ppd.



**DRIP DRY LINE**—a wonderful, practical gift for every woman. Adjustable 84" instant dry plastic line installs over tub, sink or shower—lets you drip-dry miracle fabrics without making a puddle of bathroom. Coils when not in use. Complete with 84" line, vacuum cup, chrome fittings, 6 clothes pins, lingerie bag. \$1.50 Ppd.



## ANGELABRA Chiming CAROUSEL



\$1.00 each  
postpaid

Just in time for Christmas . . . and what a thrilling value for only \$1.00! Light the bright candles and the three angels take wing to the tune of singing bells. The heat does it . . . rises and sets the fins in motion, causing tiny pendulums to strike the bells ever so gently. Delightful holiday centerpiece or mantel decoration. Three candles included. Has interchangeable clowns and horses to please the little folks on birthdays. Stands 11" high. Gleaming polished brass. Extra box of 12 4" Candles 39¢ ppd. Order Early!

Satisfaction Guaranteed or Money Back

FREE!  
Christmas  
Gift Catalog  
In color—  
write for it!

**Helen  
Gallagher**

413-B12 Fulton St., Peoria, Ill.



## Musical Cathedral

The celestial strains of "Silent Night" played by the Swiss music box in this ivory plastic cathedral will fill you with the peace of Christmas. With light streaming through the simulated stain glass windows, it looks like a country church at midnight services. Perfect under the tree, on your mantel or table.

6"x6"x12" with bulb, cord and plug. AC-DC. \$5.95 plus 25¢ postage

Christmas Decoration Booklet on Request

**The Fitzgeralds**

Peter Stuyvesant Station

Box 19, New York 9, N.Y.



## THESE DOGS ARE COPYCATS

The way they squeak and ape their elders is enough to make a real live dog sit back on his haunches! Designed by Keith Ward, creator of the Texaco Fire Chief pups. About 12" high, all rubber. Poodle, Dachshund, Cocker, Beagle and Scottie. \$2.75 each ppd.

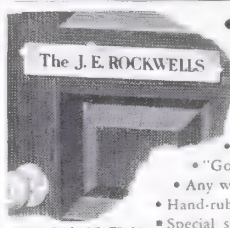
Sorry, no C.O.D.'s.  
Write for free catalog.

## ANDERS COMPANY

Dept. B-12, 155 West 72 St.

New York 23, N.Y.

## engraved brass DESK-n-DOOR markers distinctive beauty for your home or office



At home or in the office, your DESK-n-DOOR Marker identifies you with classic beauty and quiet good taste. It helps visitors—saves time—prevents errors in delivery, etc. Ageless design harmonizes with any setting.

- Engraved letters, black-filled
- "Gold-satin" bar of solid brass
- Any wording, up to 20 letters and numbers
- Hand-rubbed solid walnut base on desk model
- Special stick-on backing on door model. Grips tight to any clean surface, never slips, can be removed and re-used. No screws or holes.

Desk Style BKW, 8 1/2" x 2"  
\$1.95 postpaid

Door Style BF, 7"x1"  
\$1.00 postpaid

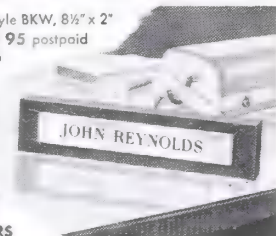
Great for gifts—to give or get!

SATISFACTION GUARANTEED OR MONEY BACK

**Spear-ENGINEERING COMPANY**

511 Spear Bldg., Colorado Springs, Colo.

WE SHIP  
WITHIN  
48 HOURS





## THE NEWEST . . . THE SMARTEST!



**Heavily Padded Seats**

The smartest looking Snack Bar Stool in the market today. Its sparkling Brass back with colorful seat and Jet Black legs, etc., will make this new Stool the most desired by those who care.

A-50—  
**\$9.95 Each**

2 For  
**\$18.50**

(7" Ball Bearing Swivel)

1. Oxidized Black Tubing (will not chip or scratch).
2. Glistening Brass Wire Back to lend an air of distinction.
3. Tweed Plastic Seat in attractive colors . . . Yellow, Pink, and Grey.
4. Height to Seat — 24".
5. Overall height — 36".

A-51—Same as above except has all chrome frame, each... **\$10.95**

2 For ..... **\$20.00**



**VICTORIAN BENCH**

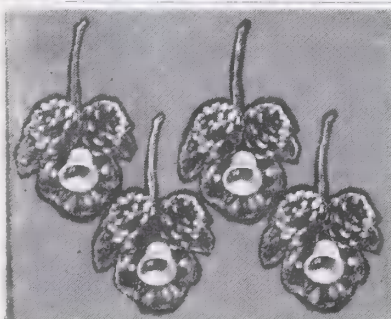
Black Wrought Iron of heavy gauge brass ferruled legs with elastic tips. Choice of tural or gray turturoy cushions. Seat, 14 3/4" x 21". Overall size: 18 1/2" high, 14 3/4" deep, 21 1/2" long.

No. A-60 ..... **\$7.95**

No. A-61—Same as above except with all brass plated frame... **\$10.95**

Send Check or Money Order—No C.O.D.'s  
EXPRESS CHARGES PREPAID

**THE CORNER COTTAGE**  
35 Wadsworth St., Crystal Lake, Ill.



### CHRISTMAS CORSAGES, GIFT EXTRAORDINAIRE!

Lovely for holiday wear; delightful favors for all the ladies at home or office parties. Gay assortment with bells and cones and colorful Christmas berries on background of glistening leaves. Gorgeous gift package tie-ons, too. Xmas delivery assured on order received up to December 19th.

So reasonably priced, Set of 4 only... **\$1.00**  
(2 Sets \$1.85)

Unpaid, No C.O.D. Guaranteed, of course.

**NOUVELLE, LTD.**

227 W. Erie St., Dept. G-129, Chicago 10, Ill.

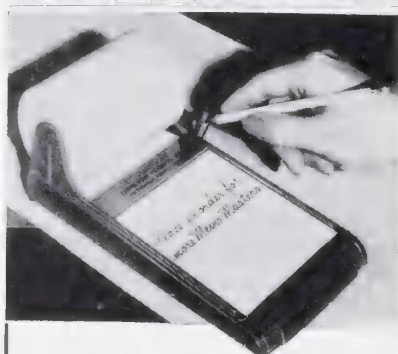
### Silver Dollar Key Ring...



Our newest, PERSONALIZED key ring for Him or Her. 2 or 3 cut-out initials and removable silver dollar "mad money." No confusion about what keys belong to whom. Sterling frame releases silver dollar for emergencies such as that empty tank or the toll gate you didn't expect. Specify initials desired. **\$7.50**. Price includes postage and tax. No C.O.D.'s please.

**FREE CATALOG** showing large assortment of fine sportswear, accessories and gifts.

**Robin Hood's Barn, Inc.**  
DEPT. B12 6 WESTWOOD MASS.  
BRANCHES: VINLAND HAVEN · NOBE SOUND



### MEMO MASTER

Just the thing for your shopping lists, self-reminders, menus. Write, pull out, tear off—you have fresh paper for the next time... 75 feet of it! Memo roll comes in attractive walnut finish plastic holder that is break-resistant. Has no-slip rubber feet for desk; notches so you can hang on wall if you prefer.

Memo Master and refill..... **\$1.00**  
plus 15¢ postage

3 refills, 75 ft. each..... **\$1.00**  
plus 15¢ postage

**SPECIAL OFFER: Memo Master and 3 refills** ..... (ppd.) **\$1.98**

**HUSS BROS.** 800 N. Clark St., Dept. 15-M  
Chicago 10, Ill.

### CANTELL'S wonderful HEINZ JAR



2 pint  
capacity  
16" high  
overall  
**\$5.95**

ALSO AVAILABLE  
IN 24" 8 pt. SIZE  
for **\$13.95**

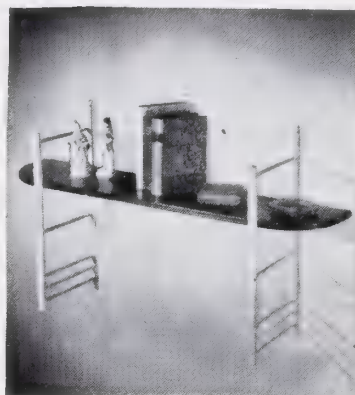
SHIPPED PREPAID  
Anywhere in U.S.

Lovely reproduction of old-fashioned Heinz Jar. Use for bath salts, moist gardens, aquarium, candy, etc. Perfect singly or in pairs in bathroom, kitchen, dressing room; or on buffet or mantel. Write for free folder of interesting, unusual gifts. DEPT. HB-126.

**CANTELL CRAFTS**  
205 MAIN ST., HACKENSACK, N. J.



## WINDOW



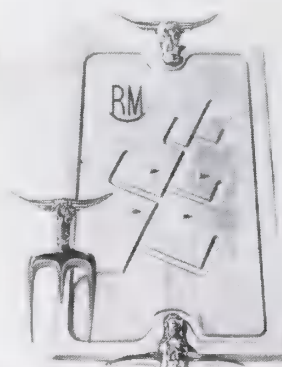
**SHELF POSSESSION** is a hanging unit that you'll love for displaying your favorite plants, books or miniature collection. The 36" wide x 9" deep Scandinavian hardwood shelf, unfinished and ready to paint or lacquer, fits into two birchwood ladder uprights that can also be finished. Shelf fits on any rung. Unit is \$5.95; extra shelf, \$2. Ppd. Scandicrafts, Ardsley, N. Y.



**ROLL OUT THE STAMPS**, one at a time, from this non-tarnishing solid brass holder that is a very satisfactory desk accessory. It holds a roll of 500 stamps, dispenses them through a slit at the side. If you're not feeling "flush" enough to invest in 500 three's, get a roll of one's! \$1.25 ppd. Scott Mitchell House, Dept. E-59, 611 Broadway, New York 12.



**TURN YOUR FAUCET** into a thing of outside beauty. A polished cast-brass ornamental faucet fits a standard 3/4"-thread garden hose, and instead of a backyard eyesore, you'll have a point of pride. Available in robin, rooster, turtle, horse, frog, setter, rose, lobster, crab, squirrel. \$8.95 ea., ppd. William Spencer Rancocas Woods, N.J.



**A CATTLE BARON** would like these for his Western-style barbecues, as would your husband—for the Sunday roast! The large 12" x 20" hardwood carving and serving board has an oil finish, comes with sculptured metal steer-head handles, \$12.95. Add \$2 for branded initials. Complete with matching steer-head carving aid. Valley Barn, Box 206, Spring Valley, N.Y.



### OLD CUSTOM TO GREET A NEW ARRIVAL

GENUINE  
DELFT  
BIRTH  
TILE  
FROM  
HOLLAND

A wonderfully different birth gift, inscribed with Baby's name, weight, date and even time of birth! This beautiful wall decoration is 6" square hand-painted porcelain, with clip for hanging. The Dutch have been doing it since the 17th century, but it's a novel and thoughtful gift for those new parents. Send Baby's full name, weight, date, time of birth... shipped postpaid direct from Europe (pay postman 15c foreign-mail chg.). Hand painted in Delft blue on white porcelain. Satisfaction guaranteed, send \$2.95.

**\$2.95**  
PPD.

**BUCKLEY'S IMPORTS DEPT. HB-1**  
701 17th Street • Santa Monica 3, Calif.



# SHOPPING



## A GOLDEN OPPORTUNITY

To mark the wedding anniversary of two people you love is proudly presented. A beautiful tray is hand-painted in shell pink and colorfully portrays a Victorian couple with first names and anniversary date lettered on the ribbon trim above. Measuring 13" square, the tray is alcohol-resistant. \$7.95 ppd. Filomena's, 196 Chestnut Street, Nutley 10, N.J.



## EURORA, GODDESS OF THE SUN

is a glorious personification of youth, created in the white Bavarian porcelain by Lorenz Hutschenreuther. Mounted on a gleaming golden orb, she stands poised on the tip of the sunrise, reaching joyously for all the lovely things in the fresh new day. 8" high. \$13.50; 12" high. \$24. ppd. World Treasures, 657 Main Ave., Passaic, N.J.



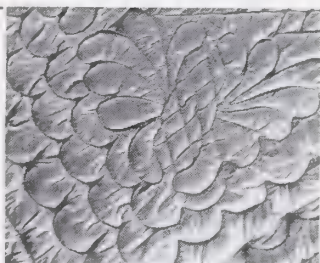
## MAGNIFICENT FISH STORY

is the content and price of this Smoked Snacker. Packed with Pacific Ocean inhabitants of the best quality, it contains the following five seafoods delicately cooked to savory perfection: salmon, sturgeon, shad, crab legs and oysters. Gift-boxed. \$4.95. Sold. Northwest Corner Store, Box 1138, Longview 7, Wash.



## YEAR 'ROUND COMFORTER

Feather-light in summer,asty warm in winter. Nylon filled, Nylon cover. Available in pink, Blue, White or gray. 72" x 90" cut size. \$24.50



In 1 week, your old or worn comforter made to look LIKE NEW!

Our exclusive recovery process sterilizes and revitalizes the filling. We stitch in beautiful designs on luxurious serviceable fabrics. Write for sample swatches and Booklet HB-6.

**STEWART Slumber Shop** Everything for the Boudoir 528 MADISON AVE., NEW YORK

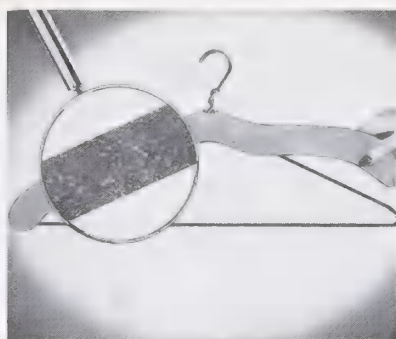


## PUPPET SHOW

Children, grown-ups, everyone adores these hand puppets! Willie the Wolf and Donald the Donkey... both hand carved in Germany and all dressed up in colorful felt coats. Mouth and ears really move! Each measures 11" long. They'll be the life of every party, make wonderful Christmas gifts. They have a family of kissin' cousins, too—Filbert the Fox, Corky the Crocodile, Harry the Hound, and Katy the Cat!

\$3.95 each \$6.95 for two

Please send for free toy catalog. All prices postpaid. Gift Boxed. Sorry, no C.O.D.'s. **The Fireside** 186 East Evergreen Ave., Dept. B-12, Philadelphia 18, Pa.

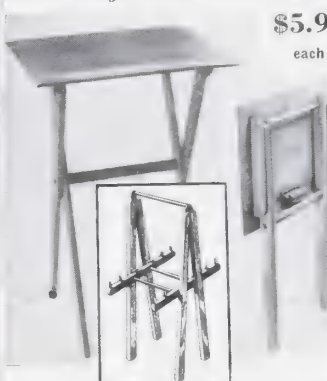


## FOAM HANGER PADS

Makes any hanger deluxe, shoulder-fitting, slip-proof. New "Feather Foam" strips slip over hanger hook and stretch snugly along top of hanger. Forms generous padding, eliminating lines, creases. Slip-proof surface holds men's, women's garments firmly, clings to daintiest straps, slips, formals. Assorted pastel colors freshen, beautify your closet. Count your hangers! 12 for \$1. Carol Beatty, 247 Beatty Building, Los Angeles 46, Calif. FREE CATALOG included.

## Folding Snack Tables

\$5.95 each



Handsome hand-crafted tables in genuine "Olde Pine" finish that brings out their warm brown antique tones. Beautifully done edges. Sturdily constructed by mountaineer craftsmen. Locks for rigidity when opened. Folds flat for compact storing. Size 12" x 15" x 21 1/2" high. \$11.95 a pair. \$23.95 set of 4. Complete set of 4 tables with stand for storing. \$28.95. Postpaid.

No COD's. Write for our Gift Catalog. **BLUE RIDGE WEAVERS** Tryon, North Carolina

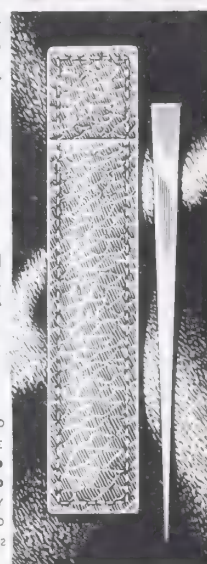
# Merrin

530 MADISON AVE.  
(COR. 54TH)  
NEW YORK 22.

FOR THE MAN WHO HAS EVERYTHING

14K GOLD  
TOOTHPICK  
IN LEATHER  
CASE \$7.50†

†TAX INCLUDED  
ACTUAL SIZE  
MAIL ORDERS FILLED  
POSTAGE PREPAID  
UNCONDITIONALLY  
GUARANTEED  
WRITE DEPT. HB-12



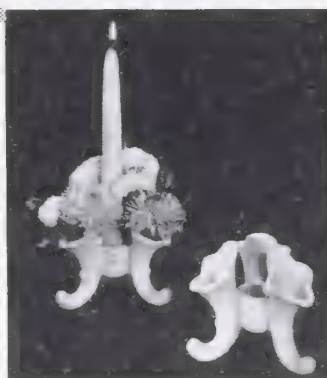
## Designed and Made by FAMOUS KURT VERSEN

a twin head lamp for desk, bookcase headboard, study, night table, lovely atmosphere lighting. Adjusts to any angle for direct or indirect lighting. Uni-Versen swivels at base and at reflector for versatile wrist-action control. Heavyweight, non-tilt base, 2 separate switches. Coral red, sage green or matte black. 18" H., 6" Dia. Base. \$15.95 ppd. 7 1/2" Reflectors . . . . .

Send cash, check or money order.

## SLOCUM INDUSTRIES

95 Yantacaw Brook Road, Montclair, N.J.



## THESE HOLD A CANDLE

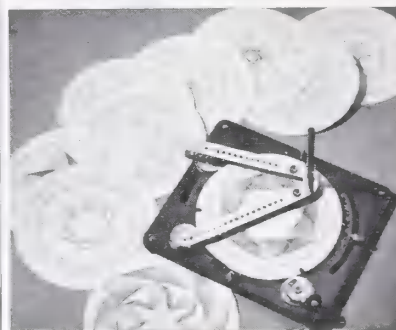
in their centers and darling arrangements of tiny flowers in their three footed cuproplas. Makes the most charming centerpiece you can imagine. And for candlelight dining and dreaming we've never seen their equal! Made of fine glazed white pottery, these imported pieces stand about 4" high. Sent postpaid, satisfaction guaranteed. No C.O.D.'s, please.

The Pair \$2.95

SEND FOR FREE GIFT CATALOG

**EDWARD H. ZIFF, IMPORTER**

Box 3072, Merchandise Mart Plaza, Dept. B-12  
Chicago 54, Illinois



## Draws Millions of Designs!

For boys and girls! **MAGIC DESIGNER** makes endless designs just by setting the arm and turning the handle! Each time the arm is moved, a new design appears! All-metal, complete with 50 special paper discs, pencil, simple instructions and examples to keep them amused for hours! **MAGIC DESIGNER** is \$3.50 postpaid. 100 Refill Discs are 50¢. Sorry, no C.O.D.'s. Ask for free Gift 'n Gadget Catalog, too! Order today for gifts from **MEREDITH'S, Evanston 24, Illinois**



### African Wall Scrolls by Isya Sue

Hand printed on egg shell parchment in black with gold & white overlays, framed top & bottom with black cylindrical wood bars capped in polished brass ferrules. 38" long x 12 1/2" wide. A striking design in simple color. Perfect for the contemporary home of today.



Only

4.00

Each

7.75

Set of 2

ORDER

EARLY

FOR

XMAS

Guaranteed  
to please  
or immediate refund.

### CALISCO HOUSE

943 So. Bedford St., Los Angeles 35, Calif.



### A GIFT OF LASTING BEAUTY 9 CHARACTERS ON EACH SIDE INCLUDED IN ONE LOW PRICE

The finest quality house marker you can buy and the complete price including lettering is only \$9.95 postpaid. Light reflecting letters (up to 9 letters or numbers—1 line on both sides) made of Scotchlite assures excellent reflection day or night! The cocker is in full relief on both sides, captures full detail of original wood carving. Attach to tree, post, house. Name plate is 14" wide, 4" high. Markers made of cast metal, comes with wrought iron black finish. A gift to be remembered. Guaranteed.

House Marker—including all lettering only..... **\$9.95** ppd.

Send For FREE Catalog Showing Complete Line

**KRAIG METAL PRODUCTS CO.**

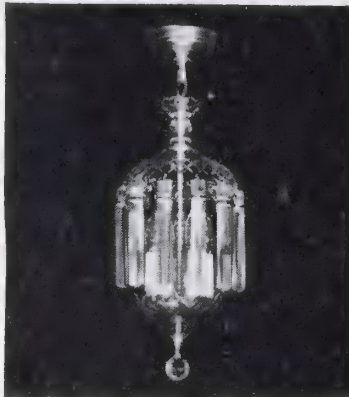
1506 W. Fulton St., Dept. B-12, Chicago 7, Ill.



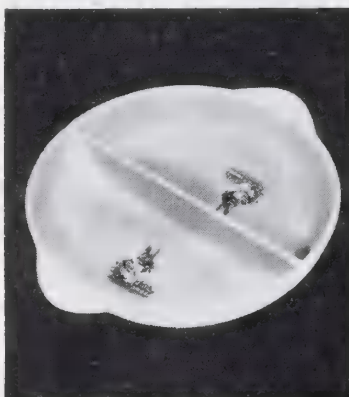
## WINDOW SHOPPING



**WELL-BALANCED MEAL**, for dining in front of TV, comes to you on a durable Melmac plastic tray with divided sections and beverage well. Slight finger pressure on tray handles opens the spring clips that anchor the tray to your lap, pillow or chair. Four nesting trays, 9 3/4" x 11", come in assorted colors. \$1.49 ppd. Maddock's House, Dept. HB4, Box 4821, Warrington, Fla.



**A GRAND ENTRANCE** can be as simple a matter as installing this 5-light crystal chandelier in your front hall. Or think of it in a delicious powder room, or in a small dining room! Imported from Bavaria, it measures 17" long, 8" wide. \$35 exp. chgs. coll. Artistic Import Co., Box 86, Homecrest Sta., Brooklyn, N.Y.



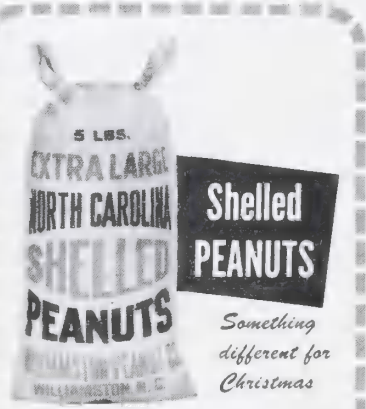
**IT'S HOT NEWS** for Mommie 'cause here's a porcelain-covered cast-iron baby dish that needs no hot water poured inside, is easily cleaned and eliminates the bother of pans and wasted food. You heat the baby's food right in the dish in a single operation, and the cast iron keeps it hot. You feed Baby with one-handed ease. Deep and roomy, it's just \$3.50 ppd. Blue Goose, Dept. HB, 209 College Ave., Elmira, New York.



**TUSENELDA NEWS-PICKLE** is a stuffed stocking character that has left us speechless. All we want to do is buy as many as we can afford and send them to everyone, from our boss (as a self-portrait of his slave-driven employee) to our most chic friend (whose perfection makes us feel like Tusenelda News-pickle). In wild colors, 10" high, \$3.50 ppd. Edwin House, 145 W. 4th St., New York 12.



**GAY SLEIGH** will be center of attraction on your holiday-decked mantel or Christmas table. Made of hand-painted china, the runners are "candy-canes," and the pretty passenger is a poke-bonneted girl, surrounded by the gifts she is delivering. Sleigh, 5" high x 2 1/2" wide, is drawn by a pair of reindeer that can be arranged in tandem or as a team. \$3 ppd. Adriane, Inc., Dept. HB-17, Park Square, St. Paul 1, Minn. (Please turn to page 107)



### Shelled PEANUTS

Something different for Christmas

DELICIOUS — NUTRITIOUS... extra large N. C. selects from the heart of peanut-land. For your own enjoyment — for a gift that is different. Send us your list — we guarantee delivery before Christmas, with yule card bearing your name. Five delicious Southern recipes in every bag. Enclose check — money order and we will ship prepaid.

ORDER TODAY | 5 lb. Bag \$3.95

### Peanuts

BOX 302, WILLIAMSTON, N. C.



### Charm with Music IMPORTED SWISS MUSIC Bracelet & Necklace Set

Exquisite tiny masterpiece of genuine Swiss craftsmanship, the eye-catching, ear-catching tuneful conversation piece of the year! Dainty music box of richly designed, gold-colored metal, tinkles love song to charm and delight all! Just 1 1/4" square with bejeweled rhinestone face... wee-winding key and stop-start lever. Wear two ways, with heavy link bracelet or chain necklace. All 3, charm, bracelet and necklace, postpaid, tax included \$7.50. No C.O.D.

duet company P.O. Box 163 Lawrence 1, N. Y.

### AMAZING BALANCING CLOWN



Rides A High Wire On His Unicycles — Goes To And Fro Without A Spill!

Tricky "Ally Oop" the balancing clown, actually defies the law of gravity! Delights and dazzles the kiddies! Surprises even you!

Just put up a string across the room. Set Ally and his unicycle on it, and he'll ride backwards and forwards with perfect balance! Without a tumble or spill! For "big top" thrills galore for the little ones on Christmas morning—for hour after hour of fascinating fun, make sure to send for Ally today.

Only \$2.50

ORDER BY MAIL NOW FOR CHRISTMAS

**Max Schling Seedsmen, Inc.**

538 Madison Ave., Dept. 660, New York 22, N.Y.

### IRON 'EM ON!

Thirty felt appliques in assorted Christmas designs come with the miracle back for easy iron-on application to any surface—fabric, paper, board, etc. Use them to decorate a felt skirt, sweaters, Christmas stockings, gift packages. Assortment includes snowman and wise man, angel and reindeer, etc.

\$1.00 ppd.

Send No Stamp or C.O.D.

**Page & Biddle**



2 FOR \$1.95 Ppd. 4 FOR \$3.75 Ppd.

Pa. Residents Add 3% Sales Tax

Send for New Free Gift Catalog

21 Station Road, Haverford B-12, Pa.



# The gift she will cherish...always!

Cavaliers grow lovelier through the years . . . fill a place in the heart and a place in the home with warm and glowing beauty. Make her gift this year a lasting delight . . . the Cavalier of her choice. Expertly crafted from cabinet woods. Gorgeous hand-rubbed finishes. Designs for every taste, traditional to modern.

For further information, write CAVALIER CORPORATION, CHATTANOOGA 2, TENNESSEE.



No. 229—LIMED OAK BUFFET CHEST SUPERDEEP



No. 227—SEAFOAM MAHOGANY CONSOLEETTE SUPERDEEP



No. 231—LIMED OAK CONSOLELAIRE

AT RIGHT: No. 271—LIMED OAK CONSOLE SUPERDEEP



No. 276—CORDOVAN MAHOGANY CONSOLE SUPERDEEP



No. 208—CHERRY CONSOLE SUPERDEEP



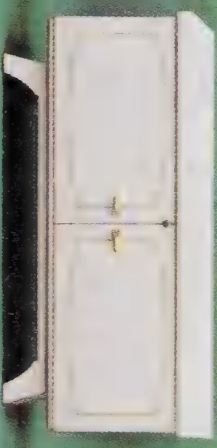
No. 166—MAHOGANY LOWBOY



No. 209—MAHOGANY LOWBOY



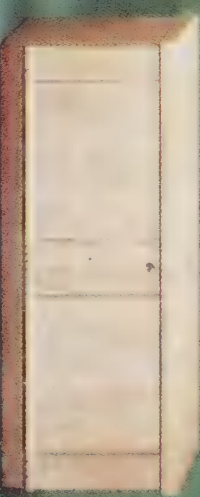
No. 8744—GRAY MIST MAHOGANY MODERN SUPERDEEP



No. 262—SEAFOAM MAHOGANY MODERN SUPERDEEP



No. 267—PEARL GRAY MAHOGANY MODERN SUPERDEEP



No. 263—LIMED OAK MODERN SUPERDEEP









# WINDOW SHOPPING

CONTINUED FROM PAGE 104

**HANDSOME BILL COLLECTOR** that dispels first of the month gloom is a solid brass holder that takes its Baroque design from the French. Highly polished and lacquered, it's handsome holding letters, bills on a desk, napkins at the table. \$5.75 ppd. Forest Hills Gift Center, 103 Allen St., New York 2.



**LIGHTER TO DELIGHT** plays "Smoke Gets in Your Eyes" and is so good-looking, you'll want one for her bed-side and one for a coffee table. An Evans lighter has a fine Swiss movement, is hand-tooled in 24k gold, and comes in green, maroon, brown, ivory, black, pink, blue and red leather. It's nicely gift-boxed at \$15. Ppd. George Emptage Co., 5101 S. Walker, Oklahoma City, Oklahoma.



**DELICIOUS DATES** are imported from the Far East, topped with crisp Pecans and Almonds, and are so unusually good, you'll want to send them to the problem names on your Christmas list. Two pounds of Imported Date Bricks are beautifully packaged in a wooden box and called "The Oasis." \$4.95 ppd. The Gourmet Guild, 320 N. E. 75th Street, Dept. BH, Miami, Florida.



**"Give Your Son the GIFT Every Boy Longs For"**

The Body Building Secrets of 21 SPORTS CHAMPIONS"

**Mickey Mantle,** Yankee Star Outfielder, Triple Crown Winner

Now, for the first time, the National Sports Council makes it possible for you to give your son scientific Sports Training by World Famous Champions — **RIGHT AT HOME.** In as little as fifteen thrilling minutes a day, you can learn the secrets of these sports heroes — achieve athletic power, in the perfect control, stamina, and self-confidence necessary for leadership in sports and all things.

Write today for **FREE FULLY ILLUSTRATED CATALOG** with full details of the greatest Gift You Can Give Your Boy.

Medically approved. Endorsed by Sports Experts, Health and Civic Leaders, Parent Teachers Associations.

**Let 21 Great Athletes Train Your Boy AT HOME**

**Bob Cousy**

**Joe Louis**

**Doak Walker**

**Yogi Berra** and 16 other sports "greats"

**NATIONAL SPORTS COUNCIL**  
Dept. BT-126, 33 West 46 St.  
New York 36, New York

**children DEMAND the REAL McCOY!**

**Santa Claus WIG and BEARD SET**

Guaranteed to convert any human being into a believable, authentic Santa Claus! Soft, lustrous, snowy white, washed, re-combed and recurled.

Free! Complete list of all Santa Claus Suit Pattern numbers sent with each order.

**FLAMEPROOF—LASTS FOR MANY YEARS**

100% DuPont Nylon 15" Beard and Full Wig Set only **\$19.90 Ppd.**

SARAN Beard and Full Wig Set only **\$11.90 Ppd.**

Christmas Delivery Guaranteed if ordered by Dec. 10

**SHIRLEY DOLL WIG CO.**  
DEPT. D-1, BOX 65, NEW YORK 14, N. Y.

**ON OR OFF THE WAGON**, this coffee and liquor caddy will fill your needs for liquid refreshments! The A.M. side has a 2-cup electric percolator, thermos for cream or fruit juice, 2 cups, spoons, coffee and sugar containers. The P.M. side holds 2 quart bottles, recipe cocktail shaker, stainless steel jigger, 8 glasses. In tan leather-like case.

**\$44.50** ppd.

**TRAVELING COMPANION** is this sensational bar that no travelin' man should be without! In the tan leather-like case (whose interior is washable), are 4 glasses, napkins, stirrers, can and bottle openers, and room for 2 bottles.

**\$14.95** plus \$1.00 postage.

**TRAVELING SPIRITS**. For a traveling man... this tan leather-like traveling bar that produces his pre-dinner drink no matter where he goes. About the size of an overnight case, it's fitted with 4 gold rimmed glasses, 4 stirrers, paper napkins, beer and bottle opener, recipe cocktail shaker, jigger, and space for two bottles. Has washable red lining.

**\$21.95** ppd.

Any case can be personalized with 2 or 3 initials at no extra cost.

No C.O.D.'s, please.

**WALES LUGGAGE CORP.** Dept. HB-12, 540 Madison Avenue, New York 22, N. Y.

**HAND CARVED in INDIA**

Only the age old art of India could bring to you the true grace of the majestic crane to embellish the finest room setting. Intricately carved of durable water buffalo horn on fine rosewood base. Beautiful in either pose, outstanding as a pair. 16" from base to beak. Either pose \$7.95, pair \$15.00. Postpaid. Specify pose or pair.

**MIPHISTAN IMPORTERS**  
119 East Hennepin Ave., Minneapolis 13, Minn.

**A Wee Bit Of Scotch**

Scotland inspired this charming Thistle Set. The wispy thistle is beautifully reproduced in hand-wrought sterling... an enchanting gift. Pin and earrings are \$2.75 each, and the bonnie bracelet sells for \$6.50. Complete set only \$10.00. Matching necklace with thistles encircling neck (not shown), \$9.00. Buttons \$1.25 each. Men's Tie Clasp or Cuff Links ea. \$5.00. Set \$9.00. Cuff links suitable for women.

Gift-boxed. Tax included; postpaid U.S.A.

**The Jamaica Silversmith**  
79-32 164th Street B-12 Jamaica 2, N. Y.  
10 Years of Mail Order Service

**WALL-SIZE WORLD MAP**

in full color \$1

**SPECTACULAR VALUE**

Giant-Size, up-to-the-minute, 12 sq. ft. World Map shows every corner of the Earth in explicit, colorful detail. Names nations & cities. See Global strategy at a glance. Used as a briefing backdrop by govt. & news reporters. Heavy duty stock. Same size map U.S. also \$1.

**Money-Back Guarantee**

**RADAK COMPANY, Dept. 312**  
505 Fifth Ave., New York 17, N. Y.

**EXTRA VALUE! 49-MAP WORLD ATLAS**

Book contains Full Color Panoramic Maps of all nations and continents. Double-page spreads and large 9 1/2 x 12 1/2 pages show magnificent detail with areas & populations. Only \$1 ppd.

**New LAP TABLE**

Work in the comfort of your favorite easy chair! 18" x 30" table top rests firmly on the arms of chair and can be pulled up snugly to you. Adjustable, ideal for writing, needle point, crocheting, reading, painting, cards, puzzles, TV table, handicrafts. Choice of Mahogany stain with red leatherette top or Lumed Oak stain with gold fleck gray top.

**OVER 20,000 GIFTS AVAILABLE**

- UNFINISHED WOOD ITEMS TO DECORATE Trays, Susans, Buckers, Plates, Etc.
- CRAFT & COPPER ENAMELING SUPPLIES
- PATTERNS, BRUSHES & PAINTS

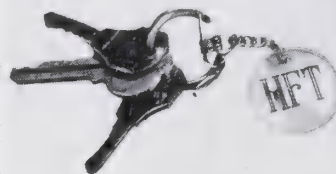
Send 10c for catalog, refunded on your first order

**House of Woodenware**  
3408 HOLTON MILWAUKEE, WIS.

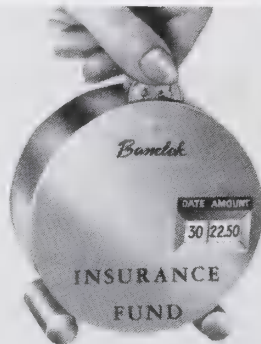
**\$3.98** POSTPAID



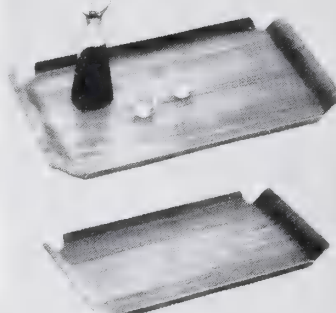
# WINDOW SHOPPING



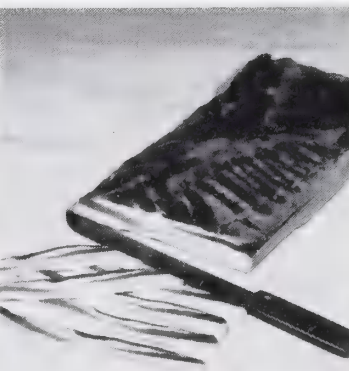
**MEDAL OF HONOR** is awarded to a fine key chain which dangles a Mother-of-Pearl medallion, has lots of style, and is importantly monogrammed. If you hurry, you can order this for your roommates, sorority sisters and lots of women on your list. 1 medallion with key chain is \$1.25 ppd. Handy Labels, 20 Jasperwood Bldg., Culver City 3, California.



**SOCIAL SECURITY FUND \$2!** Don't wait until you're 65 to insure your future. Start now and save with an Insurance Fund Calendar Bank. Each quarter deposited will change the date, record the amount saved and bring you closer to a retirement fund. Plain ivory plastic or with "Insurance Fund" in gold lettering. They're \$2 each, 3 for \$5.75 ppd. Leecraft, Dept. HB1, 300 Albany Ave., Brooklyn 13, New York.



**THEY WEAR WELL.** The more you use this tray, the better you like it. It has an integrated handsomeness in design of which you never tire. Imported from Sweden, and made of teakwood or walnut, it measures 22" x 13" is alcohol-proof; and if you order several, they stack together for compact storage. \$10 each, ppd. Horst Gunther, 60 Northeast 39th St., Miami 37, Florida.



**REAL GOOD BACON.** Any resemblance between Amana Bacon and the commercial variety is non-existent. Only choice lean sides from prime Iowa hogs are selected. Then it's sugar-cured and hickory-smoked, unhurriedly according to Old World method. And the result is monumental. What's more, it keeps without refrigeration! Slab of about 8 lbs. \$8.50 ppd. Amana Society Meat Dept., Amana 4, Iowa.



**HANDS UP FOR 3-IN-1.** A new cleaning cloth removes grease, dust and ink—is imported German ingenuity at its best. The present perfect for skilled mechanics or laborers, a cloth treated with cleansing solvent comes in a plastic box which slips into a smart leather case to tuck into his back pocket. \$2.95 ppd. John Jarrell, Inc., 84 Broad Street N.W., Atlanta, Ga.



What Every Golfer Wants

One dozen personalized Titleists in handsome gift case **ONLY \$14.85**  
Also in 1/2 dozen cases (no personalizing) at **ONLY \$7.60**

**TITLEISTS**  
Personalized in Gorgeous Gift Case.

THE MOST POPULAR BALL in big time competition with amateurs and pros alike for seven years.

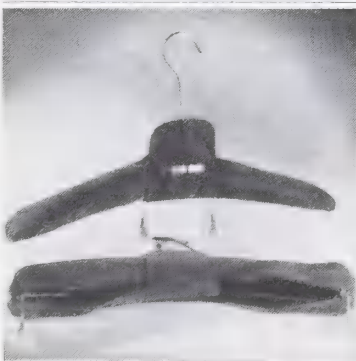
PACKED IN GORGEOUS GIFT CASE — sturdy, deluxe leather-like case in rich hunter green stamped in gold at no extra charge!

OWNER'S NAME ON EACH BALL! All you have to do is print the name (no more than 18 letters and spaces) and send it to us with check or money order. No extra charge for personalizing.

BE SURE to give us the name of your golf club or course so the profit will be credited to your pro.

ORDER NOW to assure delivery in plenty of time for Christmas. Dept. HB-12, Acushnet Process Sales Company, New Bedford, Massachusetts.

\*Titleists 100's, Regulars, or Reds.



## PAMPER YOUR FURS

Keep your Furs in shape and safely protected on a "STYLES" cushioned Hanger padded with Foam Rubber. Covered with non-slip Suede they have two 7" zippered pockets to hold moth-flakes or sachet. Special constructed neck! Your golden initial makes it privately yours. Styles cushioned Hangers come with gold-trimmed hook and tassels. Colors: Mink-brown, soft gray, black, kelly-green or bright red. **MAKES IDEAL PERSONALIZED GIFT. \$3.50 postpaid**

Check or money-order. Money-back Guarantee.

**E. M. STYLES**

103 West 96th St. New York 25, N.Y.

## PERSONALIZED PLAQUES to be treasured forever

Beautiful, naturally colored wall plaques, each 10" in diam. Personalizing details are hand lettered in 22K gold, kiln-fired for permanence.

• Reverently designed blessing, the representation of Our Lord's face in delicately muted tones. A dignified decoration, personalized with family name. **\$3.98 ppd.**

• That moment to remember is captured on this realistic bride and groom plaque. Three-dimensional figures are moulded in bas relief. Inscribed with name and date of marriage or anniversary, ready to hang. **\$4.50 ppd.**

Orders shipped within 1 week of receipt.

Sorry, no C.O.D.'s.

Additional lettering—75c per line.

Please print names to be personalized.



**THE CAPTAIN'S COTTAGE** Dept. B-12, Box 217, R.D. 1, Rhinebeck, N. Y.

## PARASOL "What-Not" SHELF

Shelf-conscious about your bathroom? Give it a decorate shot in the arm with this pretty shelf. It's a fine show-off spot for perfume, bath salts, dusting powder, etc. Equally charming in the kitchen, foyer or guest room to display your prized figurines or a trailing green vine. Wonderful for gifts, too. Designed of sturdy metal in your choice of white, gold or satin black. 18" x 18" overall, with 2 shelves 4" deep x 18" long.

**Only \$3.95 plus 35c postage.**  
No C.O.D.'s please. Money refunded if not delighted.

Write for **FREE Gift Catalog.**

**Laurcel Gifts** Dept. H-12  
Box 312, Flushing 52, N.Y.

## Firestone Foamex FOAM RUBBER PILLOWS

- 16" x 16" large size
- 8 Decorator colors
- Smart Barkcloth
- Washable

Add decorator color-accents to your modern or traditional living room, bedroom, den, patio. Smartly-styled, soft, luxurious! Completely washable. Non-allergic virgin foam rubber. Guaranteed. Order now for Christmas. **2 for \$4.95**  
**\$2.95 each POSTPAID**

**3-WAY TV WEDGE FOAM RUBBER CUSHION**  
Smart barkcloth, zipper-covered, in colors above. Washable. Guaranteed. Postpaid. **\$9.95**

**FOAM-AZE CO.**  
Firestone Factory Distributor  
2365 Reading Road Cincinnati 2, Ohio



# MUSICAL FRUITS OF THE MOZART YEAR

CONTINUED FROM PAGE 26

<b>Concerto No. 25 in C (piano), K. 503</b> <i>Gieseeking, Rosbaud, Philharmonic Orchestra</i>	ANGEL
<b>Concerto No. 4 in D for Violin, K. 218</b> <i>Heifetz, Beecham, Royal Philharmonic</i> <i>Oistrakh, Ormandy, Philadelphia Orchestra</i>	VICTOR COLUMBIA
<b>Così Fan Tutte</b> <i>Schwarzkopf, Merriman, Von Karajan</i>	ANGEL
<b>Divertimento No. 11 in D, K. 251</b> <i>Reiner, NBC Symphony</i>	VICTOR
<b>Don Giovanni</b> <i>Busch, Glyndebourne Festival</i> <i>Siepi, Danco, Dermota, Corena, Krips</i>	VICTOR LONDON
<b>The Magic Flute</b> <i>Beecham, Berlin Philharmonic</i>	VICTOR
<b>The Marriage of Figaro</b> <i>Busch, Glyndebourne Festival</i> <i>Siepi, Gueden, Danco, Poell, Corena, Kleiber</i>	VICTOR LONDON
<b>Requiem, K. 626</b> <i>Walter, New York Philharmonic</i> <i>(Mozart's last work—unfinished)</i>	COLUMBIA
<b>Serenade "Eine Kleine Nachtmusik," K. 525</b> <i>Von Karajan, Philharmonic Orchestra</i>	ANGEL
<b>Piano Sonatas</b> <i>Gieseeking</i>	ANGEL
<b>Violin Sonatas</b> <i>Heifetz</i>	VICTOR
<b>Symphony No. 29 in A, K. 201</b> <i>Leinsdorf, London Philharmonic</i>	WESTMINSTER
<b>Symphony No. 35 in D, K. 385 ("Haffner")</b> <i>Walter, New York Philharmonic</i>	COLUMBIA
<b>Symphony No. 36 in C, K. 425 ("Linz")</b> <i>Walter, Columbia Symphony</i> <i>(An instructive album as it contains both the rehearsals and the performance)</i>	COLUMBIA
<b>Symphony No. 38 in D, K. 504 ("Prague")</b> <i>Leinsdorf, London Philharmonic</i>	WESTMINSTER
<b>Symphony No. 39 in E Flat, K. 543</b> <i>Szell, Cleveland Orchestra</i>	COLUMBIA
<b>Symphony No. 40 in G, K. 550</b> <i>Toscanini, NBC Symphony</i> <i>Walter, New York Philharmonic</i>	VICTOR COLUMBIA
<b>Symphony No. 41 in C, K. 551 ("Jupiter")</b> <i>Reiner, Chicago Symphony</i> <i>Toscanini, NBC Symphony</i>	VICTOR VICTOR

## FOR YOUR RECORD LIBRARY

A superb gift for yourself or for serious record-collecting friend would be the presentation of the monumental Archive Series produced in Germany and distributed in America through Decca records. So far it has reached a total of twenty-nine twelve-inch LP's, ranging over eight centuries of music. It is really a music library in itself. The most recent release includes a touchingly beautiful memorial service on the anniversary of Mozart's death, recorded in St. Ste-

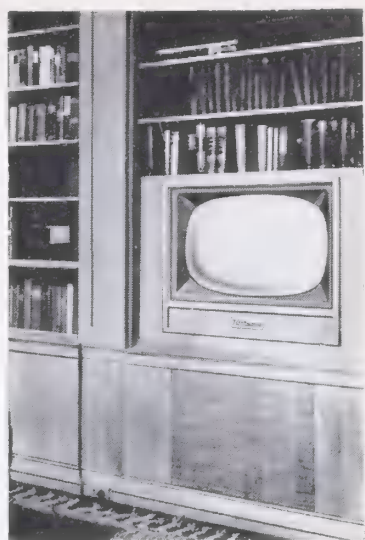
phen's Cathedral of Vienna. Contained in the service is Mozart's own *Requiem*, his last great work. In addition to these two records, there are three discs of Bach's *St. John Passion*.

The thoroughness, the authenticity and scholarship, the physical production and engineering techniques involved in the Archive Series are of the highest caliber. Fortunately, individual records of this huge undertaking may be purchased separately.

## Complement to Contemporary Living



You have Fleetwood Custom Television where you want it, how you want it... originality and beauty you'll love with television, so often the focal point of your home. The lazy luxury of chairside tuning can also be yours with Fleetwood's remote controlled model. Exclusive Definition Control tailors picture texture to your tastes... soft and diffused or hard and clear. Your Fleetwood may be connected to your Hi-Fi system.



*Fleetwood*® Conrac is the Canadian name for Fleetwood Custom Television Dept. D., Glendora, Calif.

Ask Any Dealer Listed Below for a Fleetwood Demonstration

Radio Parts & Equipment Co. 2317 Second Avenue South Birmingham 5, Alabama	Casey Hi-Fi Installation Corp. 205 West Englewood Ave., TEaneck 6-4200 West Englewood, New Jersey
Universal's Hi-Fi Emporium 4642 West Century Blvd., OR 4-5740, RI 9-5241 Inglewood, California	Buffalo Audio Center 161 Genesee Street, MO-1368 Buffalo 3, New York
Custom Sound 3687 Atlantic Ave., GARfield 4-1611 Long Beach 7, California	Chanrose Electronics, Inc. 170-16 Jamaica Ave., OL 8-2900 Jamaica 32, New York
California Sound Products, Inc. 7264 Melrose Ave., WEbster 1-1557 Los Angeles 46, California	Lafayette Rwt Corp. 100 Sixth Avenue, REctor 2-8600 New York, New York
Crenshaw Hi-Fi Center 107 Santa Barbara Plaza, AXminster 3-8201 Los Angeles 8, California	Leonard Radio, Inc. 69 Cortlandt St., CO 7-0315 New York 7, New York
Weingarten Electronics 7556 Melrose Ave., WE 5-5405, WE 6-3872 Los Angeles 46, California	Terminal Radio Corp. 85 Cortlandt St., WOrth 4-3311 New York 7, New York
Breier Sound Center 3781 Fifth Ave., CYpress 6-0173 San Diego 3, California	Sam Goody 250 West 49th St., JUDson 2-0735 New York 19, New York
House of Sight and Sound 14513 Victory Blvd., STANley 7-6961 Van Nuys, California	Sun Radio & Electronics Co., Inc. 650 Sixth Ave., OREGon 5-8600 New York 11, New York
David Dean Smith 262 Elm Street, UNiversity 5-1101 New Haven, Connecticut	Westlab Electronics, Inc. 2475 Central Ave., SPencer 9-6400 Yonkers, New York
Shrader Sound, Inc. 2803 M Street, N.W., ADams 4-4730 Washington 7, D. C.	Porter Engineering Company 619 Elm Street, DUNbar 1-4246 Cincinnati 2, Ohio
Burdett Sound & Recording Co. 3619 Henderson Blvd. Tampa, Florida	Custom Classics 13421 Euclid Ave., GL 1-0256 Cleveland 12, Ohio
Baker Fidelity Corp. 1140 Peachtree St. N. E., TR 5-2156 Atlanta 9, Ga.	The Pioneer Electric Supply Co. 2115 Prospect Ave., ST 1-9410 Cleveland 15, Ohio
The Golden Ear, Inc. 15 E. 16th St., ME 5-6421, Indianapolis, Indiana	Baker Communications 9 South 12th Street, HEMlock 3-3326 Allentown, Pennsylvania
108 Northwestern Ave., 2-2917, Lafayette, Indiana	Danby Radio Corp. 19 South 21st St., RITTenhouse 6-5686 Philadelphia 3, Pennsylvania
The Golden Ear, Inc. 610 South 3rd St., CLay 4531 Louisville, Kentucky	Radio Electric Service Co. of Pa., Inc. 709 Arch St., LO 3-5840, Philadelphia, Pennsylvania
Custom Electronics, Inc. 1215 So. Claiborne Ave., TWInbrook 1-5874 New Orleans 25, Louisiana	Also: Easton & Allentown, Pennsylvania
The Listening Post, Inc. 161 Newbury Street, COpley 7-7530 Boston, Massachusetts	Melody Shop 166 Pine, 4-4848 Abilene, Texas
Audio House, Inc. 19771 Conant at State Fair and Outer Dr., TW 3-3358 Detroit 34, Michigan	Home Music Associates 4518 North Central Expressway, TA 1026 Dallas 6, Texas
K-L-A Laboratories, Inc. 7375 Woodward Avenue, TRinity 4-1100 Detroit 2, Michigan	Wrye Co., Ltd. 2410 West Alabama, JA 3-7874 Houston, Texas
Audio King Co. 1827 East Lake St., PARKway 9-7451 Minneapolis 7, Minnesota	Olympic Engineering Co. 2008 Westlake Ave., EL 4650 Seattle 1, Washington
David Beatty Custom Hi-Fi & TV 1616 W. 13rd (Westport Rd.), JEFFerson 1-3110 Kansas City 11, Missouri	The Hi-Fi Center, Inc. 4236 W. Capitol Drive, UPTown 1-2113 Milwaukee 16, Wisconsin
The High Fidelity Showroom 6383 Claxton Road, PA 1-6500 St. Louis 17, Missouri	Maguire Electric, Ltd. 1430 Maguire Ave., 73401 Sillery, Quebec, Canada



For Free Booklet of Installation Ideas and complete information send coupon to any of dealers listed above  
©Conrac, Inc., 1956

Please send Fleetwood Booklet to:

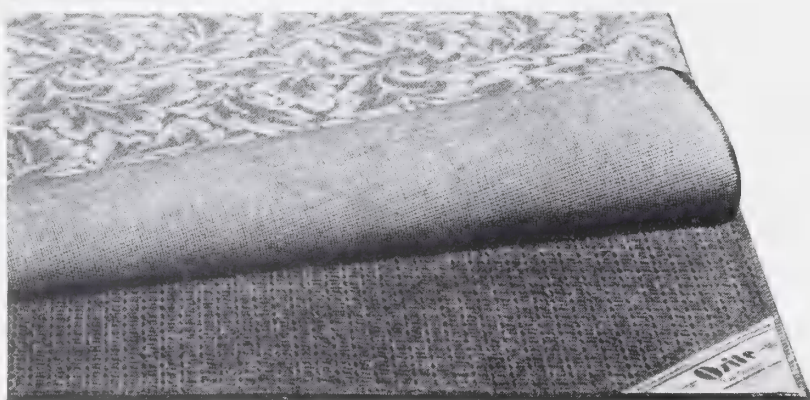
Name .....  
Address .....  
City..... State.....





**GENUINE**  
**OZITE**  
CARPET CUSHION

more than  
doubles  
the life  
of your  
carpets

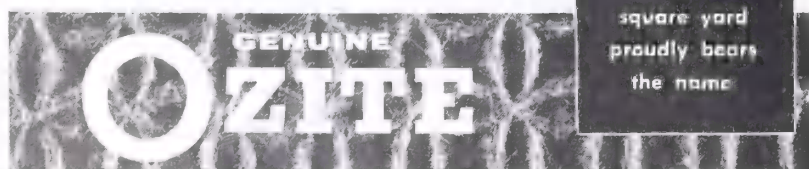


A century of stern craftsmanship has highlighted the fact that a carpet cushion can be either too firm to protect against the abrasion of footsteps, or too soft and spongy to absorb the impact of sharp heels.

The perfection of genuine Ozite is achieved through millions of interlocking hair fibers, scientifically measured to insure proper cushioning for your carpets.

Ozite readily absorbs impact, retains its resiliency under the heaviest traffic and remains springy for life.

For almost a century the makers of OZITE have been developing a master's skill in the selection and blending of the finest cattle hair, creating an excellence in quality which has made Genuine OZITE the standard by which all other carpet cushions are judged.



Every  
square yard  
proudly bears  
the name

## How to treble the glory of your Christmas decorations

*Set House Beautiful's decorations dancing  
in light and shadow with simple-to-use spotlights*

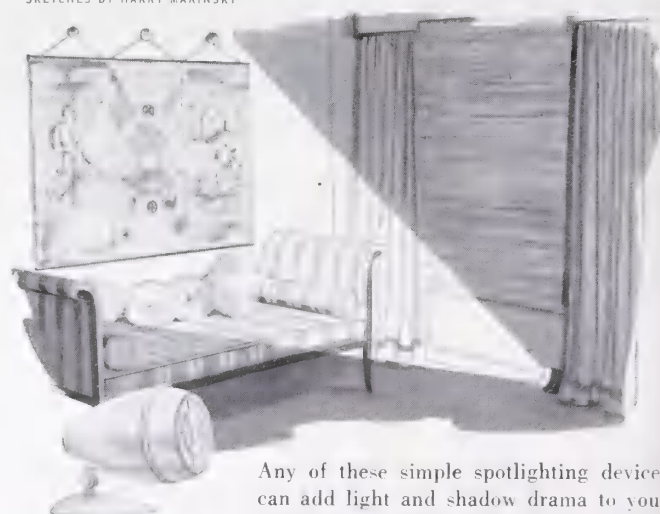


Use this portable "Streamline Fresnelite" by Century anywhere, but placed high on a shelf and played on hanging ornaments, it gives dramatic upper-room light. Use a 75-watt bulb. Costs \$18.



Clamp a photographer's spotlight on a central fixture and the source of your glamour lighting is practically concealed. Use a GE 75-watt spot, about \$1.10. Clamp-on unit from Walter Electric, \$1.49.

SKETCHES BY HARRY MARINSKY



Any of these simple spotlighting devices can add light and shadow drama to your rooms at any time. This one, encased in satiny spun aluminum, is Century's portable "Streamline Dramalite," costs \$10.50.



# IT'S WORTH MENTIONING

By JULIE POLSHEK

**Daystrom** 3-way serving cart with swivel-action top shelf at 90° angle pictured provides a bar; placing bottom shelf alongside top one creates a 36" x 30" table. Parallel alignment of top shelf and frame affords a conventional cart. Tubular metal frame; black, bronze or chrome. Matching metal-mesh basket. Shelves, 18" x 30", are a rugged plastic-laminate in simulated black ash, driftwood, birch or briar. \$44.95, from Bloomingdale's, N.Y.C.



For those seeking very special styling and quality in barbecue tools, Robeson's Barbecue Quartet is certainly it. The tools are solid stainless steel of extra-weight gauge; brass-riveted handles 13½ inches long, have round form that adds to their sleek beauty. Handle material, rugged densified wood, is wood-grain black; leather hangers. Handsome set costs \$19.95, gift-boxed. From Abraham & Straus, Brooklyn, New York.

Drawer pulls as beautiful as these work decorating wonders with even a commonplace chest or cabinet. Solid, extra-heavy brass, used to fashion the leaf, is hand-polished to rich luster; design interest is enhanced by curved bends that create three-dimensional quality and project top of pull for easy grasping. Available in 4", 5" or 6¾" length; \$2.65, \$4, \$5.40. Leaf pull is an "exclusive" of Lord & Taylor, Fifth Ave., New York.



FRED LERNER



Three-fold towel screen by Maxwell-Phillip provides an elegant and very functional appointment for bathrooms. Solid brass structure, polished to mirror finish, comprises square-formed frames 42" x 12" each, united top and bottom by hinge-action bars. Towel rods are also solid brass. \$110; in 2-fold size, \$75. Harvin vanity bench, painted wrought iron. \$20. Rack, bench, towels available from W & J Sloane, New York 16, N.Y.

(Please turn the page)

## Give her kitchen magic **KNAPP MONARCH**

### Multi-Speed Liquidizer



Speed for smooth fresh juice from the fruit in seconds.



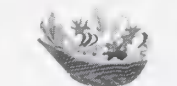
Speed to chop or puree family foods for baby.



Speed for cakes and frostings such as Pillsbury Kit® Cake.



Speed to chop or pulverize carrots and other vegetables for tasty salads.



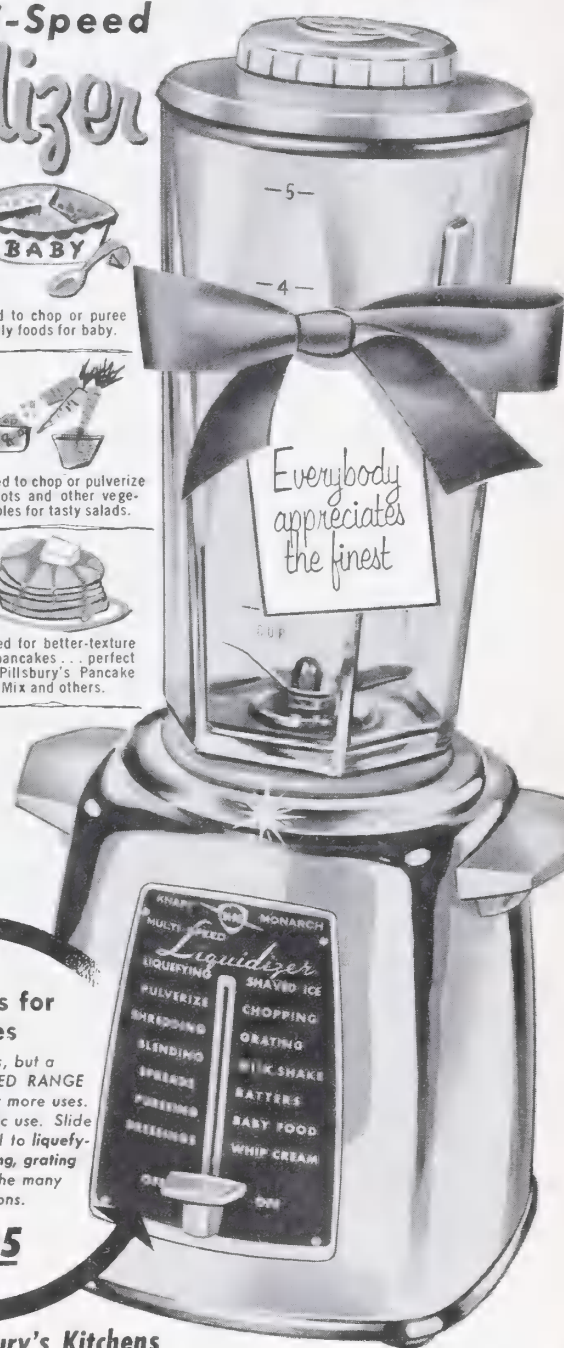
Speed for smooth, creamy mix to salad dressing.



Speed for better-texture to pancakes... perfect for Pillsbury's Pancake Mix and others.



Home Bartender's Favorite... Beautiful mixes... and it shaves ice cubes in seconds.



#### More Speeds for More Uses

Not just two speeds, but a COMPLETE MULTI-SPEED RANGE giving more speeds for more uses. A speed for each specific use. Slide the Dial-A-Speed control to liquefying, pulverizing, chopping, grating or to any other of the many liquidizer functions.

**\$49<sup>95</sup>**

Proven in Pillsbury's Kitchens

## You can bake at the table with

### **KNAPP MONARCH**

AUTOMATIC, ELECTRIC

#### Redi-Baker

Bake these famous Pillsbury Buttermilk Biscuits

or hot rolls right at the table. Has cooking and baking tray for meat loaves, etc.

**\$24<sup>95</sup>**

**KNAPP-MONARCH COMPANY**  
Saint Louis 16, Missouri

\*A Pillsbury Trade Mark

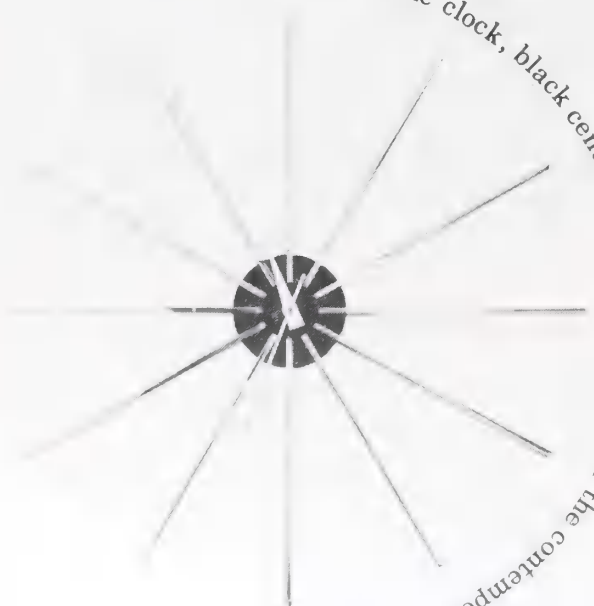




The sunburst clock in natural wood or colored finishes to accent your home. The original bubble lamp, a modern classic available in many sizes and shapes. The spoke clock, black center and chrome spokes for the contemporary interior.



The spoke clock, black center and chrome spokes for the contemporary interior.



Designed by George Nelson. Write Dept. H-56 for free brochure. Clocks and lamps on view at B. Altman & Co. in New York; Marshall Field & Co. in Chicago; J. L. Hudson in Detroit; Gump's in San Francisco; and Bullock's in Los Angeles.

**HOWARD MILLER CLOCK CO., ZEELAND, MICH.**

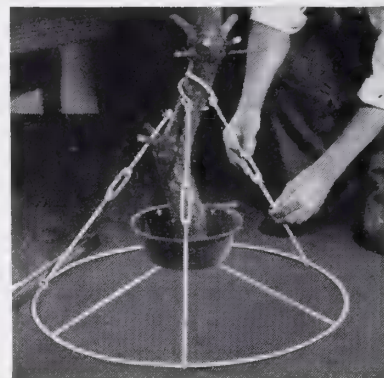
## IT'S WORTH MENTIONING

CONTINUED FROM PRECEDING PAGE



Use these hassock sectionals singly for room corners, in pairs for window seats; four form a 40-inch hassock usable sectionally for extra seating. Hardwood legs are satin-black with brass ferrules. Self-welted upholstery, filled with cotton-topped foam rubber, is elastic-back antique vinyl-calf; red, forest green, ivory, gray, blue. Each Babcock-Phillips sectional (24½" x 19" x 15" high) costs \$14.99. From Macy's, New York.

Best Christmas tree stand we've seen is this newcomer. Christmas Ease. Three guy rods with tree hook and adjustable turnbuckle hold up to a 10-foot tree, however it's shaped, under rigid tension. Mere turnbuckle adjustment plumbs up even a crooked tree. "Draw-down" tension of guy rod units makes steel stand tip-proof. Base, 24". \$4.95. Flameproof red cover available; \$1.25. From Davis, Box 106, Morgan, Pa.



One Alone set of Royal Dru-Iron from Holland supplies stove-to-table ware in types and sizes picked to fill both party and daily needs of onesome or twosome households. Group comprises 6½-inch skillet, 1¼-quart saucepan and casserole, 7-inch oval pan; all are porcelainized cast-iron suitable for cooking, baking, or broiling, and very decorative. Cocoa on yellow or 2-tone blue. Set costs \$19.95; from B. Altman & Co., New York 16, N.Y.

New party percolator by West Bend gives completely automatic brewing in 30- to 50-cup batches. Just stock percolator with ground coffee and water and plug electric cord into a convenient outlet. Thirty-cup brewing entails only 26 minutes. At end of brewing cycle, a low-heat element switches on to keep beverage hot for serving. Dispensing faucet adjusts for continuous or on-and-off pouring. \$39.95. Marshall Field's Chicago.



Newest thing in wall shelves is this plastic Modern-Maid unit, a one-piece mold of high impact Dow Styron. It's featherweight yet strong enough to support 25 pounds per shelf. The plastic is easily washed clean: rounded corners and removable shelf guards afford further cleaning convenience. Aqua, pink, yellow, white. Available in 2-, 3- or 4-shelf size (18" wide); \$2.49, \$3.49, \$4.79. From Dart Mfg. Company, Mason, Mich.



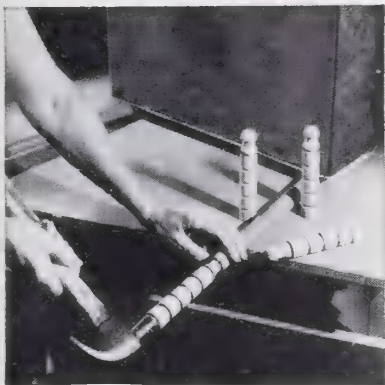


**Timbale** irons in holiday shapes are new. With these, or other In-A-Minit irons shown, just dip iron in sweetened or unsweetened batter, then into a deep-fryer. The crisp pastry shells stay fresh for days in an air-tight can; or freeze them for use any time. Bell, tree or star, 49¢; rosette or butterfly, 44¢; fish or 3-inch tart, \$1.19; 2-star canapé form, 59¢. Handles, 10¢ each. From In-A-Minit Grill, 757 Georgia, Brooklyn 7, N. Y.

**Just** attach Aero Swing-Grill to fireplace grate and you're set up for indoor barbecuing. A swivel action bracket at rear swings the grill (21" x 12") clear of firebed for safe food handling; swivel arm's frontal end fits into a bracket that adjusts grill height for heat control. You can use grill with charcoal pan supplied or over a log fire. Heavy-gauge steel construction throughout. \$15, from Bame, 210 East 52nd St., N.Y.C.



**Up-U-Go** Lifts make a youth chair of any chair that has hollow metal legs. Five notches sawed off one by one as child grows, adjust lift height for ages from 2 to 8 years. When need for youth chair has passed, just restore leg tips removed to install the lifts. Pounding the hardwood lift into place automatically cuts its neck to a precise fit that is lastingly wobble-proof. \$1.25 for 4. From Up-U-Go, Box 736, Laramie, Wyoming.



**Use** Dual-Sink-Tray in a single sink to create a double sink; or use it portably as a twin basin for dishwashing, laundering, vegetable preparation or the photography darkroom. Made of unbreakable, high-impact polystyrene, it withstands acids, bleaches, boiling water. Twin basins have elevated drains. Flanged top is 22 1/4" x 15 3/4"; base 18 1/2" x 13 3/4"; depth 6". \$7.95. Goodhousewares, 9353 Third St., Beverly Hills, Calif.



**Val-A-Rak** folding wardrobe supplies hanging accommodations for numerous coats or other garments plus shelf space 19" x 13". With hinged shelf down, Val-A-Rak becomes an attractive wall piece, size 19" x 12" x 3 3/4". Ideal in an entry hall for guests' wraps or for rainwear: in a guest room as an extra "closet." Finely made of hardwood: mahogany, walnut or blond finish. \$14.95, from Sherness Co., Minneapolis 8, Minn.

(Please turn to page 208)



## P A R M A

### Italian Provincial

From complete groupings of dining room and bedroom furniture in choice of light fruitwood, amber or osborne grey finishes. At better furniture and department stores. Send 10 cents in stamps or coin to Dept. B12 for booklet.

**UNION-NATIONAL, INC.**  
JAMESTOWN, N. Y.



## Sleepy Hollow

Harwinton 5-drawer chest from the Sleepy Hollow bedroom group. In metropolitan New York at W. & J. Sloane, and at leading stores throughout the country. Send 2-cent stamp to Dept. 12B for booklet.

**BURNS**  
CASE GOODS CORP.  
JAMESTOWN, N. Y.

Subsidiary of  
UNION-NATIONAL, INC.







FRITZ HENLE

S. S. Mauretania cruising into winter summertime at St. Thomas

## How to leave home and like it

By MARION GOUGH



Mighty island music of the steel band.



A Martinique lady takes her hen to church.



Rose Hall, grandiose relic of 18th-century plantation days. Montego, Jamaica.



Chicly coiffed fruit vendor meets ship at St. Lucia.

There is a West Indian proverb that says, "If crab no walk, he no see nutting." You can interpret this pungent bit any way you've a mind to, but we consider it one of the soundest truisms for travelers that was ever uttered. Because, no matter where you go, it's surprising how much you can miss of the understanding and enjoyment of a place, simply by not getting out and poking around for yourself. By a coincidence, this saw seems to apply particularly to American cruisers to the smaller, less familiar islands of the Caribbean, where cruise ships put in for a few hours, which time the tourists are likely to kill in the local pub or bargaining for baskets. In the past, at least, it has always seemed to us that most cruisers returned from such outings with adequate suntans, some rather racy reports about the night of the captain's dinner, but nearly as ignorant of where they'd been as if they'd spent two weeks locked up on a Staten Island ferry boat. Yet this is one of the most bewitching regions in the world, a great sea of Bali H'ai-type islands, lushly tropical and usually crowned with mysteriously haze-veiled (Please turn to page 116)

*Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies and hotels.*





**Wamsutta®** to all...and to all a good-night!



*If it's Wamsutta Supercalé® . . . it's a wonderful gift! Whether it's the modest remembrance of a pair of Supercalé pillow cases . . . or a whole new aura for her bedroom with a set of Supercalé "Flower Bed" prints, it's a gift that spells luxury . . . a gift to be treasured! Be sure to see all the delightful Wamsutta Supercalé gift suggestions in your favorite linen store . . . check off your Christmas list with Wamsutta . . . the luxury that's never an extravagance!*



CONTINUED FROM PAGE 114

here is where you can buy

TUXOR  
1980

towels by MARTEX

(Large bath size, 27" x 50", about \$4. Matching bath rugs from \$5.)



Allentown, Pa. .... Hess Bros.  
Ardmore, Pa. .... James A. Ritchie  
Asbury Park, N. J. .... Steinbach Company  
Baltimore, Md. .... Hochschild Kohn & Co.  
Berkeley, Cal. .... J. F. Hink & Son  
Birmingham, Ala. .... Loveman's  
Boston, Mass. .... Wm. Filene's Sons Co.  
Boston, Mass. .... Howell Brothers Inc.  
Boston, Mass. .... Makanna, Inc.  
Boston, Mass. .... R. H. Stearns Co.  
Boston, Mass. .... R. H. White's  
Bridgeport, Conn. .... D. M. Read Co.  
Brookline, Mass. .... Colten's  
Brooklyn, N. Y. .... Abraham & Straus  
Buffalo, N. Y. .... Flint & Kent  
Burlington, Vt. .... Abernethy, Clarkson,  
Wright Inc.  
Carmel, Cal. .... Putnam & Raggett  
Charleston, W. Va. .... Woodrum's  
Charlotte, N. C. .... Belk Bros. Co.  
Chicago, Ill. .... Carson Pirie Scott & Co.  
Cincinnati, Ohio .... Gattle's  
Cincinnati, Ohio .... The John Shillito Co.  
Cleveland, Ohio .... The Halle Bros. Co.  
Cleveland, Ohio .... The Higbee Company  
Cleveland, Ohio .... The May Company  
Cleveland, Ohio .... Sterling-Lindner-Davis  
Denver, Colo. .... Daniels & Fisher  
Denver, Colo. .... Neusteter's  
Des Moines, Iowa .... Yonker Bros.  
Detroit, Mich. .... The J. L. Hudson Co.  
Detroit, Mich. .... The Linen Closet  
Detroit, Mich. .... Moseley's  
Englewood, N. J. .... Craig Dry Goods  
Eugene, Oregon .... Russell's  
Flint, Michigan .... Herbert N. Bush, Inc.  
Fort Worth, Texas .... The Fair  
Germantown, Pa. .... George Allens  
Grand Rapids, Mich. .... Paul Steketee & Sons Co.  
Harrisburg, Pa. .... Pomeroy's, Inc.  
Hartford, Conn. .... G. Fox & Co.  
Houston, Texas .... Joske's of Houston  
Houston, Texas .... Sakowitz Bros.  
Indianapolis, Ind. .... L. S. Ayres & Co.  
Indianapolis, Ind. .... The Wm. H. Block Co.  
Jacksonville, Fla. .... Furchgott's  
Jamaica, N. Y. .... B. Gertz & Company  
Los Angeles, Cal. .... Barker Bros.  
Los Angeles, Cal. .... Bullock's-Wilshire  
Los Angeles, Cal. .... Coulter's  
Los Angeles, Cal. .... Grande Maison de Blanc  
Los Angeles, Cal. .... I. Magnin & Co.  
Los Angeles, Cal. .... Robinson's  
Menlo Park, Cal. .... A. S. Stevens  
Miami, Fla. .... Burdine's  
Milwaukee, Wisc. .... T. A. Chapman Co.  
Milwaukee, Wisc. .... Gimbels  
Minneapolis, Minn. .... Dayton's  
Minneapolis, Minn. .... L. S. Donaldson Co.  
Minneapolis, Minn. .... Gordier Linens  
Minneapolis, Minn. .... Krey's Linens  
Minneapolis, Minn. .... Sam Sloan Co.

Newark, N. J. .... L. Bamberger & Company  
New York, N. Y. .... B. Altman & Co.  
New York, N. Y. .... Bloomingdale Bros.  
New York, N. Y. .... Fertig's Fifth Avenue  
New York, N. Y. .... Mosse, Inc.  
New York, N. Y. .... Stern Bros.  
New York, N. Y. .... John Wanamaker  
(Liberty Street)  
Norfolk, Va. .... Rice's  
Norwich, Conn. .... Reid & Hughes Co.  
Oakland, Cal. .... Kahn's  
Oakland, Cal. .... I. Magnin & Co.  
Oklahoma City, Okla. .... John A. Brown Co.  
Omaha, Nebraska .... J. L. Brandeis & Sons  
Orlando, Fla. .... Dickson & Ives, Inc.  
Philadelphia, Pa. .... Strawbridge & Clothier  
Philadelphia, Pa. .... John Wanamaker  
Pittsburgh, Pa. .... Gimbels  
Pittsburgh, Pa. .... Kaufmann's  
Pittsfield, Mass. .... England Brothers  
Portland, Maine .... Porteous Mitchell & Braun  
Portland, Oregon .... Meier & Frank Co.  
Portland, Oregon .... Olds & King  
Providence, R. I. .... The Shepard Co.  
Reading, Pa. .... C. K. Whitner Co.  
Richmond, Va. .... Miller & Rhoads  
Ridgewood, N. J. .... The Jay Store  
Ridgewood, N. J. .... Ridgewood Hardware Co.  
Rochester, N. Y. .... B. Forman Company  
Rockford, Illinois .... D. J. Stewart & Co.  
Sacramento, Cal. .... Weinstock Lubin  
St. Louis, Mo. .... Famous-Barr Co.  
St. Louis, Mo. .... Scruggs-Vandervoort-Barney  
Salt Lake City, Utah .... Z. C. M. I.  
San Angelo, Texas .... Cox-Rushing-Greer  
San Antonio, Texas .... Joske's of Texas  
San Diego, Cal. .... The Marston Company  
San Francisco, Cal. .... City of Paris  
San Francisco, Cal. .... Lenore  
San Francisco, Cal. .... Macy's  
San Francisco, Cal. .... I. Magnin & Co.  
San Francisco, Cal. .... Scheuer Linens  
San Francisco, Cal. .... Raphael Weill & Co.  
San Jose, Cal. .... Hale's  
San Mateo, Cal. .... Levy's  
Savannah, Georgia .... Leopold Adler Co.  
Schenectady, N. Y. .... H. S. Barney Co.  
Syracuse, N. Y. .... Dey Brothers & Co.  
Syracuse, N. Y. .... E. W. Edwards & Son  
Topeka, Kansas .... Crosby Bros., Inc.  
Tucson, Arizona .... Levy's  
Washington, D. C. .... Julius Garfinckel  
Washington, D. C. .... Woodward & Lothrop  
Waterbury, Conn. .... Bedford, Inc.  
White Plains, N. Y. .... Berne-Marling  
Wichita Falls, Texas .... McClurkin's Inc.  
Youngstown, Ohio .... The G. M. McKelvey Co.  
Youngstown, Ohio .... The Strauss-Hirschberg Co.  
Havana, Cuba .... Solis, Entrialgo & Co.  
\*Available at main store and branches.

Prices slightly higher outside the United States

mountains, and full of intriguing peoples and colorful mores. Each has its own personality with a rich and romantic history that was frequently connected with our own in the early days, when the Indies were great trading centers and pirates roamed the Main. It's also an area that is changing fast, with new hotels starting to spring up everywhere and new air and ship routes constantly making it easier for travelers to visit these islands, which were formerly considered a little off beat. Now that the 10 per cent federal tax on transportation has been repealed, 50,000 cruise-ship passengers and astronomical numbers of air-borne travelers are expected to visit the Caribbean islands this winter. Some will settle down and stay for a while. Some will charter schooners and pursue their own itinerary, floating around the tropical waters, dropping anchor wherever their fancy moves them. If you're going to be one of them, we refer you to our proverb. And for your benefit, we've consulted our own memoirs and rounded up a few pertinent reports by some recently returned and friendly crabs who *have* walked and *have* seen something. For more detailed information write: The Caribbean Tourist Association, 475 Fifth Ave., New York 17.

### Spice Island, B.W.I.

If you go to Grenada, they tell us, there's a superior guide and driver called Godfrey Lorainley who has the glad-hand characteristics of a Jimmie Walker, but who knows the splendid, mountainous little spice island like no one else. Scenery is what the island has most of, besides cloves, cinamon, nutmeg and sapota, a nut-like rather almond-flavored fruit, which gives a good flavor to sweet foods. ("For de cakes, milady," one of the natives explained to us.) Sometimes the natives pick the spices by the branch to sell to tourists, so you can lay in a nice fresh spice supply, right off the tree. The steep and tropical forest drive up 2,000 feet to the Grand Etang, a 13-acre lake in the crater of a defunct volcano, is really worth the effort. Grenada's big town is St. George's, one of the prettiest harbors in the Caribbean, with red-roofed houses climbing the steep mountain. For native handcrafts, usually of straw, pay a visit to the Self-Help Store (where we acquired our proverb book). Here

you can also investigate the novelty of guava cheese, a sweet, sugar-gritty confection made of the guavas that grow wild around there, along with the hibiscus and bougainvillea and all the other flashy flora that's a standard backdrop wherever you go in the Caribbean.

There's good swimming, beautiful sand and water like liquid aquamarine at Grand Anse Beach, a few minutes from town. And the pretty pink and well-run little Santa Maria Hotel has a made-to-order terrace overlooking the sea, town and the lagoon-harbor. It's nice to sit here at sunset with a rum punch at hand after a day of driving, swimming and roaming through town. If you stay in Grenada for any length of time, you can be given the courtesy of guest membership in local golf and social clubs. And be sure to take a trip in a schooner to the little outlying islands called the Grenadines.

### Through the Supermarket

Barbados is a sort of re-creation of England on a tropical beach and, curiously enough, its social goings-on and night life are conceded to be the giddiest in all the British West Indies. (At nightclubs, like the Club Morgan, you pay for each drink as you get it, promptly tear the chit in half, spend the evening in a pile of confetti.) Bajans, as the people here call themselves, are particularly addicted to the steel band, that omnipresent West Indian orchestra made up of resonant oil drums and garbage cans activated by exuberantly rhythmic native hands. (Cook has a recording of it.) There's a bigger and better supply of the traditionally worth-buying British goods here than in the neighboring islands—Liberty silks, china, do-skin (both that sportin' kind of chamois-color cloth and the gloves). Sam Lord's Castle, a combination hotel and museum of early plantation days, is something worth a visit. So is beautiful Crane's Beach, where there is a typically good Barbados hotel.

But, after a sunny morning on the town in Bridgetown, we're told that the most amusing way to cool your throat and indulge yourself with an excellent lunch is to drop into the Flying Fish Club. Only you don't just drop in off the street. You have to go through a supermarket, located on the main street near, believe it or not, Sober Alley. (Please turn to page 196)





# M

# A R T E X

# LUXOR 1960

A name that's simply synonymous with the sumptuous touch in towels. Famed today as the luxury towel of tomorrow, this classic terry-de-luxe by Martex is loomed for added loveliness, now, with the finest of combed cotton yarns. Lavish in size . . . in silky-piled thickness . . . Luxor 1960 makes bathing a delicious business, makes it a practical pleasure to pay the slightly higher price for such enduring beauty. (About \$3.75 at stores listed opposite.) In 16 luscious shades—some sparkling clear, some subtly muted—plus snow-drift white. Ensemble any of these with magnificent matching Martex bath-mats. Martex, 65 Worth St., New York 13.







## A life of your own, a fine china of your own— Lenox Wyndcrest

Most of the happy times of your life will very likely be lived with beautiful Lenox China. Parties, happy holidays, and wonderful hours of day-in, day-out fun.

Wyndcrest is as young and exciting as your fondest daydreams! Modern and new as tomorrow. And when it comes to durability—Lenox is an all-out miracle! Although Lenox

looks translucent as a moonbeam, it really has magnificent strength. Ordinary "compromise china" just can't hold a candle to lovely Lenox.

Is it any wonder that royal palaces in far-off romantic places, and our own White House here at home, choose Lenox?

No wonder at all. And if you're young and modern, so will you!

**"WYNDCREST"** 5 piece place setting includes dinner, salad or dessert, butter plates; cup and saucer; \$19.95. Single pieces are also available. Pepper Mill Set \$15.95. Most stores have convenient budget plans. The "Wyndcrest" pattern is copyrighted.

For name of your dealer, pattern-price leaflets in color, and informative "Reference Book of Fine China," send 25¢ to: Lenox, Inc., Dept. M-88, Trenton, N. J.

# LENOX CHINA





Four pairs of Golden Baroque Flat Scrolls combine to frame and scutcheon a doorway at Lee L. Woodard Sons, cost \$13

*Presenting House Beautiful's Many-Splendored*

# Christmas Collection

With pleasure we invite you to feast your eyes and imagination on  
our Third Annual Edition of Christmas Decorations, brilliantly designed to give  
your house the magnificence this lavish season deserves



## House Beautiful's Third Annual Collection of Christmas Decorations

In splendor, elegance and versatility, we believe our decorations for Christmas 1956 exceed even the collections we created for you in 1954 and 1955, although all are usable with each other. Here's a wardrobe of dramatic ornaments, from wall decoration to place mats, so integrated in color and design, so adaptable and easy to work with, you can be sure of a magnificent effect in any room.

Most important, these 29 correlated, well-scaled trimmings let you apply the same principles of good design to your Christmas frivolity as you do to your "serious" decoration. They are simple elements, created specifically so that with a minimum of fuss you can play up the architecture and furnishings of your rooms. Their dominant color is gold-gilt, its rich gleam usable everywhere. Made of foil cardboard or plastics, they fold flat or roll up for year-to-year storage. They were executed by Austen Displays, Inc. All are described on these 17 pages, with a wealth of ways in which they can bring new splendor and brilliance to the lavish old season.

*For a countrywide list of stores where our Many-Splendored Decorations are sold, see page 171.*



**Golden Baroque Filigree Flat Ornaments** are firm scrollwork cutouts of cardboard, covered front and back with shining gilt foil. They are especially designed to be used on flat surfaces—to frame doorways, windows, mirrors, for instance. Composed in groups of two or four, with their straight edges joining, they create brilliant escutcheons to be placed flat against walls or doors. The pieces have concealed "slots" from which ornaments may be hung in the open-work. They come in pairs, in two sizes: 9" wide x 24" long, \$1.50; 13" wide x 36" long, \$3.25.

**Clear Plastic Prisms**, as elegantly shaped as cut-crystal chandelier drops and many-faceted to refract light, are designed to hang on the gilt ornaments or to add sparkle anywhere. They come by the dozen, in two sizes, hanging wires included. 3" long, \$1.25; 6" long, \$2.

EMILY MALINO, DECORATOR



Scale room mirror with Golden Baroque Flats. Two large Flats form pediment; two small ones form sides. Total cost of set brilliant. \$4.75.

PHOTOGRAPHED AT DUNBAR FURNITURE CO.



You can turn the corner of an abutting wall with a scintillating scone created by one large and one small Fan-out of Golden Baroque Flats (described on page 125). Excluding balls, cost is \$9.50.

HOME OF MR. AND MRS. W. W.



Build up a mantel wall with a gleaming cartouche of two large and two small Baroque Flats, two Golden Ropes and greenery. Totals, \$25.25.





Two small four-way Golden Baroque Fan-outs, one hung upside down, compose a fountain of glitter. Without balls, such radiance totals \$7.

Glowing with golden highlights and crystalline shimmer, centerpiece is a Four-way Fan-out, inverted like a tree, dripping with 24 long and short prisms, and set on two pairs of large Baroque Flats. A small Fan-out, similarly prism-hung, makes a wall sconce. (Details of tableware on page 171.) Trimmings, \$22.50.



Decked with six dozen Prisms, two large Fan-outs become glorious table trees. A third gleams like a chandelier. No ordinary trinkets produce such splendid splash for \$27.75.

ALL PHOTOS BY EZRA STOLLER UNLESS OTHERWISE NOTED



Sure-fire trick is to integrate trimmings with architecture. Doorway suggests lacy lambrquin of four large Baroque Flats. Scutcheon of Flats glamorizes a door. Total, \$11.25.





HOMES OF THE FUTURE

### Christmas Decorations *continued*

High-key drama is yours simply by adding our decorations to existing architecture and furnishings. Cover a window with "Stained-glass" Plastic Panels and you have a jewel-like play of light, night and day. Or glorify a plant stand with a Golden Rope.





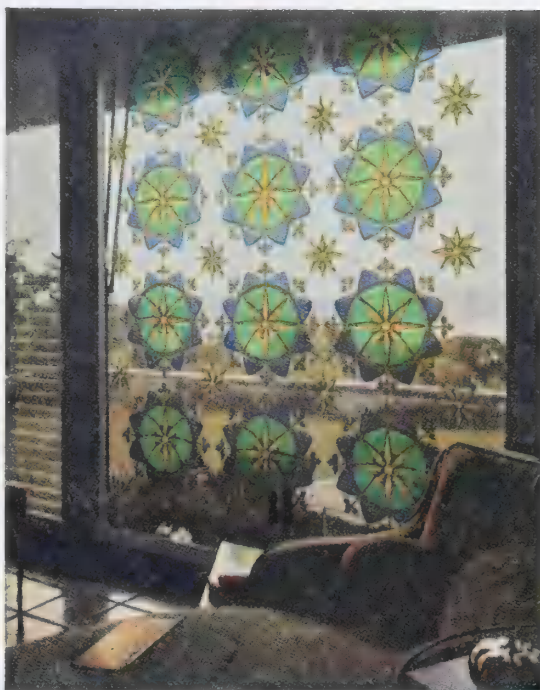
"Stained-glass" Plastic Panels are squares of clear acetate plastic patterned in a Gothic motif of sapphire blue, emerald green, topaz and gold, like the fabulous rose windows of 13th-century cathedrals. Simply applied with cellulose tape, they can transform any clear glass or light-diffusing surface into a richly glowing, jewel-like mosaic of color. Panels can be joined in a continuous pattern or motifs may be cut apart and recomposed. Four 5" squares, \$2; 20" ■ 20" squares, each \$3.50.



Golden Ropes are glittering two-yard lengths of twisted gold-gilt 2½" in circumference, finished at each end with a sumptuous 9" tassel. As a swag or bowknot, a single rope can be spectacular. Two-yard tasseled rope, \$10. By the yard, \$1.75. Tassels, each \$3.25.



A series of large "Stained-glass" plastic squares creates a mosaic-like dado along a stairway and around a hall. All this Christmas grandeur stores in flat pile.



On windows, "Stained glass" panels are brilliant ornament, day and night, indoors and out. Daylight diffuses jewel color into a room. By night, inside lamplight casts a cathedral-like glow outside.

HOME OF MR. AND MRS. W. W. SIMPSON



Here and at left, see the variety of effects you can get with "Stained-glass" panels. Small stars and circular patterns were cut out of 5" squares.



A glamorous stairway is an easy matter of green festoons, lashed with Golden Rope, punctuated by Starbursts and Half-Spheres described on page 127.

PHOTOGRAPHED AT DUNBAR FURNITURE CO.



When our Spiral-Center Starbursts are hung free, they move and shimmer like mobiles, and give you the added decorative bonus of shadow play. Used flat, they pattern a surface with rays of gold light.

PHOTOGRAPHED AT CASSARD AND WALKER, INC.



This effulgent wall treatment is simplicity itself—two Golden Ropes, each swagged from a Starburst. As fasteners, use fine metal-topped pushpins.



## Christmas Decorations *continued*



Golden Scrolls, three magnificent hanging panels, reminiscent of kakemonos, give a wonderfully rich effect for least effort. Hang a Scroll and the whole room sings with splendor. Designed by Marion Dorn, they are silk-screen prints in rich blues and greens on cloth-backed gold-foil paper. Colors correlate with our "Stained-glass" Panels and Half-Spheres. Two are triumphal **Golden Angels**, one facing right, one left. The third, a romantic geometric called **Golden Star Mosaic**, composes as a center panel. All hang singly or in groups. 26" wide, 5' long, with gilded wood dowels top and bottom. They store rolled in cardboard tube. Each \$12.50.



C. EUGENE STEPHENSON DECORATOR

Our three Golden Scrolls, hung like a triptych, might be all the ornament a room needs. The set of three will make a wall of dominant beauty. Set, \$37.50.

PHOTOGRAPHED AT CASSARD AND WALKER, INC.



Above a congenially scaled piece of furniture, a single Golden Angel Scroll "builds up" the piece as it brings you. Half-Spheres add color.

PHOTOGRAPHED AT DUNBAR FURNITURE CO.



Three Golden Star Mosaic Scrolls create a geometric textured wall in a tailored room where the pictorial Angels might not be as appropriate. Scrolls are fine enough to be year-round decoration.

PHOTOGRAPHED AT DUNBAR FURNITURE CO.



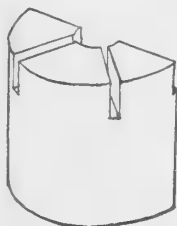
Two Golden Angel Scrolls, hung in good relationship to the scale and shape of a love-seat, prove that effective holiday trimming depends on sound decorating principles.





**Golden Baroque Filigree Four-Way Fan-out** is a linking-together of four Golden Baroque Filigree Flats, creating a versatile ornament which may fan out fully or part-way. Hang it like a wall sconce, with two wings flat to the wall, the other two extending like candelabra branches. Or hang it fully open like a chandelier. Turned upside down on its wide end, it becomes a glittering Christmas tree. Its identical Baroque curves compose easily with Flats in limitless arrangements. Like Flats, it

is tough cardboard, covered in gilt foil. Wings, with cut-ins to hang ornaments, are linked by rings. Two sizes: 18" diameter by 24" high, \$3.50 each; 24" diameter by 36" high, \$6.



**Green Holder**, of green foam plastic, is not an ornament but an ingenious accessory, designed to be used with Fan-outs as a holder for foliage. Simply jab stems into the plastic. Notches fit the Fan-out wings, keeping them firmly spread out. It is 4" high, 3 1/2" wide, each 50¢.

See the versatility of our Fan-outs. A pair of small ones at each side of an entryway are joined, one upright, the other upside down, and collared with a wreath of glitter balls and greens, stuck in a Green Holder. Doormat is a half-moon of American arbor vitae branches, studded with Norway spruce.



Enhance the architecture of a picture window by framing it in an outline of Golden Baroque Flats, like a canopy of gilded lacy metalwork. Central ornament here is a Golden Baroque Fan-out, two of its wings lined up with the Flats, the other two opened out like the arms of a sconce. Pine boughs spray out from a Green Holder.

PHOTOGRAPH BY WILLIAM HOWLAND



On our cover, the dazzling gold and crystal "chandelier" is a Fan-out hung by Golden Rope lavishly sparkled with 48 Plastic Prisms. All this, without Rope \$12.50.

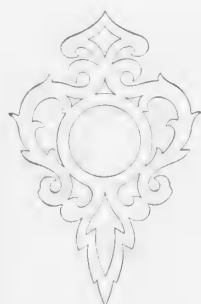
*Please turn the page*



## Christmas Decorations *continued*



**Place Mats and Coasters** of Golden Baroque Filigree have the same design feeling as all our gold-foil cardboard ornaments, so you can integrate table settings with the over-all trim of the house. Dinner plate and glass rest on the inside rim of the open-centered mats are framed in scrolls. Surfaced in gilt on one side, they can be used many ways. Mat, 11" x 16"; coaster, 5" x 6"; in bags of 4 sets. Each bag, \$2.80.



**Pendant** of Golden Baroque Filigree is an endlessly useful, open-center medallion of extravagantly scrolled cardboard, covered in gilt foil on both sides. Its cartouche shape, usable upright or upside down, suggests itself as a bold background for greens, glitter balls, Half-Spheres as a bright "catch" for swags or as table glitter. 16" wide x 24" high, each \$1.50.

WILLIAM HOWLAND



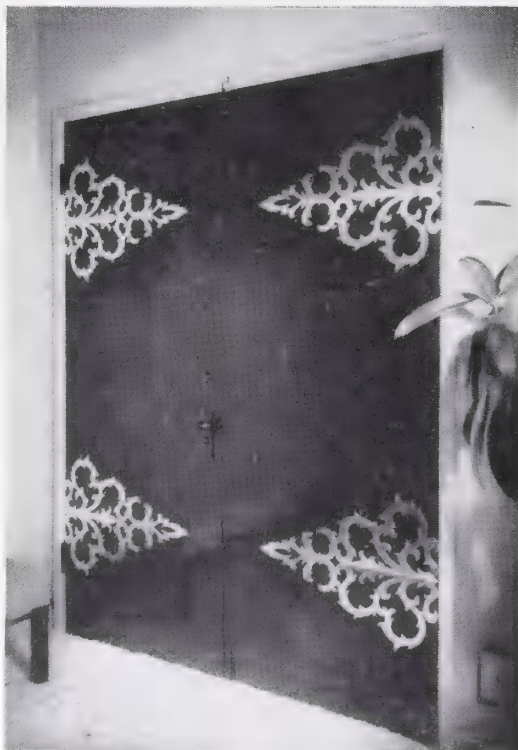
Simply by setting the Christmas table with Golden Baroque Mats and Coasters, you create a climate of festivity. Flintridge China, International's "1810" sterling pattern. Glassware, Paul A. Straub. Napkin, Irish Linen Guild.

PHOTOGRAPHED AT CASSARD AND WALKER, INC.



Golden Baroque Filigree Pendants, used as "catches" for a swag of Golden Ropes, turn a small doorway into an assertive focal point. Bright cabochons are large Half-Spheres.

IDEA BY JANE ELLIS



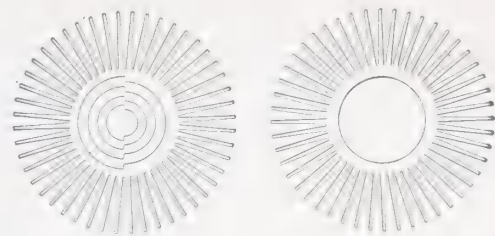
The versatility of this whole collection invites you to try something original, such as Golden Baroque Flats patterning a flush door—like elaborate strap hinges of gold.

IDEA BY JANE ELLIS



Again a simple doorway transformed into a splendid splash of beauty, this time with an eye-filling scutcheon which is merely a joining of two large Golden Baroque Flats.

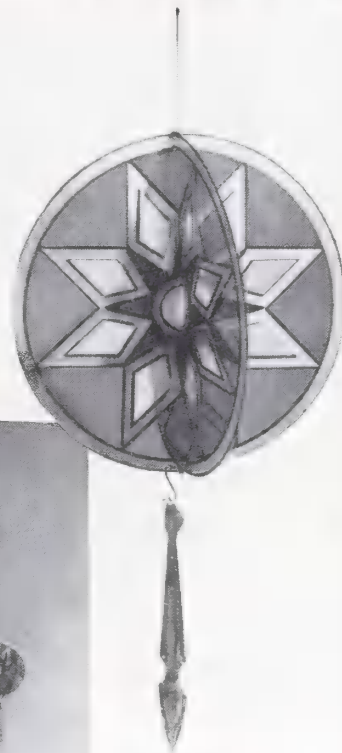




**Golden Starbursts** are radiant rounds of all-over gilt-foil cardboard, circled with slender, light-catching rays, like happy golden explosions. Use them endlessly—flat against a wall, as table mats, as "collars" for vases. Combine them with other decorations, or let them dangle free like mobiles. They are in two forms: **Spiral-center Starbursts** have intricately cut centers which can pull out in openwork spiral pattern and cast lovely shadows when hung free. **Open-center Starbursts** are open rings of radiating gold beams to frame other ornaments or objects, or to be filled in with colorful Half-Spheres. All come in four diameters, 8½", 11½", 16" and 24", at 25¢, 60¢, \$1, \$2.50.



**Half-Spheres** are gleaming domes of unbreakable metallic plastic, colored in yellow-green, emerald, turquoise and cobalt blue. They fit into Open-Center Starbursts, but may also be used against any surface like cabochons. Two joined together form a full-round ball. 3", 4", 6", 8½", at 60¢, \$1, \$1.75, \$3.

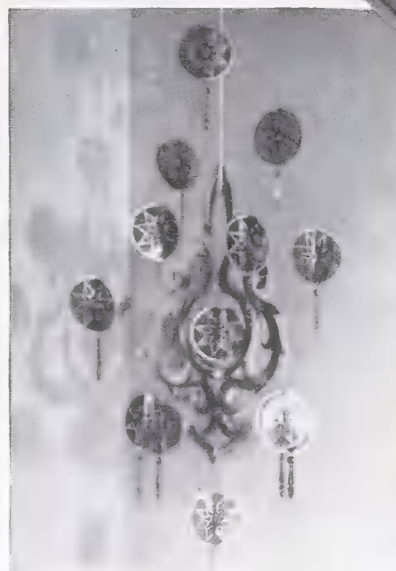


Make a wall glow with a galaxy of Open-Center Golden Starbursts, filled in with Half-Spheres, like a studding of jewels. Use varied sizes asymmetrically. Tom and Jerry setting details, page 171.

"Stained-glass" Plastic Panels are easily cut. For a multi-pane window, clip medallion motifs in quarters and rearrange them around mullions.



MAYNARD PARKER



You can make free-hanging dimensional ornaments (inspired, here, by Jane Ellis) by clipping out the round motifs from our small "Stained-glass" plastic squares. Cut one disk neatly in half, then slip it over a solid disk. Fasten with clear tape. Hook a small Plastic Prism into this four-winged bauble. It's now a tree trim or the makings of a light-flashing, shadow-casting mobile (left). All our decorations are more breathtaking when light plays on them. For lighting ideas, see page 110.



*Whatever you serve  
during the holidays*

## Present It Lavishly

Here are 54 ways to give even the simplest foods the splendor of the season itself

By VIRGINIA STANTON  
House Beautiful's Party Editor

One of the secrets of entertaining at any time of year is to create an atmosphere or mood, then play it up in everything—in the kind of flowers you use, in decorations, tableware, linens and, of course, in the food itself. But the glorious part of Christmas is that you don't need to wrack your brains to give your entertaining an aura all its own. The Christmas mood is ready-made. It's the open-hearted, open-handed spirit of the season. And its symbols are everything that's splendid and opulent—the gleam of gold and silver, the precious sheen of fine linen, the lushness of greens, the glory of lights. Your guests carry the mood with them when they come through the door. They're expecting the festive, the splendid, the extra-special. And in the spirit of the occasion, you want anything you offer them—whether it's a glass of port or a turkey dinner—to reflect the mood of lavishness they feel in their hearts.

And I'm sure it's the lavishness of the Christmas season that makes everyone love it so. I know for me it's the one time of the year when I feel thoroughly justified in letting myself get gloriously carried away with glitter and glamour and elegance. It just can't be too "swell-elegant" for me—and I'm normally the tailored type. I get the biggest kick out of gussying up the house with gleam and glitter. And, of course, because we Stantons are sort of hospitality-happy, and this is the season when the latchstring is *really* out, I love to make a great (Continued overleaf)



**Oyster stew** for Christmas Eve as in Old Charleston, but with a modern difference. Antique gold and white tureen holds Campbell's quick-frozen oyster stew (with added oysters—one 12-oz. package Dulany's quick-frozen oysters to 3 cans oyster stew). Garnish harks back to yesterdays in South Carolina. Instead of usual flurry of paprika, mace is used. Or, if you prefer, parched and pounded benne seeds, generally called sesame seeds. Empire tureen, David Weiss, N.Y.C. Antique ladle and gold and white Minton plates, from Tiffany. Bowl and plate from Plummer holds Keebler's Pilot Crackers and N.B.C. Oysterettes. Dessert spoons, "Rondo" by Gorham.

Feast the eye this festive  
season while you pamper  
the palate with fine food





**Fireworks** for a Christmas party! It's an old Southern tradition. And what could be better than sparklers? Coconut snowballs, a specialty at the Newark Airport Restaurant, are served in a darkened room with 4th of July sparklers afire. To make snowballs, roll scoops or balls of ice cream in Baker's Angel Flake Coconut (tender thin flakes rather than shreds, more moist and with fresher flavor). Snowballs should be set in freezer at least one hour before serving, may be kept on hand days, weeks, even months. Serve with or without a sauce—like Kettle Cove Rum Elegante, in a jar ready to spoon. Comely at any celebration is the Martha Washington Great Cake from the Kitchens of Lucy Ann Gray in Alexandria, Virginia. Original recipe "wrote by Martha Custis for her Grandmama" calls for 40 eggs, 4 lbs. of butter, 5 lbs. of fruit. The huge receipt is still followed, but is now baked in Turk's head molds or loaves as shown. By mail, 1/4 lb. cake is \$3 postpaid.



**A festive fruit finale**, the peach bowl translated from summer into winter. Instead of usual fresh peach, use a large and perfect Raffeto brandied (not pickled or spiced) peach. Cover with chilled champagne. Sip champagne, then eat peach with an iced teaspoon. The holiday double champagne bucket from Plummer holds not one but two bottles of Piper Heidsieck champagne. Crystal bowl glasses, almost 12-in. tall, from Carole Stupell; Venetian glass plates, David Weiss.



## Present it lavishly

*continued*

"spectacular" of the holiday meals and casual snacks I serve my family and friends. Let them be brilliant and bountiful, is my motto. But if you think this means that I exhaust myself and the budget doing it, you're definitely wrong.

I used to think, as a great many people still do, that only the most elaborate viands, full of rare and expensive ingredients, were worthy of Christmas. I used to get involved in complicated production numbers that called for all sorts of long-winded, tedious procedures. And by January I'd be so exhausted, I could hardly hold up my head to read the bad news in the December food bills.

But, take my word for it. I've discovered that it's not *what* you serve so much as the *way* you serve it that makes the difference between a sensational meal and an ordinary one. And this goes for all year round, too! I can turn a bunch of lowly carrots into a Lucullan masterpiece—and so can you. It's all in how you dish them up. Given a handsome, unusual container, a fling of tarragon and a dash of cream, and there—you've raised a simple food to new heights of importance. You've not only made it taste like something special, you've made it *look* important, and that's one of the great secrets of glamorizing food. People eat with their eyes, too.

How do you learn the knack of it all? Well, this is where the fun begins. Start by ignoring the obvious and experimenting with the unusual. Parsley, for instance, is the time-worn and hackneyed garnish for sandwich trays. But a flower is so much more intriguing. I may deck my trays with a single huge blossom, such as a tuberous begonia or a camellia or even a plump geranium. If flowers are scarce, I sometimes use shells, and at Christmastime you can actually carry the décor of the whole room onto your serving trays by trimming them with Christmas ornaments. I have gilded signs of the zodiac—the fish, the crab and the bull—which I use as symbols in the center of fish trays and cold meat platters. Their glitter is especially appropriate for Christmas, although they're also good the year round.

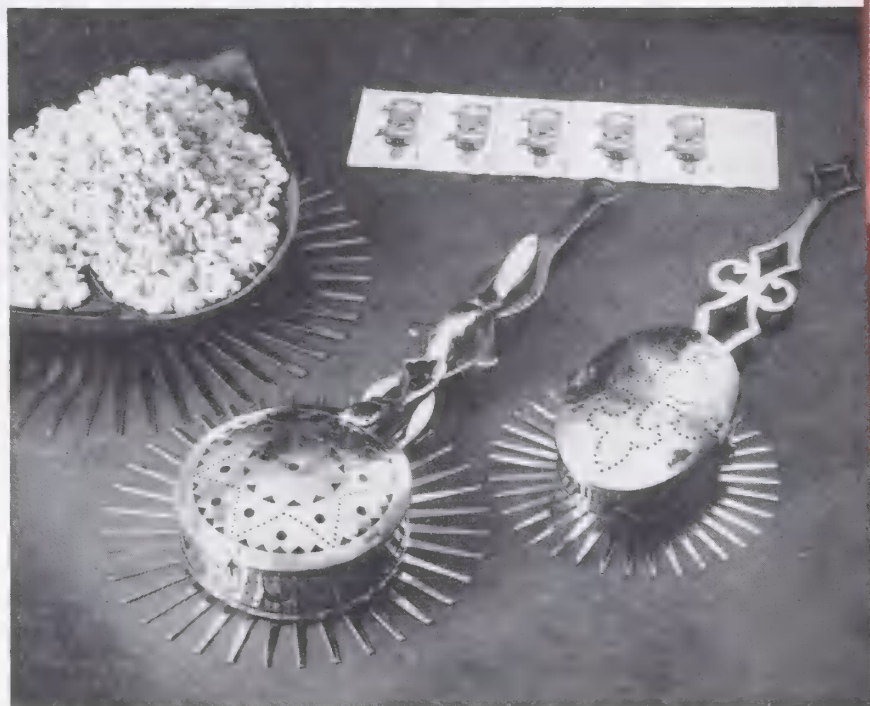
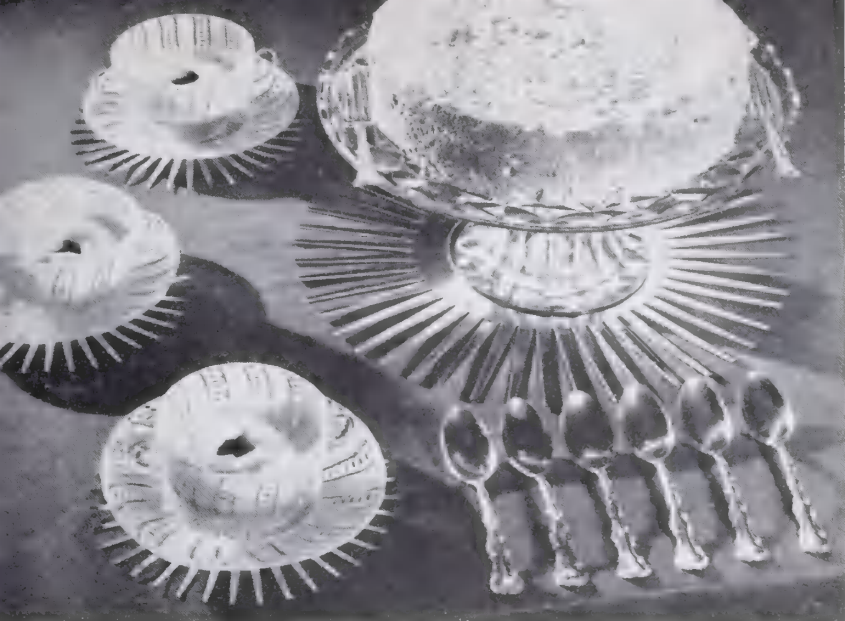
Unusual containers are another sure way of getting a little drama into your meals. (*Continued overleaf*)

**After a rich meal,** a light and airy ending—old-fashioned Floating Island, made from the new Jell-O instant no-cook Lemon Pudding with an egg yolk beaten into it. The egg white whipped makes the topping. Have on hand a sugar-dusted angel cake made from a mix in a large spring-form pan instead of the conventional ring. Accessories echo the snowy fragility of taste and textures. Crystal cake plate on crystal stand, J. F. Robinson, N.Y.C. Lacy Venetian bowls and plates, David Weiss. Dessert forks and spoons, Towle's "Old Colonial."



**Ambrosia belongs to Christmas** in Mississippi, Alabama, Texas. Particularly pretty, particularly easy to serve from the buffet, this version in orange shells has the added bewitchment of liqueur. Cut oranges in halves, taking off a bit of the base, if necessary, so shells will stand level. Remove and cut fruit into small pieces, then fill the shells with alternate layers of fruit and coconut, generously bedewed with orange-flavored liqueur. Use Cointreau as pictured or Grand Marnier. Chill thoroughly. Always make ambrosia several hours ahead of time, so that the flavors merge and blend.





**Roasted chestnuts** in shining brass warmers and freshly-made hot buttered popcorn *aux fines herbes* are picturesque, informal and warming to serve with cocktails, hot buttered rum, Tom and Jerrys or simply beside the fire on a winter's evening. Make the popcorn in front of the crowd using tinned Jolly Time popcorn and your electric popper or skillet. Melt butter in a pipkin, add a combination of herbs, fresh or dried—parsley, chives, chervil, tarragon, rosemary (not less than 3, not more than 7 herbs, say the French). Allow herbs to stand in hot butter several minutes before buttering your popcorn. A goodly sprinkle of sea salt goes especially well. So does freshly ground black pepper. Chestnut warmers shown are copied from antique English models and come from S. P. Skinner Company, New York.



**A golden cookie tree** is for young visitors like a vision out of a fairy tale. House BEAUTIFUL's own Golden Baroque Four-way Fan-outs, described on page 120, are set upside down to make the tree, which is hung with delectable ornaments and animals on gilt cords. Pewter decanter and mugs from A. S. Van Dugteren and Sons are for icy cold chocolate milk, or, if you prefer, "party milk" made with a few drops of red or green vegetable coloring flavored with a favorite extract like pistachio, for instance. Or you might try apple or peach blossom flavoring (Glen Hall Brands, East Orange, New Jersey.) These cookies came from the Woman's Exchange in New York but can easily be made at home. Clay shapes may even be cut from Pillsbury's new frozen ice box cookies (see page 8). Punch hanging-holes with a skewer before baking. Festive apron cloth is from Hadley House, Long View, Washington.



**A mincemeat dessert** that's exciting, different, much easier than pie! Prepared mincemeat heated in Towle's silver chafing dish with Myers' rich, dark and spicy Jamaica rum. (Use about  $\frac{1}{4}$  cup rum to 2 cups mincemeat.) For further drama, blaze another  $\frac{1}{4}$  cup of rum. Flames will rise, bright and sure, if you warm the liquor slightly in a ramekin, silver cup or porringer, perhaps over a candle flame. Set fire to it and pour over or into the dish. Serve the spirited mincemeat with a scoop or fancy mold of ice cream. A plate of crisp, but not-too-rich cookies or wafers might be passed. Here, FFV lemon wafers and Neapolitans. Glass dessert dish is Val St. Lambert; china, Royal Jackson; silver, Georg Jensen.



## Present it lavishly

*continued*

For instance, if you are having cold lobster or cracked crab, serve the sour cream sauce in a large scalloped clam shell on the same tray. Surround the shell with the colorful seafood, and you've created a picture that provokes all sorts of delighted exclamations. And everyone thinks the sauce is even dreamier than it is—and it is plenty dreamy!

What you do is to make every tray or platter a decoration in itself, treating it like a miniature table. Keep all your garnishes in the same spirit, of course, so you don't have a mishmash of unrelated decorations. You'll see how this little trick perks up the whole business and establishes an atmosphere of loveliness that entrances your guests.

Now don't get me wrong about this. I am not saying that a glamorous effect is more important than the quality of the food. No amount of glitter can disguise a poor meal. But it is so easy to have both flavor *and* beauty. Every tray I run up is filled to capacity. Each item on it is carefully selected and tenderly placed. But no matter how simple the dish, I do my best at careful preparation and seasoning. I like to use large-size plates for some courses instead of the usual-size ones—they add the dramatic touch.

Actually, the size of things is terribly important to bear in mind. Giant- or over-size is as vital in some cases as the tiniest size is in others. For instance, if you're serving peas, remember that baby peas are the sweetest—and prettiest; baby string beans are tenderest, and the smallest asparagus is as interesting as the giant asparagus.

*(Continued overleaf)*



**Eggnog for dessert!** Why not? Most people find it too filling between meals. This spoon-thick version is a modern blender translation of Louisville's famous Eggnog Superb. To serve six or eight, place yolks of three eggs in blender along with  $\frac{1}{2}$  cup sugar, blend about 1 minute or until light, spongy, daffodil yellow. Then, while blender is still running, pour into center 1 cup bourbon whisky. (Blender makes it unnecessary to add whisky "drop by drop" as old directions insist.) In separate well-chilled bowl, with rotary beater, whip 1 cup heavy cream not too stiff. Combine blended mixture with whipped cream and pour into icy cold crystal or silver bowl. Many people like to fold in at last minute stiffly beaten whites of eggs. Makes a more voluminous, lighter "nog." As accompaniment, thinly sliced pound cake, less cloying than fruit cake. Sara Lee's frozen pound cake. Crystal punch bowl and silver ladle, Black, Starr and Gorham. Sherbet glass, Val St. Lambert. Coke plates by Spode.





**The Christmas feast** is fittingly served, against a background as splendid as the holiday, set forth like a jewel in a rare and lovely setting. Lavish, sumptuous, the very essence of the season—a candle-lit table laid with gold, a tureen that bespeaks abundance, the full bloom of roses, the festive glow of wine. Precious candelabra are antiques from Charles Hall, Inc. Tureen, gold-ringed china and crystal and the opulent gold-washed sterling flatware are all from Tiffany and Company, that revered old firm which recently has taken on new sumptuousness itself. Table setting at Cassard and Walker, Inc.



TWO PHOTOGRAPHS BY WILLIAM HOWLAND

*Directions for roasting the goose and making the wreath are given on page 201.*



**A Della Robbia wreath** for the Christmas bird—a glossy garnish of fruits and lemon leaves which rings the mainstay of the feast—in this case, the traditional roast goose. Unlike many a trimming, this is a joy for the carver because the garnish lifts off, all in one piece, leaving the bird unencumbered on the platter. When the feast is over, this luscious chaplet may remain on the table as a centerpiece. Or hang it on the wall as a wreath or use it as a decorative collar around your Christmas punch bowl.



## Present it lavishly

*continued*

The very tiny asparagus is reminiscent of the wild asparagus of France, and a huge platter of it is as impressive as a jumbo-size platter. In serving corn on the cob, cook it in the husks and roll husks back. The green leaves add color, besides making the ears of corn look larger. Color variety gives vegetables such a lift. If you are having a large whole head of cauliflower, surround it with masses of broccoli, like a contrasting ruching. If you are having zucchini squash, add slices of yellow crook neck squash to make the dish more interesting.

I also use vegetables as decorative notes. Have you ever thought of serving a single head of butter lettuce to each guest? It is a joy to behold, for its color and shape are lovely. It must be carefully washed and well iced and partly peeled down. If you want a color accent, sliced cherrystone tomatoes add to its glamour. I don't know if anyone (*Please turn to page 185*)



**Coffee also serves** as a light dessert when it's Irish coffee—strong, black and sweet—poured into a glass over a silver spoon (to prevent cracking). Add to coffee in each glass a jigger of Irish whisky and top with cream, whipped only until thick and foamy. Silver and decanter from Plummer; Waterford glasses, Irish Promotion Board. Coffee urn, International Silver Company.

ALL PHOTOGRAPHS BY WILLIAM HOWLAND



**Amazingly photogenic** is this Course One to go along with drinks in the living room: a serve-yourself seafood platter with shrimp cooked in white wine and herbs and rosy nuggets of quick-frozen South African lobster tail meat to eat on thin slices of unpeeled cucumber with a green mayonnaise, almost as garlicky as the aioli of Provence.



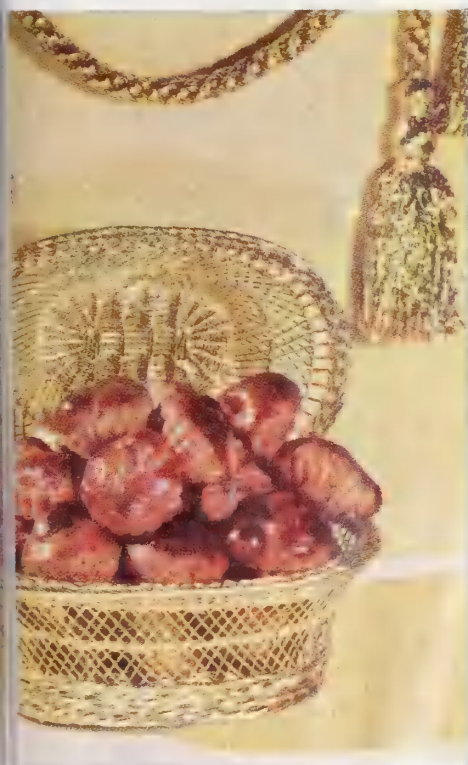


**Cocktail on-the-rocks** is THE newest. Sensible too! No more watery "dividends," no more warm cocktails. Emerald urn and chubby glasses, Carole Stupell, Madison Ave., New York; brass tray, Charles Hall, New York.



**Icy cold for cordials**, glasses must be! An antique Wedgwood monteith filled with tinted shaved ice provides glamorous chilling along with ice for a crème de menthe frappé. Cruet-like decanter, Plummer, New York.

**Spotlight on brioche** for the buffet served forth in a golden basket from Carole Stupell. Originally intended for sewing-basket, it can work all year round.



**Low calorie high style**—a pyramid of meringues served with instant dietetic pots de crème, studded with cranberries and served with dietetic Dzerta instant chocolate pudding. Brass trivet, Charles Hall; pot de crème set, Georg Jensen, Fifth Avenue, New York.



**Plum pudding half-hides** under cover of this antique dish by Josiah Wedgwood.

**Get out your** gold-rimmed china, set it off with HOUSE BEAUTIFUL's gold place mat.







HOME OF MR. AND MRS. WILLIAM E. LASON

WILLIAM HOWLAND

"Something old, something new, something borrowed, something blue" refers here to the setting for a mid-winter holiday dinner. Old is the Williamsburg "Potpourri" pattern. New is F. Schumacher's fine cotton print and matching Wedgwood plate. Borrowed from the 18th Century are the silver pattern by Stieff and Blenko's baluster-stem goblets. Chairs by Kittinger. All these furnishings, courtesy of Craft House, Williamsburg, Virginia. Cloth and napkins, subtly shaded in blue-green, are Irish linen damask.

Christmas table, for all its seasonal gleam and color, is still keyed to the room itself. This is good decorating all year round. "Potpourri" motif of china is matched to the drapery and chair fabric. See how linen, glitter balls and chorus of carnations in the antique silver and crystal epergne repeat the room's scarlet and blue. Even the wine, California Pinot Noir, glows in color harmony.







THE MODERN  
EPICURE

# Only your goose to cook

By POPPY CANNON

*In a distinguished setting, this equally distinguished holiday meal happily combines traditional elegance with present-day ease*

## De Luxe But Easy Christmas Dinner Menu

### Smoked Fish Platter

#### in the Living Room

(Whitefish, trout, eel, sturgeon, shrimp and salmon, lemon sections, cruet of olive oil, capers, fresh pepper in the grinder, fresh horseradish and sour cream sauce)

### Sweet-buttered Pumpernickel

### Green Turtle Soup

### ROAST GOOSE DELLA ROBBIA

Wild rice with mushrooms      Chestnut purée

Red cabbage and apples Flemish style

### Les Crudités

(Raw cauliflowerettes, radishes, carrot sticks, cucumber fingers, fennel, watercress, Pascal celery)

### Relish Tray

(Mostarda di Cremona, fruits, spiced Kieffer pears, pickled peaches, spiced cantaloupe, honeydew balls or watermelon rind, Swedish lingonberries, Old Forester bourbon jelly or ginger conserve)

Red Burgundy or California Pinot Noir

Coconut Snowballs and Great Cake or

Ambrosia with Great Cake

Instant Caffe Espresso

Except for the goose, nothing on this dinner menu requires any real cooking. Everything is ready or almost ready to serve. And even the goose, as it comes into the kitchen, is a far, far different bird from those that hung high in the fireplaces of our foremothers.

The goose that you order by mail from Candlewood Farms in Brookfield, Connecticut, arrives quick-frozen (8 to 15 pounds, 90¢ a pound, postage prepaid anywhere in the United States). A plump and beautiful bird is whistle-clean, pin-feathered, drawn, the giblets in a separate packet, so that the goose may be set hard-frozen into the oven to cook. Unpricked and without stuffing, please, at 300° F. We have found that pricking carries away the juices along with the fat and that the stuffing seems to remove the flavor from the meat.

So many people have a mental block against cooking a goose, probably because of lack of experience. But try it our way (see page 201). It will be rich, moist, but not fatty, the skin golden crisp without a trace of burn. And you'll also have a side treasure of *schmaltz* and *grebenes* to add a glorious flavor to appetizers and vegetables for months to come.

Cooking aside, the garnishing and presentation of this Christmas dinner becomes an exercise in artistry. Instead of drudgery, it takes planning and thinking ahead and afterwards a certain creative effort, not unlike that which is required to put together the lines that make a sonnet.

The platter of smoked fishes that you serve in the living room should display a nice regard for contrast in color, texture, shape and size: for instance, creamy white of sturgeon near the rose of salmon, the amber glow of smoked shrimp, the tawny shimmering skin of smoked whitefish. Perhaps you will use a sectioned plate or separate one smoked fish from another with borders of chopped Italian parsley or chives.

The green turtle soup, canned of course (Who wants to tangle with a turtle?), will have a last-minute addition of your own best and driest sherry, and the soup plates or cups will have been heated. The goose will come to the table encircled by a Della Robbia wreath, as pictured on page 133. And who would know that the wild rice the chestnut purée, the red cabbage, and even the garniture of sliced apples have all come out of tins? Or who would guess that the wonderfully homemade-tasting pound cake studded with fruit (*Please turn to page 201*)





LIVE MAINE LOBSTERS!

Exciting Food

THE VERMONT COUNTRY STORE

Till

H

Ellis Laidlin  
Let's Out  
to Roll

SALTWATER FARM

Go to make something special

Shopping Guide to Central  
SAVORLED DELICIOUS  
Spicy, tangy, delicious, different  
AND OTHER TASTY FOODS  
FROM ALL OVER THE WORLD



# That new phenomenon— mail-order food buying

*Mrs. America is going to any lengths to feed her family the very best. One of the ways she's doing it is shopping by mail, reaching out into the whole world to procure the finest*

Americans are eating fancier than ever in history—fancier than practically anyone is aware. The best, the rare, the novel and the de luxe are experiencing such a sales boom that the figures can hardly be compiled before they are out of date. The producers who sell “the best” are having such a spectacular success that they won't discuss their figures at all, but will only tell you that they have “more than 100,000 customers on their lists.”

Most amazing is that this boom is occurring out of sight, in no visible public place. (This article is probably the first time the situation has ever been put into public print.) It is occurring in the United States mails, unseen and therefore hard to measure. But after six months of investigation, HOUSE BEAUTIFUL estimates that between 4 and 5 million American families are doing some food buying by mail from probably 1,000 (maybe even 2,000) sources and spending 80 to 100 million dollars in the process.

The foods being shipped as a result of this mail ordering range from homemade specialties like pickles and jams, which are actually produced in private homes and on farms, to commercially packed, high-quality but not volume-produced staples. Some of the best sellers are truly staples, such as soups, salad dressings, meats, seasonings, canned fruit and such. Others are novelties and out-and-out esoterica appealing only to the initiated and enlightened.

The only thing that these thousands of food products share in common is that they are either *very, very* good or else unique in some respect. Since some mighty fine foods are distributed in our better groceries and supermarkets, clearly some other element is at work in this booming mail-order food business.

HOUSE BEAUTIFUL thinks this element is *connoisseurship*. It is a knowledgeability—call it sensitivity—that enables people to distinguish small, subtle differences between things. It lets you recognize the taste difference between a Virginia ham,

a Kentucky ham, a Dutch ham and an Italian ham. Obviously one must have tasted them all—attentively and with interest—before connoisseurship can even begin to bud. For one cannot want what one does not know exists.

There is no other way to explain the enormous mail ordering of such quality items as the superb Temple oranges grown in Florida which have a short season and are very perishable and therefore not loved by commercial handlers; or the small “solo” papaya of Hawaii, which are tastier than the big, more widely distributed types grown in Florida or Mexico.

It is knowledgeability that prompts people to order their dates direct from the date grower at harvest time—even specifying the variety—even though dates are available in almost any grocery store. Why? Because grower-packed dates are more moist, less mashed together, more succulent, each one a quality event in the same way that estate-bottled wines tend to be better.

This connoisseurship is putting millions of Americans into the same class as kings and rajahs who sent their stewards to faraway places to bring back home the juiciest, the tenderest, the plumpest, the most delicate of the regional specialties. Only now our stewards travel on a three cent stamp, and we have as many stewards as we have stamps. As a result we are ranging the whole gastronomic gamut—from the wild berries and game of mountain and meadow through to the modern triumphs of hybridization and hand-nurtured agriculture.

Such connoisseurship embraces the whole world—foreign worlds as well as our own. For instance, an amazing number of Americans are learning the difference between Greek olives—those tiny, shriveled, black “lumps of gold”—and the mottled green and brown tree-ripened olives of California. Yet 20 years ago the average olive eater had never heard of, or tried, either of these esoterica.

This expand- (Continued on page 175)

## Chief reasons why people are buying by mail:

- ▶ To get old-fashioned recipes and farm foods.
- ▶ To secure ingredients for foreign cooking sold only by foreign specialists.
- ▶ To procure not-so-rare staples which they can't find in the average grocery store.
- ▶ To save time, so they don't have to run all over town going from specialty shop to specialty shop.
- ▶ To get de luxe esoterica and novelties that friends won't have met and which make “conversation pieces” at parties.

HOUSE BEAUTIFUL's own  
gilt-edge list of fine  
mail-order food firms may  
be found on page 181.



## Potage Saint-Germain

Cream of pea soup, similar to this, is one of the most renowned dishes of Ile-de-France and its capital, Paris, where it is traditionally made from the *petits pois* of Clamart. The Chambord container provides 2 large soup-platefuls, but for a full course dinner, you can count on 4 small servings, especially if you add about  $\frac{1}{2}$  cup of milk. Garnish with fresh mint, a sprig of tarragon or tiny buttered croutons. Potage Saint-Germain sells for \$1. There is also a Bisque Homard—a cream of lobster—very, very rich but very, very good too. \$1.50.



# Order this memorable meal from the Chambord

*Quick-frozen and sent by air express are many specialties of New York's famous Café Chambord, widely known as one of the finest — and most expensive — restaurants in the United States*



A gourmet's dream has come true. Now in Seattle or Los Angeles, St. Louis, Dallas or Miami—anywhere reasonably close to a major airport—you can enjoy at your own table a dinner cooked by the famous chefs of Le Café Chambord. The cost, even including shipping charges, will probably be a little less than you would pay in the restaurant itself.

"But is the frozen as good as the freshly-cooked dish?"

To get the answer to that most important question, a group of HOUSE BEAUTIFUL editors took a blindfold taste test at the Chambord. In every instance the quick-frozen food taken from regular stock and heated according to directions was fully as dreamy as the just-cooked version. At least one editor insisted that the quick-frozen Pompano Veronique was perhaps even a shade more exquisite—the fish a little finer textured, the white grapes a bit juicier.

Complete menu or any item we mention may be ordered from Le Café Chambord, 803 3rd Ave., N.Y.C. Send check, money order or charge it. No c.o.d.'s. You can pay air express charges on delivery. Minimum order, \$10.



## Filet of Pompano Veronique

Most delicate fish in a white wine sauce with grapes. Instead of sole, as in France, Chambord uses pompano flown fresh daily from the Gulf of Mexico. Tiny, Thompson seedless grapes take the place of the muscat grapes called for in Escoffier's own recipe. We have found that 1 package (\$4.50) will serve 2 as a main course, 4 as an entrée. The same thing holds true for other Chambord seafood specialties, which include: Coquilles de fruits de mer gratinés (seafood au gratin) \$2.50. Homard grillé au beurre Viquérons (lobster in garlic butter sauce) \$4.



PHOTOGRAPHS BY GEORGE LAZARNICK



## Caneton à l'orange Grand Marnier

Whole roast duckling with oranges and Grand Marnier Liqueur. To serve with all the elegance it deserves, you might blaze it at the table with a couple of jiggers of cognac and/or Grand Marnier. Provides 2 large servings, 4 moderate size, \$7.50. Try also: Cornish Hen Farcie Perigourdine (stuffed with wild rice and truffled pâté, \$4.25. Serves 1 or possibly 2—depending. Chicken Chambord, whole roast chicken with a special Chambord sauce and garniture of *cèpes*, tiny onions and rissole potatoes, \$6. Serves 2 or 3. Also Chicken Sauté in red wine, \$3.25. Serves 2 or 3.

## La Bombe de Noël

A Christmas bombe of raspberry and pralined pistachio ice cream to wake nostalgic memories of long-gone elegance. There is a garnishing flower of candied fruits already set in place, but you may add, if you wish, a border of slightly sweetened and lightly flavored whipped cream. For the prettiest effect use a pastry tube. Although it is intended to serve 4, it is sufficient, we have found, for at least 6. Any unused portion of the bombe may, of course, be replaced in the freezer. Especially created for HOUSE BEAUTIFUL's menu, this is Chambord's only mail-order dessert, \$2.50.





# The Fine Art of Giving a Frivolous Gift

By MARION COUGH



No gifts are more fun to get or more fun to give than the ones that tickle the eye and bring a smile to the heart. These are the frivolities, the endearing trifles of silliness or whimsy that anyone could live without. But can you imagine what life would be like if we didn't have these bits of inconsequential nonsense to brighten the daily regime?

As of this season, the shops are burgeoning with giddiness, good, bad, and indifferent, waiting only for you to make your choices. And for the very reason that there is so much to choose from, a wise choice of a frivolous gift becomes a matter of the most sensitive selection.

A frivolity, if you'll permit us to get analytical about so lighthearted a subject, is intended to amuse. If it also does something practical, fine. But its chief reason for being is to create delight with its novelty, ingenuity or wittiness. A frivolity is something gaily made, usually lovingly made, something that seems to radiate the fun its originator felt in the making of it. Cheapness or sleaziness is no criterion, by any means, for the frivolous may be truly precious and very costly. It is of its nature ephemeral. It is not supposed to last forever, to change one's life or, for that matter, the looks of one's house. Indeed, if the amusing little piece you're tempted to buy threatens to take over the limelight in its intended surroundings, forget it. It is not a true frivolity, but an intrusion, and you'd be wiser to give something else.

A successful frivolity is, of all gifts, the most highly personal and, therefore, the most flattering to give. You have to understand someone pretty well in order to take liberties with his sense of humor—and that is really what a frivolous gift does. It tells your "giftee" how you evaluate his wit and his appreciation of fun, and if he isn't delighted with what he gets, you've pulled a boner. But if his eyes light up in a smile, he's a closer friend than ever.

And this brings us to a sad little hazard in the giving of the frivolous. There is a delicate line of balance between the acceptable frivolity—the light, gay, amusing, sometimes naughty but never coarse bit of divertisement—and the kind of heavy-handed vulgarity that is nothing but a bad joke. The obvious gaucheries, the ones that are clearly offensive, are easily spotted—the naked-women beer mugs, the *double entendres*, the drunk-on-the-lamp-post motifs.

But there are other gaucheries, too—the self-consciously smart-alecky something that tries so hard to be clever, the over-decorated, the quaintsy, the crudely drawn, the sloppily made. The test boils down to this: If it isn't lovely, it doesn't rate as a frivolity or as anything else. For there is a kind of innocent beauty in the truly frivolous, like the lilt of a child's laugh, which is as basic to it as its whimsy.

Look for this and your frivolous choices will be joyously received. On the next three pages see a group of candidates that have met our test of frivolous giving.





### It's topiary, dearie!

Real strawflowers, a big sunny ball of petals, with the neatly clipped look of a topiary tree in a formal garden, make a minimalist set of color and size perfect for lots of different styles and spaces, not in what. Tree is 28" high, costs \$95, from Lord and Taylor.

### Now chic the shawl

The sun is shining Christmas, and here is the shawl. With the same joyful pattern, this is accompanied with a simple and elegant look. Made from by Fullerene, Cohn, Karam, L&V, Shawl. It's from the Wintertime, Pique, and Lord and Taylor.



### Rolls or doubles

You need your imagination or a small wooden block, snowflake, geometric, and the idea's simplicity. These are the blocks of the game, made by Fullerene, Cohn, Karam, L&V, Shawl. It's from the Wintertime, Pique, and Lord and Taylor.

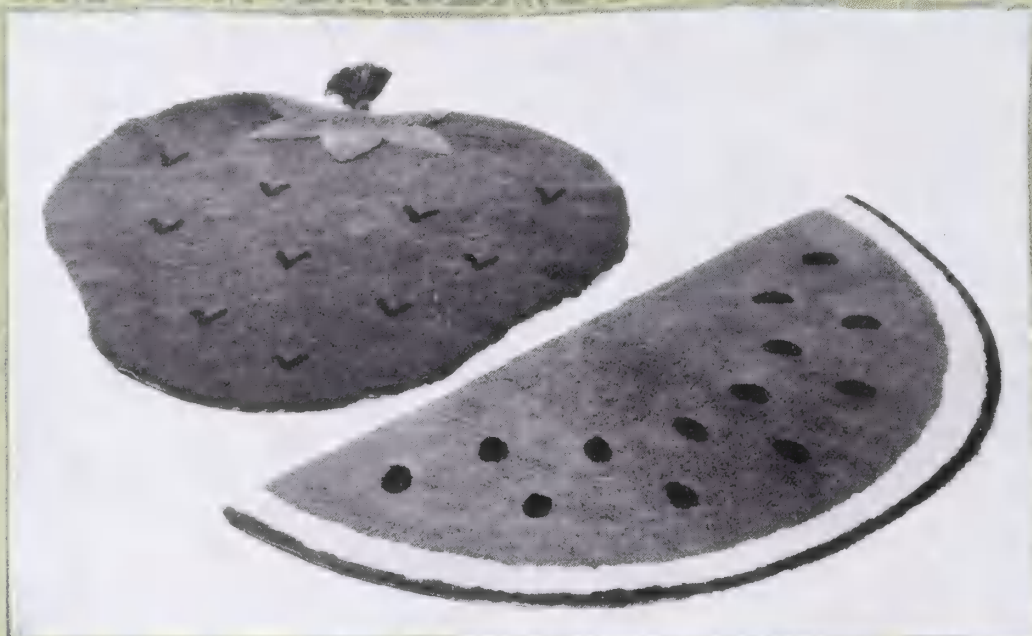


## Giving a Peivulous Gift

Continued

### Get on a real cool towel

The artist at a Very Important Toweloid the gift with added cooling of a kiltigle legendry summer mark the dream of every Sybarite—a green, shiny, busy cloth bath towel by Marley, 44" x 52", in 20 colors, about \$10 at Saks Fifth Avenue.



### Fruit of it

A luscious strawberry or a bright wedge of watermelon, gaily translated into a little cotton-tufted rug, makes you smile at its novelty, adds a bit of whimsical color to bedroom, bath or nursery. "Fruitlaute" by Cabin Crafts, \$12.95 each at Macy's.

### It's the berries

A pretty smörgåse of plums, strawberries, lemons, lemons and lemons in a brown paper bowl. "Fruitlaute" is a real crowd-pleaser, with a lot of color and a lot of fruit. Fruits are available from \$10. From Macy's, New York.







#### ABC's of demitasse

A little of delight to add to after-dinner coffee and conversation—straight little black porcelain cups, rimmed in gold and marked with a single lettered gold initial, proving that frivolities needn't be flimsy. They also come in white. Cup and saucer, \$1.75, at Lord and Taylor.



#### Herby hangs a towel

Good reminders of what goes into a cocktail and which herbs to use in what kind of mix are screens printed on linen towels to hang on the wall of bar or kitchen. With slim black sleeves and hanging cord, they're \$1 each, at Lord and Taylor, M. K. or Wornoutman's, Phila.



#### Flip-flop folding table

It folds for easy storage and sticks like glue. A little surprise table with five bamboo legs. Not opened out, it's three inches high. When it's a 12" x 15" black slatted surface for a tray or a book and glass. 21" high, \$25, at Lord and Taylor.



# AN INVITATION TO PURE JAZZ

*It is not theater music, movie music, dance music  
or mood music. It's the sound of America in  
motion, of music in process of inventing itself*

By ERIC LARRABEE

**T**he sound of jazz, like a train whistle in the night, is embedded in the American imagination. It fits naturally into that aural and visual pattern which we recognize as our country's, even where the details of the landscape are unfamiliar, since it could not exist anywhere else. Whatever its effect on you, jazz music is a part of the musical tradition available to all. The land was ours, as Robert Frost has said, before we were the land's—and so it is with jazz, which belongs to you even if you do not belong to it.

The sound of jazz is the characteristic American sound of forward motion, with the driving momentum and controlled beat of machinery in action. It is the music of a people who have married themselves to the steam and gasoline engine and have grown up with its rhythmic regularities in their ears. It is a music of abundant expressiveness, even though it was given us by those of our people who have largely known deprivation and despair.

It is the sound of its own instruments—the proud snarl

of trumpets; the looping ornaments of clarinets and reedy plaints of saxophones; the pungent strumming of double basses and guitars; the never-monotonous necessity of drums; the punctuated ripples of the vibraharp and the orderly comment of pianos; the gutturals of singing voices and the full-throated swallowings of trombones.

The sounds of jazz are many. It was never just one music, with just one tone of voice. It can even, in the hands of a Mahalia Jackson, reach the religious (Hear Columbia record CL644). Like any other style of musical composing and performing, it can convey the sound of joy as well as sorrow, fondness as well as anger, want as well as satiety, and anticipation as well as regret; but it can convey them, above all, mint-fresh from the minds of their makers. When you hear the best of jazz, you hear the process of musical invention itself, in which playing and writing have become one and there is no break between the thought and its expression. The music has the stamp of its uniqueness still upon it.



SUSAN GREENBURG





*Exciting and extra-curricular is this jam session of jazz musicians at Sarah Lawrence College.*

Ideally, no jazz piece is ever twice the same. It is not primarily intended to be written down, frozen into fixed form, and repeated ever afterward with slavish precision. Though it *can* be scored (and some of it now is), its essence is extemporization—the process of making it up as you go along, producing melodies that have never been heard before and may never be again, and putting everything you know and are into each. Without some depth of emotion, classical music cannot be played well; but without the fullness of feeling that releases spontaneous creativity, jazz cannot be played at all.

Traditionally, all music is like this. In most times and in most places it has been an art in which the performer enjoyed privileges we think of as belonging only to the composer. Our concert-hall atmosphere, with its somber and reverential hush, is a recent affectation that goes back no farther than nineteenth-century Europe; in the long perspective, it is the exception rather than the rule. Some serious

music critics have even begun to argue that it is in jazz, rather than contemporary classical composition, that the main-stream of music now flows.

And jazz is not merely extemporized, it is extemporized by more than one person at once. It is disciplined and liberating at the same time: each player is both bound and free. He is limited by the harmonies of the piece being played, but repeatedly at liberty to range within those limits in choosing his own notes and phrases. It is a continuous exercise in reconciling the demands of the group with those of the individual—a problem which has pre-occupied Americans since their earliest days and which jazz, if only esthetically, has gone a long way to solve. To this extent it may almost claim to be the natural music of democracy.

No other kind of music is so American as jazz, yet no other American music is so hungrily sought after elsewhere in the world. It could have been born and brought up only where and when it was, in the (Please turn to page 182)



# 25 Gifts for discriminating gardeners

By JEAN LAWSON

*The ideal gift for a person who gardens is apt to be something he has always regarded as dream stuff. Either he has longed to have it, but would never buy it for himself, or it is something for which he has felt a need, but never was sure it existed. Unless you know the person well or have powers of telepathy, you'll probably need some guidance. Here we suggest gifts of both kinds, for gardeners of varying proficiency and interest, in a price range from 25 cents to \$30.*



## Gifts for the Garden

Anticipate a summer of outdoor entertaining with a weatherproof string of plastic lanterns, which can be hung from a tree or trellis and plugged into a nearby electrical outlet. The shades of this attractive outdoor unit are of ribbed plastic, all white, or yellow and white. Shades fasten, three to a 30-foot string, with strong, wind-proof clamps over molded watertight sockets. For large areas several strings can be joined end to end, or you can buy a special, 100-foot, ten-lantern cord. The 30-foot string costs \$29.95 from Lam Workshop, 404 Main Street, Wakefield, Massachusetts. Gardeners with problems of privacy or shade, plus a flair for construction, might welcome a gift of the lightweight reed mats so popular on the West Coast. Suitable for fences, screens or overhead shelter, they are among the most versatile garden building materials. A mat 6 feet 4 inches by 25 feet costs \$17.95, from Lastreto-Phillips Commercial Co., Inc., 510 Battery Street, San Francisco, California, and Patio Specialty Co., 1101 Sutton Ave., Mobile, Ala.



## Garden gifts deluxe

Here are the best pails for gardeners we've seen. First, a 2½-gallon plastic number with pouring spout, tight-fitting lid and measurements marked along the side, for convenience in carrying and mixing garden chemicals. Pail with lid, \$4.50. Plas-Tex Corporation, Box 64396, Los Angeles 64, Calif. The kingsize stainless-steel pail will see a fortunate gardener through a lifetime of heavy use. Capacity: 11 quarts or a dozen rose plants kept damp before planting; price, \$13.40. Also in

stainless steel is a 32-ounce graduate, a gift so handsome, yet practical, the receiver may have trouble keeping it for garden purposes; \$5.35. And to transfer his plant food or insecticide concoctions to sprayer or applicator, or gasoline to the power mower, we suggest a sturdy, long-stemmed, well-balanced stainless-steel funnel, which holds 15 ounces and costs \$5.25. All stainless-steel items may be ordered from United Surgical Supplies Company, 154 Midland Avenue, Port Chester, N.Y.





### Good books are always good gifts for any gardener any time

From the famous Librairie Larousse comes the finest plant picture book of the year. *Beautés de la Flore Exotique*, with 85 pages of remarkable photography, 24 in brilliant color. With accuracy that would gratify a botanist, the book records plant wonders of the world, for both globe trotters, who recognize the giant fan of a Madagascar traveler's tree outlined against the sky, and interested plantmen who will find close-ups of flora not mentioned in any English or American horticultural book. Written in French, with botanical names in the universal Latin, it's for anyone who has ever

seen beauty in a plant. Order from The Golden Griffin, 611 Madison Avenue, New York City 22. \$6.

*A Book of Wild Flowers* is a collection of 160 watercolors by Elsa Felski, reproduced with meticulous care in eight colors and accompanied with plant descriptions by Cheila Littleboy. Accurate enough for serious botanical study, and worthy of individual framing, the plates also teach an important lesson in the beauty inherent in all plants. Printed in Great Britain and published in this country by Thomas Yoseloff, Inc., 11 East 36 St., New York City 16, the book costs \$8.50.

*A Field Guide to the Ferns and their Related Families*, by Boughton Cobb, is Number 10 in the Peterson Field Guide Series. Accompanying the descriptions of all species found in northeastern and central North America and the related species of Europe and the British Isles are 500 drawings by Laura Louise Foster. The information and keys are technical, but presented so clearly that amateur and child botanists should have no trouble finding their way. Houghton Mifflin Company, 2 Park St., Boston. \$3.75.

The *Tree Finder* and the *Flower Finder* (Please turn to page 174)

### "How-to" kit for preserving flower color

With a new booklet as a basis, put together a package for a gardener who would preserve some of the bounty of summer for winter use.

*Drying Flowers for Color* gives the most complete information available on preserving plant materials in their natural colors and forms. Send \$1.25 to Whitlock-Rankin, 3 Gildersleeve Wood, Charlottesville, Va. Add a package of floral clay from your florist to hold small dried arrangements and a couple of plunger-type plastic holders for heavier materials. Holders 3- and 4-inches square, or 7 x 3½ inches, cost \$1 \$2 and \$2.50, Gadjco Corp., Box 386, Great Neck, N. Y.



### Japanese bonsai, Americanized

Here is the long-awaited book on bonsai adapted to American tastes, temperaments and plant materials. In *The Art of Growing Miniature Trees, Plants and Landscapes*, author-photographer Tatsuo Ishimoto takes the reader step by step through the essentials of training picturesque dwarfed plants. Materials are often unusual: ivy, elm, wisteria, redwood, Virginia creeper. A good book for anyone who grows plants in containers. Published by Crown, 419 Fourth Ave., New York 16. \$2.95.



For more about gifts  
please turn the page



## Plants Make Good Gifts

### Old roses

These are Will Tillotson's selections of fine old roses for HOUSE BEAUTIFUL readers and their friends. For \$15 you can give someone these representative varieties: Henry Nevard, Baronne Prevost, Ferdinand Pichard, Rugosa Magnifica, Eglantine, Hon. Lady Lindsay, Cornelia, Alfred de Dalmas, Souv. de la Malmaison. For \$10: Henry Nevard, Ferdinand Pichard, Hon. Lady Lindsay, Cornelia, Alfred de Dalmas, Souv. de la Malmaison. And for \$6.85, a collection of four moss roses: Alfred de Dalmas, Deuil de Paul Fontaine, Old Pink Moss and Mme. Louis Leveque. Send your order to Will Tillotson's Roses, 802 Brown Valley Road, Watsonville, California. He will mail a card announcing your gift, which will be shipped at the proper planting time. For descriptions of these roses see Mr. Tillotson's catalog or "There's Nothing Like a Fine Old Rose," in HOUSE BEAUTIFUL, June 1956.

### Scented foliage geraniums

We can't imagine anyone with a sunny window who wouldn't welcome a gift of the fascinating, fragrant-leaved geraniums. Varied in shape and scent, from tangy, lacy, pine-scented varieties to pungent, heart-shaped lemon and lobed, oak-leaf types, these geraniums are wonderful as pot plants and to have handy whenever foliage is needed. You can give eight different labeled varieties for \$3, plants to be shipped for Christmas arrival, Wilson Brothers, Roachdale, Ind.

### Clematis

Of all the summer flowers, the too-little known, large-flowered clematis might well be the most welcome gift for gardeners across the country. Available now in velvety red and blue, deep purple and white, doubles as well as singles, the new hybrids produce garlands of showy blossoms, but require little ground space. Order from color photographs in the leaflet of clematis specialists, James I. George & Son, Inc., Fairport, N.Y.

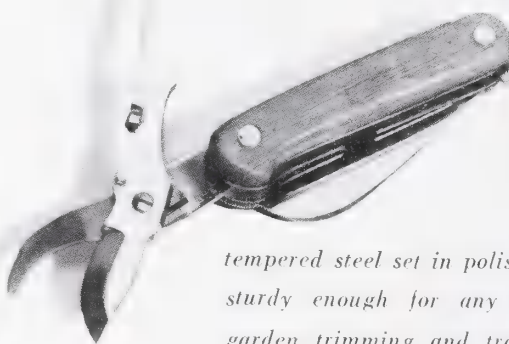


### Self-watering saucers

These black plastic dishes do away with messy, unmatched exiles from the kitchen, prevent water marks on furniture, make plants almost self-sufficient: Fiber glass wick extending from saucer into bottom of flower pot draws water upward, replenishing the soil moisture as needed. Cups fit standard 4- and 5-inch (diameter at top) clay pots or any pot measuring 2 $\frac{1}{4}$  to 3 $\frac{3}{4}$  inches across bottom. Saucers with wicks are 6 for \$2.25, 12 for \$4.25; 24 for \$7.75. House Plant Corner, Oxford, Maryland.



### Combination pruning shears and knife



*What gardener wouldn't like to have this clever, fold-up pruning shears and knife handy in his pocket whenever he strolls through his garden? Blades are of fine*

*tempered steel set in polished wood case. Shears are sturdy enough for any likely spur-of-the-moment garden trimming and training jobs. A real treasure, imported from Germany by Hoffritz Cutlery, 331 Madison Avenue, New York City; price, \$7.50.*

### Catalogs and cold cash

For both the gardener who has everything and the novice who's not yet sure what he does want, a good nursery catalog and a fat check may be the perfect combination. For that matter, many gardeners would welcome for their winter reading just a bundle of catalogs—the kind that are loaded with clear, accurate photographs and information, detailed descriptions and suggestions on solving garden problems. Most valued are those from nurseries which specialize in one or several plants and, together, are able to offer a large selection for the connoisseur. We list here a few catalogs. For some, there's a small charge to cover printing.

#### Indoor Plants

**Tropical foliage plants and orchids:** Alberts & Merkel Bros., Inc., Box 77, Jacksonville 7, Florida, 25¢.

**Amaryllis:** Ludwig Amaryllis Nurseries, Hillegom, Holland.

**Epiphyllums:** Ventura Epiphyllum Gardens, 153 and 141 East McFarlane Drive, Ventura, California, 25¢.

**Succulents:** Johnson Cactus Gardens, Paramount, California.

**Orchids:** Rod McLellan Company, 1450 El Camino Real, South San Francisco, California.

#### Outdoor Plants

**Lilies:** Romaine B. Ware, Canby, Oregon.

**Iris:** Walter Marx Gardens, Bor-ing, Ore.; Schreiner's Gardens, Salem, Ore.; Cooley's Gardens, Silverton, Ore., 25¢.

**Daylilies, peonies:** Gilbert H. Wild & Sons, Sarcoxie, Missouri.

**Dwarf and Espaliered fruit trees:** Henry Leuthardt, Port Chester, N. Y.; Stark Bros. Nurs-ery & Orchard Co., Louisiana, Mo.

**Hardy bulbs:** P. de Jager & Sons, Inc., 188 Asbury Street, South Hamilton, Massachusetts.



### Flower holder with separate cup

Guaranteed to be the most used item in any flower arranger's supply cupboard is this 3-inch needle holder, which attaches to a separate burnished brass bowl. Either part can be used alone, but together they hold everything from calendulas to candles. We show the unit as a base for a 4-foot candle. Called "Dazey In-a-Well," both holder and bowl are black inside. The price, \$3.95. Dazey Manufacturing Company, 2214 Stoner Avenue, Los Angeles 14, California.



### Tall Turner vases

The search for large vases heavy enough to support long-stemmed arrangements of flowering shrubs and evergreen branches ends right here. These handmade cylinders of mottled gray, brown or white ceramic are so beautifully proportioned, tall flowers seem almost to arrange themselves when placed in a vase of appropriate size. Give singly or in two's or three's, and order at least one for yourself. Ask for Turner vases, 10, 15 and 20 inches high, priced \$10, \$17.50 and \$25. Bonniers, 605 Madison Ave., New York 22, N.Y.



### For the gardener who "grows his own"

You don't need a greenhouse to appreciate these new plant-propagating aids. The streamlined trays in muted gray or pale green are watertight and handsome enough to grace a table or window sill. In fact, they might easily be used as planters or as trays for a collection of plants in pots, instead of as seed flats as was originally intended. Flats nest, are lightweight but indestructible, drainage holes are easily punched. Perma-Nest plant trays: 22 x 11 inches, 2 for \$3.50; 8 x 12 inches, 3 for \$1.65; 8 inches square, 3 for \$1.75; 8 x 4 inches, 12 for \$2.50. Trays described thus far are about 2½ inches deep. Bulb tray, 14 x 16 inches is 3½ inches deep, price \$2.39. All plus 10% postage. Plastic trays from Growers Supply Co., Ann Arbor, Mich. Propagating case, an updated version of Mr. Ward's glass affair, can likewise be used for starting seeds or rooting cuttings, but has a cover to keep the air agreeably moist to promote fast rooting and prevent wilting and damaging drafts on young plants. Available from The House Plant Corner, Oxford, Maryland, the case measures 11 x 15 x 6 inches, costs \$4.95, plus 45¢ postage.

### Two-piece planter

Containers worthy of a gardener's finest plants are always welcome gifts. This one will especially delight the purist who insists upon drainage holes for movement of air and moisture. Wide rim on liner supports it on outer shell. Both pieces are finished in neutral, foliage flattering tones which allow texture and color of clay to show through. Two sizes: 6 inch diameter, 4 inches high, \$7.50; 7½ inch diameter, 6½ inches high, \$10. Bonniers, 605 Madison Avenue, New York, N.Y.





# REMODEL FOR TELEVISION



*Television is here to stay—and for every room in the house.*

*A luxury to be sure, but one that is becoming a necessity.*

*Built-in units that are conveniently located, readily accessible and concealed when not in use are most desirable.*

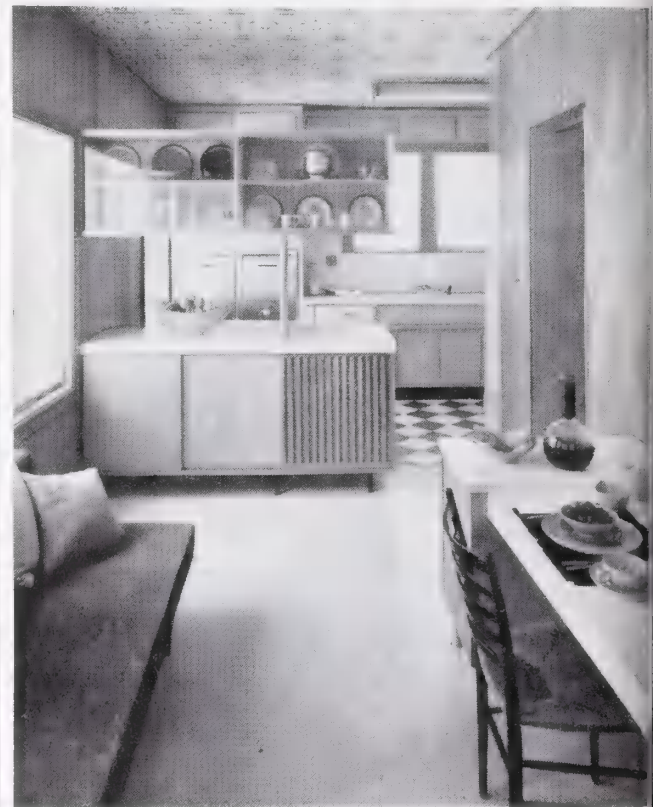
*Important, then, is to make the best possible use of space,*

*whether it be adding a room partition, converting*

*a closet or renovating a wall. Here are four examples:*

SAMSON BERMAN ASSOCIATES, DECORATORS

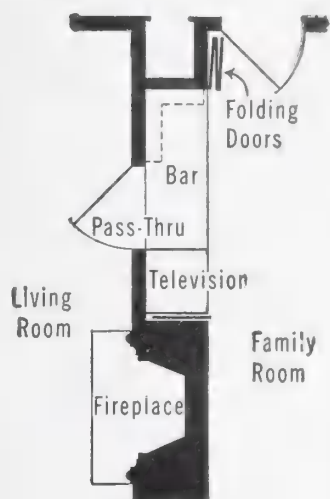
EIGHT PHOTOGRAPHS BY GEORGE SMALL



This co-ordinated dining, television and sewing area near the kitchen is an ideal place for younger viewers to watch their favorite programs. Tucked under a work counter, television set is easily enjoyed from the couch or floor, and just as easily hidden from view by a sliding louvered panel, whenever the family is dining or pursuing other interests.

*Further information on these rooms on page 191*





What was once a solid wall is now many things (see plan). It now holds the TV and hi-fi installations at the left of a compact bar with refrigerator and storage area below. Doors fold neatly away when necessary or close to completely conceal everything. Door which encloses TV and hi-fi equipment slides back into wall and hinged bar-doors double back into a recess at right, allowing ready access to bar and TV together or separately. Melanie Kahane, decorator.





## Remodel for television

*continued*

To assure privacy, this family created a partition to separate the living room from the foyer. In doing so, they built in a miniature bar and a perfect niche for housing the family television set. Every spare inch of space was converted into useful shelving, and when not in use, everything is attractively closeted by louvered shutters that fold back when necessary.

Ellen Lehman McClusky, decorator.







Comfortably furnished for reading or watching television, one part of the living room offers quiet seclusion from the rest of the room. This end is designed around the television set, which was built into the corner storage wall between the bookcases and is simply hidden behind closed doors, when the family so chooses. Curtains pulled across glass wall shut out the light for day-time viewing. Cannell and Chaffin, decorators.





*Here are the arguments for a factory-made, factory-assembled, plug-in-and-play radio-phonograph—a furniture instrument—as the way to good musical reproduction*

# A DEBATE ON

## The Case for The Furniture Instrument

By R. H. G. MATHEWS

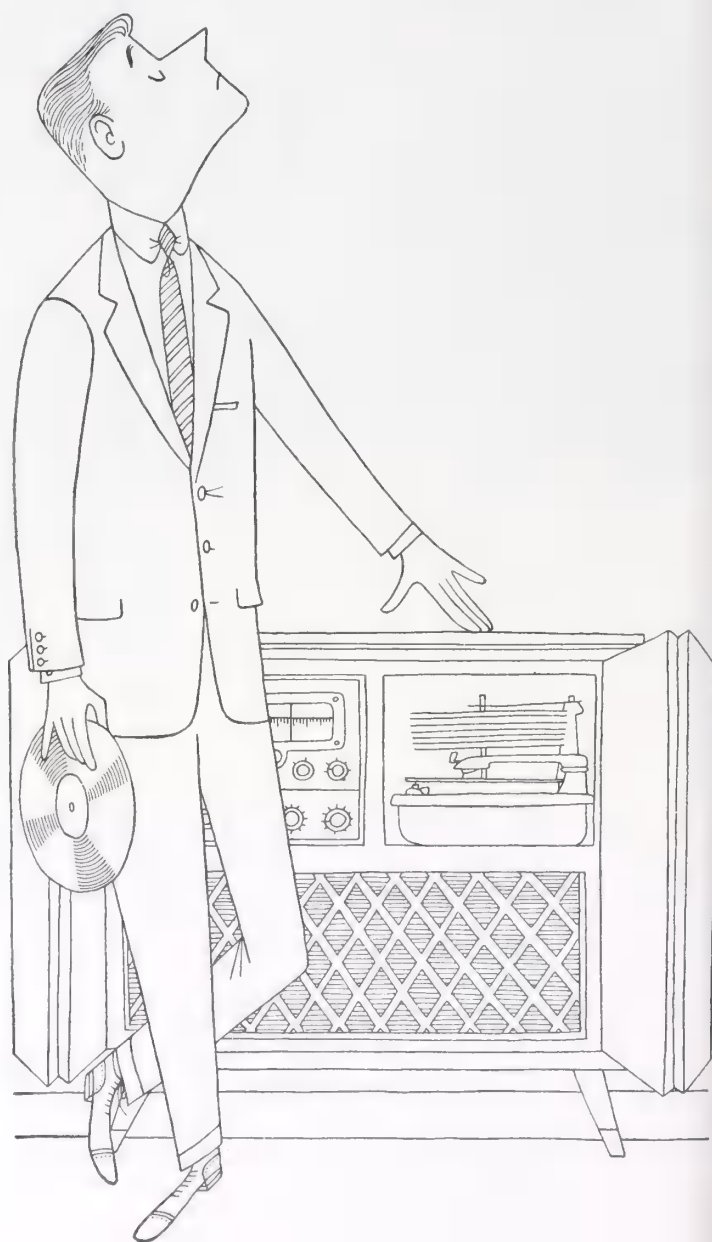
By now you've probably heard a dozen or more definitions of high fidelity. Perhaps the simplest and most practical definition is: the reproduction of everything recorded on a modern high fidelity record, without addition, subtraction or distortion.

Well-designed phonographs of years ago were high fidelity (truthful reproduction) in the sense that they faithfully reproduced everything that was recorded on the records of their day, but limitations in recording materials and techniques stood in the way of completely faithful recording of all the music of the original performance.

It's a different story today. Today's modern recording techniques and materials have made it possible to record music on records almost exactly as it was originally played. Certainly, high fidelity is nothing to joke about, either in terms of public interest or in the securing of perfect or near-perfect reproduction of beautiful music. Unfortunately, many people who know little about the subject of electronics, and even less about the subject of acoustics, are buying all kinds of units and systems with matched or unmatched components, and because they're not engineers, they frequently invest considerable money in systems that they not only do not want, but do not need and which, in many cases, do not give them the results they are trying to attain.

The difficulty is that the "hi-fi" craze has got somewhat out of hand. The love of music is a very basic human emotion and most of us are seeking for perfection of musical reproduction, but in every neighborhood there seems to be a friend or neighbor who has turned to hi-fi as a hobby.

Please believe me, I am not in any way attempting to deprecate a hobby as such, but the hobbyist's aims are usually completely different from those of the general public who are looking for beautiful music. The sound hobbyist, a hi-fi fan, in many cases, is an amateur sound scientist, an individual who is searching for performance of sound beyond that which has already been created—new and (Please turn to page 195)





# HIGH FIDELITY

*And here are the arguments for a selection of individual components, assembled by you at home—a hi-fi system—as the better way to achieve the best in musical listening*

## The Case for The Hi-Fi System

By LAWRENCE LEKASHMAN

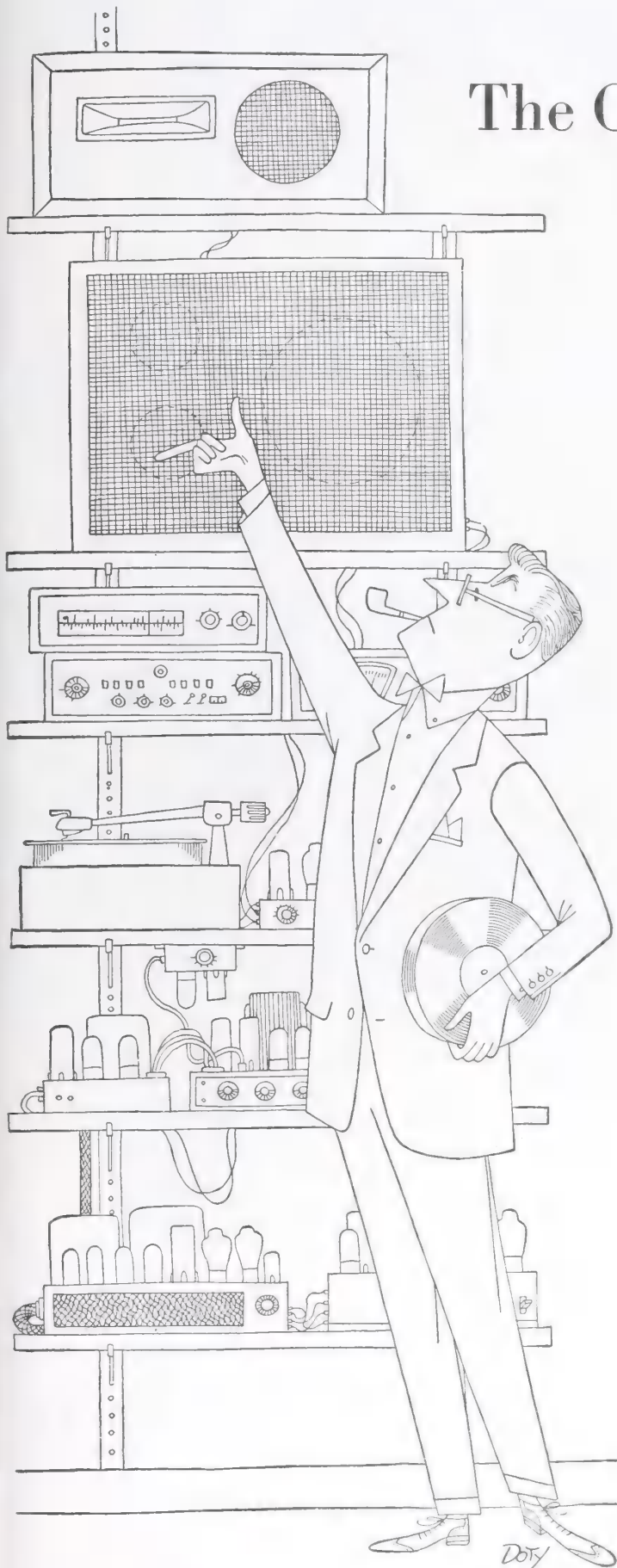
If you have ever experienced the concert-hall quality of the music you can hear through a modern, high-fidelity sound system, then you don't have to read any further. You *know* there is no better way to enjoy the ever wider world of music so skillfully recorded on today's records and tapes or sent to you over FM airwaves.

However, if you have not yet had this experience, you should open your mind, and your ears, to it. Once you've made the test (and if you like fine music), you'll never want to go back to the average home radio-phonograph. You'll be forever dissatisfied until you too have a system at home that will open this world to you in all its true beauty and realistic wonder.

Let me say right off that there is a certain convenience in going out and buying one of the good and very expensive radio-phonographs now available. And perhaps, even after you compare it with the kind of sound that a far less expensive high-fidelity component system can give you, you will choose it because it relieves you of any problems of selecting various components and placing them properly in your living room or elsewhere. (There are competent advisors on this in good music shops, remember. And there is an advantage in being able to put the components where you want them and where they'll be most convenient and sound best. We'll return to this later.)

However, if you are the kind of person who prefers exercising his own taste in, say, the selection of furniture for the living room and chooses each piece individually rather than buying a "complete 7-piece suite," then you will welcome the individuality of choice that a hi-fi system offers you.

When you select your amplifier, record player, loud speaker, FM-AM radio tuner, and later, if you want, a tape recorder, you will be satisfying your listening taste exactly as you desire and achieving a perfection of performance that no other set may offer you. At the same time, you will have far better sound for far less money. For about \$250 you can bring a new dimension of musical listen- (Please turn to page 202)







# LITTLE LUXURIES THEY MIGHTN'T



PHOTOGRAPHS BY ROLF TEITGENS

A lovely low chest for jewelry, silver or what not is a gift that will forever speak quietly of your affection and taste. It is finished in ember glow on solid pecan wood with inlays of butternut and Tamo veneers. There are many similar chests. This one: \$79.50 at Lord & Taylor, New York.

For your gourmet friends on the go there is a delightful way to introduce them to these savory, convenient packages of Knorr-Swiss soup mixes, enjoyable anywhere there's hot water. Accompany a sampling with a fine Wedgwood tureen (\$10.25, B. Altman & Co., N.Y.) and the whole thing becomes an unusual gift. Soup mixes are 29¢ each everywhere.





Haven't you passed a shop lately, looked into the window and silently wished that someone would buy you a little luxury item you saw there, one you would never, *never* (well, hardly ever) buy for yourself? Sure you have! Why not buy it for your friend this very Christmas? For someone who daydreams, like you, in front of antique shops and rare places. We've done it, too, and here's what we've found. May it all nudge you along toward that wonderful freeing of the imagination which alone results in those wonderfully imaginative gifts we too rarely receive.

## GIVE THEMSELVES



**Cocktails for three**—for you and a young couple you know, perhaps. The glasses have a silver metal luster overlay with a tiny snowflake pattern (\$3.40 each). Martini mixer (available at \$9.95) makes an elegant occasion of a daily ritual. Marshall Field's, Chicago.

*More ideas on the next two pages*



**Apothecary jars today**, filled with English sweets; tomorrow, after they are emptied, they can easily become a row of handsome, useful containers for the kitchen in which to keep sugar, flour and the like. These Cresca jars are \$2.95 each, Charles & Co., New York.





## Little luxuries they mightn't give themselves *continued*

A little necessity of a luxury is this gift for the person who likes wine, but has no wine cellar to keep the bottles properly horizontal. This little steel wine rack (\$21.95 at Bloomingdale's, N.Y.) does just that.

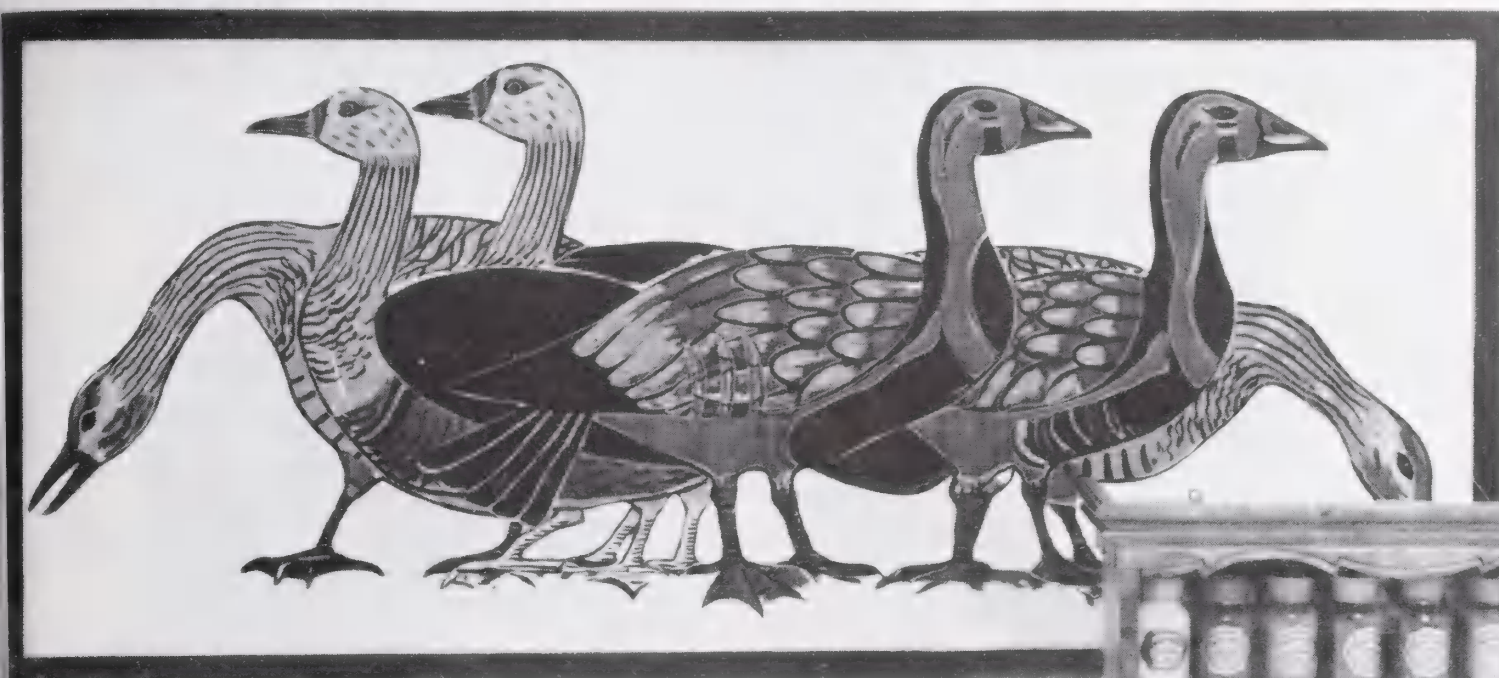
A comforting thought is this gift of a comforter, a little luxury of a necessity for coolish weather. Dacron filled, covered with white embossed nylon, it's washable. 72" by 84", comforter costs about \$24.95, at McCutcheon's, New York.



I love you! says this pillow in gold damask, so softly that only *your* ear can hear it, *your* eye see it. Fabric costs \$9 per yard, through your decorator, at Patterson Fabrics, Inc., New York.

Linen place mats by Tammis Keefe are a good buy at \$5.95, for they come in a set of 4 along with 4 napkins, printed white on white, or on misty turquoise, gold or pink. Lord & Taylor, New York.

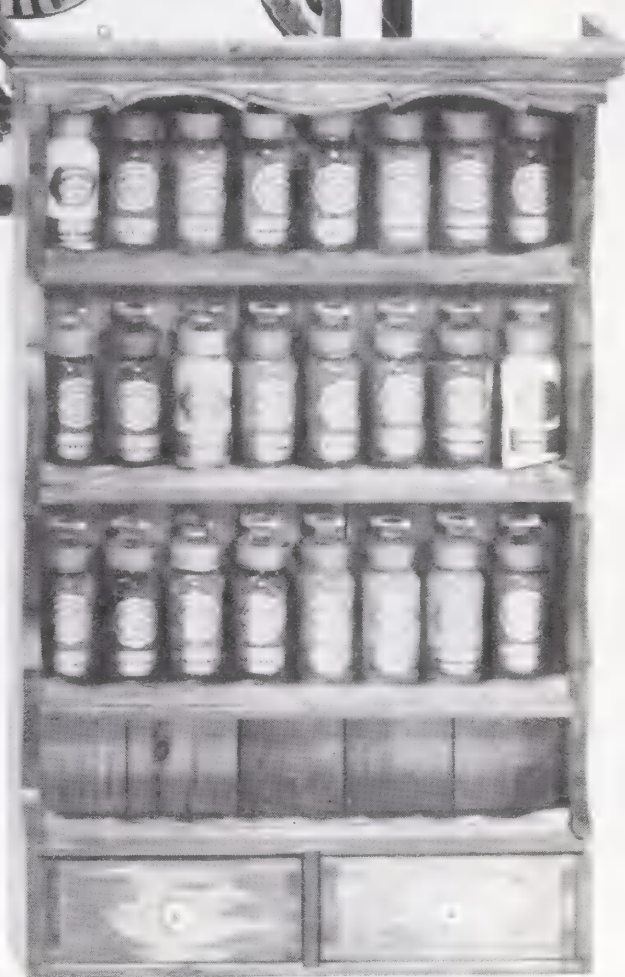




Inspired by an Egyptian tomb painting, this gaggle of geese printed on white linen is a far cry from the usual art present. 50" fabric, it costs \$9 per yard through your decorator at Jofa, Inc., New York. Quilting was \$6; framing, \$15.



For the indoor man or woman who has never enjoyed outdoor cooking, this complete barbecue set of Trader Vic, \$7.95 at Abraham & Straus, Brooklyn, N.Y. It contains the best barbecue glaze we know, also a Sate Sauce for shish kabob and a fine cookbook.



Spice is the variety of life. And here is a handy, hand-rubbed spice cabinet with 24 handsome apothecary jars of Twin Tree Gardens herbs, which should start one on the road to life's variety. \$50, B. Altman & Co., N.Y.







# Light their eyes this Christmas

and keep them lighted all year round

with the warmth and wonder of family traditions

By THELMA S. DOUGLAS

Now that Christmas is here, let us think of the beauty of building family traditions that will last through our lifetime and go on perhaps for generations. Let us think long about the imagination, love and unity which go into the ritual-like procedures that families build up year after year in daily routines and on special occasions.

First, let us consider children's bedtime rituals. These may include prayers, a story, a family song before youngsters go to their bedrooms, a quiet game to hasten them off, or a lullaby the last thing before saying "good-night."

When one of our children was a tiny baby, I began to sing part of the Brahms' lullaby to him as I tucked him into bed. He didn't know what the words meant, I'm sure, but he soon learned to know that the song was the signal to stop playing and to go to sleep.

Some families have a little ceremony for waking their members and keeping them in a cheerful mood each morning with records. This custom presupposes that at least one member of the family has enough pep to get up and start the record-player playing "Good Morning, Mary Sunshine," "Lazy Mary, Will You Get Up?", or "Oh, What a Beautiful Morning!" Records may be continued while the beds are being made and pajamas are being hung up, but we have preferred to use singing games, often ones that we make up together.

One of these original games which we used for a long time centered around the Pick-up Fairy. This fairy would appear in the child's room only if Mother and Daddy were in another room. All that the parents could hear was the humming of the fairy as things were quickly picked up and put away. Then one of the children would sing out, "Come see what the Pick-up Fairy has done." And we would all hurry into the room and be surprised to find that it more than passed our routine inspection.

Inspection, by the way, is another device. Younger children

who have not attended summer camps are often pleased to have their rooms "inspected" by the older children who have been at camp, or by parents. It is amazing the amount of work children are willing to do if it is fun, and almost anything the family does together, *cheerfully*, is fun. We have discovered that the responsibilities which a child assumes in his early years become a habit, something which he performs in later years with little effort or argument.

Grace at table is another family tradition, one that should not be left entirely to the children. We like to have each member of the family responsible for this prayer of gratitude on one day of each week. Since there are six of us, that leaves Sunday for the saying in unison of The Lord's Prayer, the prayer of St. Francis of Assisi, etc. Some families always say or sing some sort of mealtime blessing together.

We could spend a great deal of time discussing family councils, family work projects, picnics and vacations, all of which might be included under the title of family traditions. But it is the subject of family holiday customs that we want to stress primarily.

It is these holidays that I remember from my own childhood and always with a feeling of inner warmth and joy. There were years when we didn't have much money, but we were always able to cut out heart-shaped cookies for Valentine's Day and to make beautiful May baskets out of tissue paper and cardboard. We found some other way of making a special occasion of each holiday as it came along.

Lack of money need not be a deterrent to establishing family traditions. Neither does a lack of interest in one member of the family need to hold back the rest of the family. Of course it is more fun when everyone takes an active interest in it, but think of the many happy Christmas celebrations that take place over and over in spite of the warnings by the head of the house (*Please turn to page 137*)



*Have fun at home this happy season by putting on your own film festival. Entertain your family and friends with a sparkling selection of 16mm movies*

# FIVE WONDERFUL FILM SHOWS

By CECILE STARR House BEAUTIFUL's Home Movie Editor

If you're planning to gather with friends and family this holiday, let films be a part of your good times at home. Brighten the season with such fine performers and film-makers as Alec Guinness, Maurice Evans, René Clair, Norman McLaren, the UPA group and other film talents whose names may not yet be familiar to you. Evening parties for the grown-ups, or afternoon parties for children, can be immeasurably enlivened by one of these entertaining films.

With this in mind I've selected five programs of joyful motion pictures for you to show on your own 16mm sound projector—or on a rented projector from the NAVA dealer or camera supply store listed in your telephone book. I've done the previewing and selecting, and I've written down all the information I think you'll need, but you'll have to do the selecting. And you'd best hop to it and send your rental order right away—or you'll be left with second choice, or less, when your party date rolls around.

To make sure that everything goes off well, there are a few pointers to bear in mind before and during the showing:

1. Have spare projector bulbs and exciter lamps on hand, just in case the regular one blows out.
2. Drape the wires that connect to the loud-speaker and electrical outlet behind chairs, along walls and out of the aisle. Remember, too, that an unkinked wire is safest in every respect.
3. Seat the early arrivals in the center, rather than along the aisles, so that late-comers can sit down with a minimum of disruption.





4. Say a few words about the film before it begins—who made it, when it was made, how long it is, whether or not there will be an interruption for reels to be changed—not a speech, but a simple message introducing the film to the audience for its best attention and enjoyment. They'll get more out of it.

And now, on with the holiday show. These are all good programs; choose the one that is best for you.

### I. Good for the Children

If you want to get far away from the sort of thing that is generally offered as children's television fare, try the combination of Norman McLaren's fast-moving short called *Two Bagatelles* (three minutes, color) with Joseph Krumgold's quiet and sensitive *And Now Miguel* (63 minutes). In this case, I'd run the feature film first and put on the short at the end of the program.

*And Now Miguel* is the story of a New Mexico boy who wishes to be grown-up so that he can go with the men of his family to herd sheep in the mountains. In the process of getting his wish, he runs into many boyhood difficulties. Since the film is quite slow-paced, you might do well to tell the children that it's the story of a real boy and a real family and a real sheep ranch—so they won't be expecting a lot of fictional theatrics. Recommended age level: eight to fourteen.

*Two Bagatelles* is a nonsense item of speeded-up stop-motion shots of a man climbing a ladder, ice-skating on the lawn and doing an eccentric jig. The dancing titles at the beginning and end of the film are particularly wonderful—and you might decide to run the film a second

time. (I did and we all enjoyed it very much indeed.)

Both films are available for rental from Contemporary Films at 13 East 37th Street, New York 16, New York. Rental price for *Two Bagatelles* is \$5. *And Now Miguel* rents at \$15; you may also be able to obtain it at your near-by university film library or possibly in your community's public library.

As an alternative program for the youngsters in your family, you may want to try one of the world-famous British adventure films for children. There are nine in the series currently available here and they range in length from 30 minutes to 70 minutes. All were produced under the supervision of Miss Mary Field, Britain's renowned exponent of the philosophy that excitement, merri-ment and suspense belong in children's films.

*Bush Country Adventure* (58 minutes) is a charming story of five Australian ranch children—one an aborigine—who track down a bunch of horse thieves during Christmas holidays, which is mid-summer "down under." Rental is \$17.50. Austria is the real setting for *The Mysterious Poacher* (50 minutes) another mystery in which a group of school children help capture a deer thief who has been poaching on the game reservation. Dialogue is in German with English sub-titles; children who can read easily will have no difficulty in following the printed words, and the story is so action-laden that it tells itself quite well in pictures. Rental is \$15. Others in this series are *Circus Boy* (51 minutes, rental \$15); *Fortune Lane* (58 minutes, rental \$15), about a boy and a locomotive; *Johnny on the Run* (70 minutes, rental \$20), about the adventures of a run-away Polish (*Please turn to page 172*)



Here are six stills of six 16mm masterpieces that you can show at home: Running from far left to right: little Joey in the *Little Fugitive*; René Clair's incomparable *A Nous La Liberté*; Helen Keller in *Her Story*; down-under *Bush Country Adventure*; Maurice Evans and Robert Morley in *Gilbert and Sullivan*; and Ford's *The American Road*.



PHOTOGRAPHS BY JAMES ABBE, JR.



Any food is more appealing if Junior prepares his own. A western recording, a red neckerchief and tinware instead of china make soup, spaghetti or pork 'n beans tastier. "Chuck Wagon" set, \$4.98.



Getting children to drink more milk will (almost) automatically be solved if they are encouraged to mix their own "shakes" in a battery-operated miniature of Mother's Oster electric blender. \$4.95.



Learning to clean up and wash up after the tea party is play for the child who has her own dishpan and other equipment like Mother's "Susy Goose" set, 79¢. Dishes from Junior Chef Tea Party sets, \$1 to \$5.

There is an age, known as childhood, when everything in life has wonder, excitement and the joy of discovery. And often, when it has been encouraged in childhood by parents, it continues throughout one's life, filling it forever with the same awareness of life's wonders.

Children make mud-pies. Why not real ones? Boys and girls play house, as realistically as they know how. Why not help them? Here are tools that are toys—toys that are tools for the imaginative mind of growing, curious, knowledge-seeking children.

Life is a joy for the children pictured on these pages, because it is full of the pleasure known by the wisest of men—the pleasure of learning, the pleasure of knowing. It is the supreme key to the greatest of womanly arts: keeping house and family happy. It is the way of a man with a happy wife: appreciating (*Please turn to page 194*)

## Introduction to the womanly arts

By NANCY CRAIG





A child learns more of the real joy of giving, when her achievement in making sparkling clear grape jelly for a fond relative is duly acknowledged. Set includes supplies and equipment, even jars and labels; \$2.98.



Popping corn is a favorite pastime among children; mothers will find this greaseless popper safe to use in the living room or to be wheeled to the porch on this useful junior-size serving cart. TV Electric Corn Popping Machine, \$5. TV Snack Cart, \$7.98.



Her very own battery-operated vacuum helps a child develop a sense of responsibility for keeping her own room tidy. Such orderly habits formed during early years carry over into adult life. Play Hoover Vacuum Cleaner, \$9.95.



Many a boy, following his Dad's example, is discovering the fun of cooking. Pizza pies are something boys like to make and eat. The set comes complete, including all the makings, as well as special pans for baking; \$3.

*More pictures on next page.*



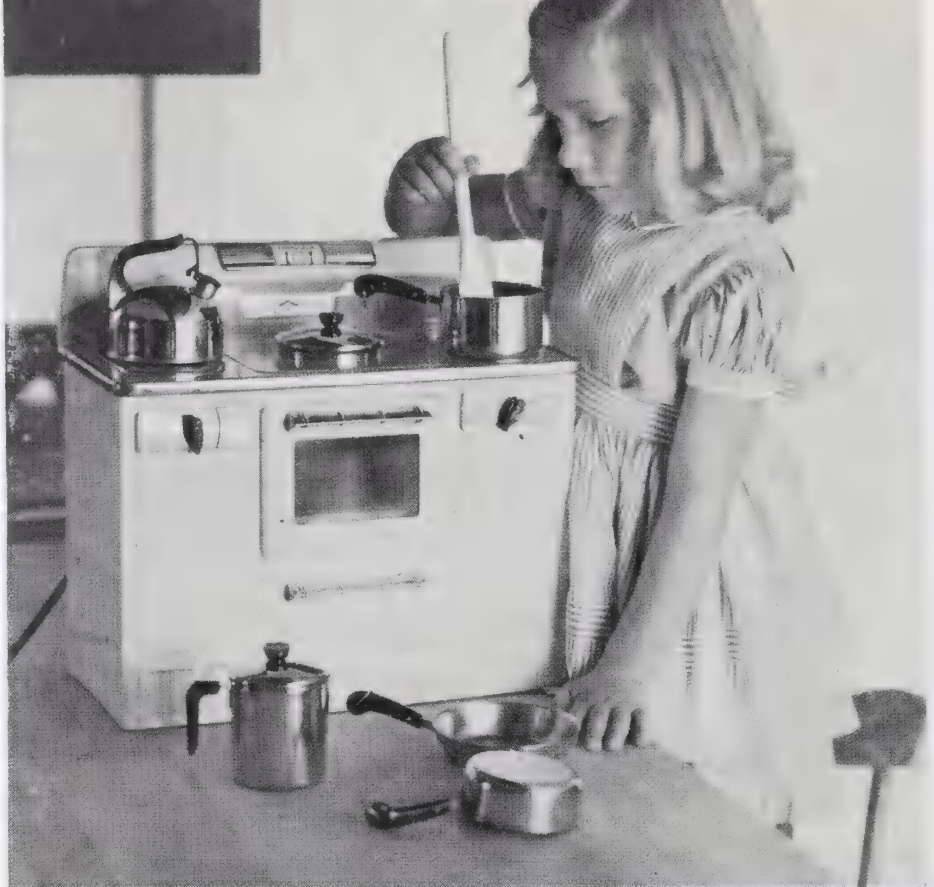
## Introduction to the Womanly Arts

*continued*



The junior laundry as shown above includes "Dollyduds" electric washer (\$9.95); laundry cart on wheels (\$2.98); electric iron (\$2.29); and ironing board (\$2.98) with pad and cover (69¢).

Learning to thread and sew on hand-operated chain-stitch machine calls for concentration. Singer Sewhandy (left), \$12.95. Elna Junior Machine (right), \$17.95. Kid-Size Samsonite table with two chairs provides sturdy work surface for many activities. Table and two chairs, \$19.95.



Tiny electric range has thermostat which automatically controls temperature of insulated oven. Little Lady Electric Range, \$16.95. Copper-clad, stainless-steel cooking utensils are miniatures of Revere Ware, 12-piece set, \$14.95.



Beginning cooks find it easy to make cookies and a lot of fun when they have a battery-operated mixer to blend the mix and milk. This is one of a number of packaged mixes in the Betty Crocker Junior Baking Kit, \$5. "Mirro" Campbell Kids Mixer, \$2.95.

*More pictures on page 192*





**Wouldn't you know she'd choose a Bigelow...** Whether she's buying a remembrance for a friend or an important "present" for her home, she's guided by an instinct for elegance. That's why you see her now, selecting a Bigelow broadloom. For Bigelow is the most exquisite of all broadlooms. Its varied designs are created by leading carpet stylists. The world's choicest yarns are used in its weaving. Lasting comfort and beauty will move into your home with quiet, luxurious broadloom by Bigelow.

*Shown here: Lovely Andante in two combinations of "soft focus" colors. At leading stores now... with other fine carpets by Bigelow. Fur by Maximilian. Hat by Emme.*



**Bigelow**

*Number 1 name in Carpets*



## How many ways have you enjoyed Remy Martin?

Sip it from a traditional snifter, of course, but don't miss these other delightful drinks—Remy Martin Cognac Brandy on the rocks, as a highball, neat, or in one of many cocktails and punches. The important point is to ask for Remy Martin V.S.O.P. by name. You will be rewarded with the same splendid quality that has pleased generations, since 1724.

*As another handsome gift, may we suggest Remy Martin Louis XIII, in its magnificent hand-blown decanter by Baccarat.*





## CHRISTMAS DECORATIONS

CONTINUED FROM PAGES 120, 121 AND 127

The holiday dinner table shown on page 121 is set with Franconia China from Herman C. Kupper, Inc.; stemware by Fostoria Glass Co.; linen from the Irish Linen Guild; and silver flatware, "Orchid Elegance," by Wallace Sterling.

The festive wherewithal for the service of Tom and Jerry, shown on page 127, comes from the following sources: brass hot-water urn, Accessories and Design; crystal decanter and silver butter warmer, Plummer's Ltd.; Tom and Jerry cups, cinnamon cups and glass shell, David Weiss.

\* \* \* \* \*

The ornaments shown in our 3rd Annual Collection of Christmas Decorations (pages 119—127) may be purchased at the following stores:

### ALABAMA

Anniston .....Couch's  
Birmingham.....Bob Swenson

### ARIZONA

Scottsdale.....Studio Suzette  
Tucson.....Emily Alexander

### CALIFORNIA

Berkeley .....Fraser's-Berkeley  
Beverly Hills.....I. Magnin & Co.  
Burlingame .....Rorke's  
Fresno .....I. Magnin & Co.  
La Jolla.....I. Magnin & Co.  
Los Angeles.....I. Magnin & Co.  
Oakland.....I. Magnin & Co.  
Palo Alto.....I. Magnin & Co.  
Pasadena.....I. Magnin & Co.  
Sacramento.....I. Magnin & Co.  
San Francisco.....I. Magnin & Co.  
Santa Barbara.....I. Magnin & Co.

### COLORADO

Boulder .....Neusteter's  
Colorado Springs.....The Gray Rose  
Denver .....Neusteter's

### CONNECTICUT

Hartford.....G. Fox & Company  
New Haven.....Marvin Display Corp.

### DELAWARE

Wilmington .....Ellison's

### DISTRICT OF COLUMBIA

Washington.....Julius Garfinckel & Co.

### FLORIDA

Fort Lauderdale.....Anita Kott  
Miami.....Richard Plumer-Miami  
St. Petersburg.....Louise Ainsworth  
Sarasota.....Sea Chantey

### GEORGIA

Atlanta.....Rich's, Inc.  
Macon.....Jimmy King Interiors

### HAWAII

Honolulu .....Dahl's

### IDAHO

Boise.....Tuck Beyerle Interiors, A.I.D.

### ILLINOIS

Aurora.....The Shop of John Forden  
Bloomington.....Jack Lewis  
Chicago.....Carson, Pirie, Scott & Co.  
De Kalb.....Elsa Gift Shop  
Forest Park.....Forest Home Garden  
Glen Ellyn.....Creative Gift Studios  
Hillside.....Carson, Pirie, Scott & Co.  
Lincoln.....House Jewelers  
Peoria.....Helen Gallagher  
Rockford.....D. J. Stewart & Co.  
Springfield.....Handicraft House  
Urbana.....Crossroads Shop  
Wilmette.....Carson, Pirie, Scott & Co.

### INDIANA

Anderson .....Kirksman's  
Furnessville.....The Schoolhouse Shop  
Hammond.....Carson, Pirie, Scott & Co.  
Indianapolis.....L. S. Ayres & Co.  
Richmond .....  
Richmond Camera & Book Shop  
South Bend.....Robertson Brothers

### IOWA

Osage.....Walker Gift Center

### KANSAS

Topeka .....Karl's  
Wichita .....Amanda's

### KENTUCKY

Harrodsburg.....Beaumont Inn Gift Shop

### LOUISIANA

Baton Rouge.....Amanda's  
New Orleans.....Hemenway's  
Shreveport .....Hemenway's

### MARYLAND

Baltimore .....Hochschild-Kohn  
Bethesda .....Christmas Shop

### MASSACHUSETTS

Boston.....Paine's Furniture Company  
Framingham.....Wyman's Garden Center  
Marblehead.....The Garden Spot  
Worcester .....MacInnes

### MICHIGAN

Ann Arbor.....John Leidy  
Bay City.....Smith's Flowers and Gifts  
Detroit .....Grinnell's  
Flint.....Sanford House  
Grand Rapids.....House of Flowers  
Lansing.....The Style Shop  
Midland.....Smith's Flowers and Gifts  
Pontiac.....Castle Gift Shop  
Saginaw.....Smith's Flowers and Gifts  
Troy.....Gow Furniture Co.

### MINNESOTA

Minneapolis.....Dayton Company  
St. Paul.....Emporium of St. Paul  
Wayzata.....Marion Nellermeo

### MISSISSIPPI

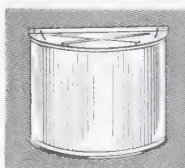
Jackson.....Fridge's Fireside Shop  
(Please turn the page)

Proud successor to  
custom-installed  
High Fidelity!

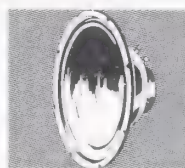


## PHILCO *Phonorama III*

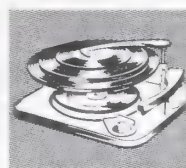
Now anyone can afford the *ultimate* in High Fidelity... the miracle of "Living Sound" by Philco! Here in Phonorama III is a new "Cathedral Speaker"... 66 electrostatic speakers in one vast radial arc. Matching 15" woofer and brilliant 30 watt output. Range: from below 40 cycles clear up to 20,000 cycles. Push button 4-speed Philco "Micro-Mix" automatic record changer. And the price makes history... a sensational **\$299<sup>95</sup>**



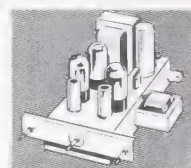
The Big "66"  
Cathedral Speaker



Matched 15" Woofer  
on Cross-Over Network



Micro-Mix 4-Speed  
Record-Changer



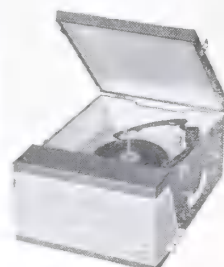
Transformer Powered  
Amplifier, 30 Watt Output

### LIFETIME GIFTS THAT SPEAK VOLUMES FOR THE GIVER

"Living Sound" by Philco in a wide choice of 4-speed automatic High Fidelity phonographs gift-priced for every purse, styled for any room, any purpose.



PHILCO 1363



PHILCO 1360

PRICES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.



... and Best of All, a PHILCO®



No unsanitary film on silver that touches children's lips



NEW FOR YOUR ELECTRIC DISHWASHER!

## Sanitary, sparkling silver, dishes and glasses with new **DISHWASHER all**®

With new **DISHWASHER all** in your electric dishwasher, you can be sure everything will come out free from unsightly film and spots that can harbor germs.

The special sparkle to dishes,

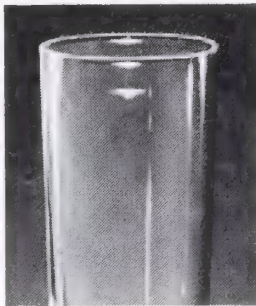
silver, glasses washed with **DISHWASHER all** is more than a tribute to your good housekeeping . . . it's your assurance that dishes are really clean . . . *sanitary clean* . . . important protection for your family's health.



Now! **DISHWASHER all** contains DC-T (controlled chlorination) to help protect your family's health.



Ordinary dishwasher detergent leaves glasses spotted or streaked. They look unsightly and unsanitary.



**DISHWASHER all** leaves glasses spotless, sparkling! They look clean. They are clean . . . *sanitary clean*.

**DISHWASHER all** IS A PRODUCT OF MONSANTO . . .  
WHERE CREATIVE CHEMISTRY WORKS WONDERS FOR YOU  
*all* is a registered trademark of Monsanto Chemical Company



## CHRISTMAS DECORATIONS

CONTINUED FROM PRECEDING PAGE

<b>MISSOURI</b>		<b>PENNSYLVANIA</b>	
Kansas City .....	Hall's	Allentown .....	Rileigh's
Kansas City (Suburban) .....	Miriam Zide	Bala-Cynwyd .....	Sis Mullen
St. Louis .....	Stix, Baer & Fuller	Philadelphia .....	Gimbel Brothers
<b>MONTANA</b>		Pittsburgh .....	Kaufmann's
Billings .....	Hart-Albin Company	State College .....	Ethel Meserve
<b>NEBRASKA</b>		Upper Darby .....	Sis Mullen
Lincoln .....	Miller & Paine	Washington .....	Ward's Book Store
<b>NEW JERSEY</b>		<b>PUERTO RICO</b>	
East Orange .....	Jolly Tar	Condado .....	Angela Studios
Westfield .....	Jane Smith	<b>SOUTH DAKOTA</b>	
<b>NEW MEXICO</b>		Rapid City .....	Krall's Gifts
Albuquerque .....	Hubbard's	Sioux Falls .....	Akers Gift Shop
Clovis .....	Hubbard's	<b>TENNESSEE</b>	
Los Alamos .....	Hubbard's	Knoxville .....	Rich's Inc.
Roswell .....	Hubbard's	<b>TEXAS</b>	
Santa Fe .....	Hubbard's	Abilene .....	Minter's
<b>NEW YORK</b>		Dallas .....	Titche-Goettinger
Buffalo .....	Hughes Shop	Houston .....	Joske's
Hamburg .....	Kronenberg's	Midland .....	Walter Davis Gifts, Inc.
Hawthorne .....	Rosedale Nursery	San Angelo .....	Walter Davis Gifts Inc.
Milbrook .....	Rosedale Nursery	San Antonio .....	Frost Brothers
New York .....	Saks Fifth Avenue	<b>UTAH</b>	
Rochester .....	McCurdy's of Rochester	Salt Lake City .....	Auerbach Company
White Plains .....	Saks Fifth Avenue	<b>VIRGINIA</b>	
<b>NORTH CAROLINA</b>		Newport News .....	Nachman's
Greensboro .....	Design Studio	Richmond .....	Thalheimer's
Raleigh .....	The Patio	<b>WASHINGTON</b>	
<b>NORTH DAKOTA</b>		Seattle .....	I. Magnin & Co.
Fargo .....	Mid-Town Gifts	Spokane .....	Joel's
<b>OHIO</b>		<b>WEST VIRGINIA</b>	
Cincinnati .....	Shillito's	Morgantown .....	Home Ideas
Cincinnati (Suburban) .....	Flowers by Marjorie	<b>WISCONSIN</b>	
Cleveland .....	Halle Brothers	Manitowoc .....	Shulander's Flowers
Columbus .....	The Maramid	Milwaukee .....	T. A. Chapman Co.
Dayton .....	Arrow, Inc.	Milwaukee (Suburban) .....	Stein Flowers
Hamilton .....	The Maramid	Sheboygan Falls .....	Rock Ledge
Lorain .....	Zelev's Flower Shop	Wausau .....	Buerger's
Youngstown .....	Raymond Brenner Jewelers	<b>CANADA</b>	
<b>OKLAHOMA</b>		Montreal .....	T. Eaton Co., Ltd.
Tulsa .....	Seidenbach's	Toronto .....	T. Eaton Co., Ltd.

## FIVE WONDERFUL FILM SHOWS

CONTINUED FROM PAGE 165

war orphan; *Jean's Plan* (32 minutes, rental \$7.50), about a girl who helps her father, a jeweler, trick a gang of would-be diamond thieves. This group of films is available for rental from United World Films, 1445 Park Avenue, New York 29, New York. They can also be booked through Contemporary Films, at the address given above.

### II. Good for the whole family

Young and old will find true delight in the captivating *Little Fugitive* (75 minutes), in which seven-year-old Richie Andrusco

plays the part of a boy named Joey who flees to Coney Island after a fight with his older brother. Joey's adventures, such as the episode where he is trying to hit a mechanically thrown baseball in a test-of-skill concession are genuinely funny, and the film has a naturalness which has won praise for it all over the world. It's a gem among small, non-studio productions, written and directed by Ray Ashley Morris Engel and Ruth Orkin—the latter two a husband-and-wife team of professional still photographers. This was their first motion picture



You'll also enjoy the film's musical score, composed and performed by Eddy Manson on solo harmonica.

As an accompanying short, I'd choose UPA's *Madeline*, based on the Bemelmans' book—or one of their Mr. Magoo or Gerald McBoing Boing cartoons. All are available from Cinema Guild at 10 Fiske Place, Mount Vernon, New York (or from Audio Film Center in San Francisco at 522 Clement Street—or in Chicago at 2209 East 75th Street). Rental for the UPA shorts is \$5 each. They run about ten minutes and are in Technicolor. *Little Fugitive* rents at a basic fee of \$45, but you might ask if there are special rates for home use.

A feature film suitable for all the family is the Technicolor feature *Gilbert and Sullivan* (112 minutes) starring Maurice Evans and Robert Morley in the title roles. Tuneful excerpts from many of their famous operettas are included. Rental is listed at \$45—and the film is also available from the Cinema Guild and Audio Film Center at the addresses mentioned above. From this source too, and newly released for 16mm use, is the outstanding British film *Breaking the Sound Barrier* (110 minutes) which older children would surely enjoy. A jet-age adventure starring Ralph Richardson and Ann Todd, rental is \$25.

### III. Good for Laughs

One of the world's all-time great comedies has just been released for 16mm use, so any film-lover can have it whenever the occasion for cinematic merriment arises. The film is René Clair's *A Nous La Liberté* (87 minutes). It is an early French cinema with a maximum of picture-language. There are English sub-titles, but even without them the film would be enormously entertaining to anyone who enjoys the utmost in film wit. This is René Clair at his unbeatable best, a film which will never show its age. I don't want to start an argument by saying this is René Clair's best film—that it is one of the ten best films of all time, as many proponents might gladly do, but I will say it's foolish of you to pass up this chance to see movie comedy at its finest. It is an utterly funny film. Credits go to René Clair for script and direction, to Georges Krinal for photography, to Lazare Leerson for sets and designs, to Georges Auric for music, and to Raymond Cordy and Henri Marand as Louis and Emile, two gentlemen of fortune, ex-convicts, you must know, who reach the

heights and depths of success in the business world. Rental for *A Nous La Liberté* is \$50, but there are special rates for home showings. You won't need an accompanying short to go with it. Rentals should be made with Contemporary Films, 13 East 37th Street, New York 16, N. Y.

As an alternative for adult comedy fare, see Alec Guinness and Celia Johnson in *The Captain's Paradise*—if you haven't already done so. It's 80 minutes long and rents at \$25 from Cinema Guild, 10 Fiske Place, Mount Vernon, New York (and the Audio Film Centers in San Francisco and Chicago whose addresses are given above). An accompanying UPA short would be perfectly in order, it seems to me.

### IV. Good for the Soul

It is not easy to urge you to see *Helen Keller in Her Story*—because, until you have already seen it, you cannot possibly understand my enthusiasm. You've probably heard of Helen Keller all your life, seen her in the newsreels, read articles about her and by her. This 45-minute feature documentary, which incidentally won an Academy Award this year, is considerably more impressive than anything you may already have seen or read. It gives you glimpses into the life of a beautiful child left blind and deaf by early illness, who escaped from this isolation to become one of the most active and alert women of our times, an ardent spokesman for all handicapped people, a leading world figure devoted to life and the wonders of living. To us it may seem a small miracle that this child, after years of total isolation, could in so short a time learn to write not only letters and words but thoughts and communications of joyous interest to the world. With the patient aid of her teacher, Anne Sullivan, Helen learned to read English as well as half a dozen other languages.

Now, as one of the most-travelled and best-informed people of our time, Helen Keller lives in the Connecticut home built for her by some of her friends. Awake at five in the morning, she begins each day by reading from the Bible. After breakfast and a walk outdoors along the specially built handrail, Helen Keller and her secretary-companion, Polly Thompson, read and answer the mail (Miss Keller types her own letters), work on articles and special projects, do their own housework, receive friends and

(Please turn the page)



You're lovely at the door...  
But what will they think  
when they see the floor?

FOR FLOORS THAT  
REFLECT A SMART,  
WELL-GROOMED YOU

**REGINA** TWIN-BRUSH  
**POLISHER and SCRUBBER**

This is the polisher that gives your floors a lustrous, professionally-cared-for look...without hard work! At the touch of your fingertips, the Regina scrubs, waxes, polishes—protects and beautifies *all* your floors. And, with Regina, frequent re-waxing is a thing of the past! In-between buffings *maintain* the brilliant, satin-smooth finish...even when you use self-polishing waxes! With a Regina you can enjoy floors that *keep* their new, jewel-bright look *through the years*.



**Super-smooth polishing!** Twin Tampico polishing brushes give you smooth, ring-free finish. Full 12" brush-width does large areas faster. Won't mar baseboards.

**Super-bright buffing!** Regina's twin buffing pads revolve 600 times a minute—bring out the lustre of floors, furniture tops, kitchen counters as no other buffing can!

**Does your scrubbing, waxing, polishing, buffing... all around the house!**

- ★ America's most widely-used polisher!
- ★ Many still giving trouble-free service after 25 years in use!
- ★ Worm-gear drive—full ¼ h.p. motor!
- ★ Get the best—you pay no more!

**\$64<sup>50</sup>** plus excise tax

Ask your dealer for a demonstration

**Send today for FREE informative folder**

The Regina Corporation, Rahway 22, N. J.  
Please send free "Bulletin 44—Care of Floors," and name of nearest dealer.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

In Canada: Switson Industries, Ltd., Welland, Ontario

By makers of Regina Elektrikbroom—lightweight vacuum for daily use.



TABLE/CHAIR/712-714 CHINA BUFFET

KJER-JAKOBSEN DESIGN/PAT. PEND.



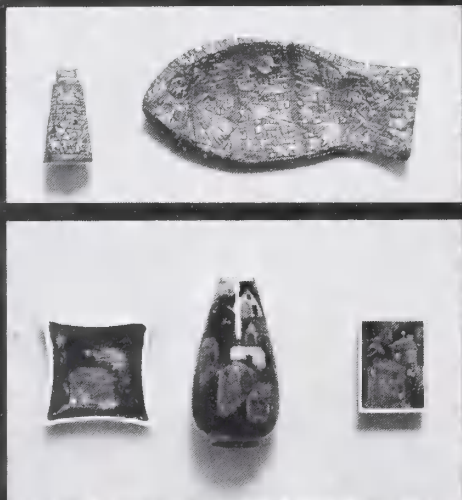
sculptured  
metal  
dining  
furniture



AVAILABLE AT LEADING FURNITURE AND DEPARTMENT STORES  
VIRTUE BROS. MFG. CO., Los Angeles 45, California

"GOD GRANTS LIBERTY ONLY TO THOSE WHO LOVE IT, AND ARE ALWAYS READY TO GUARD AND DEFEND IT." Daniel Webster

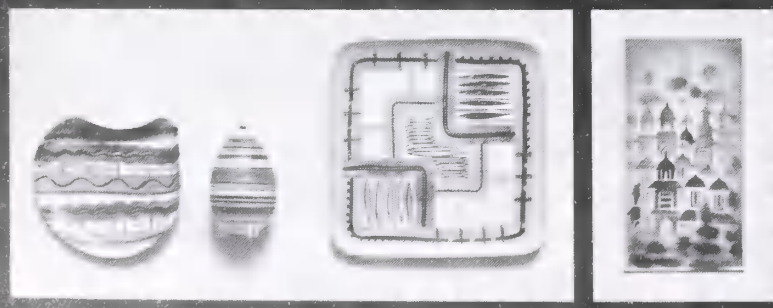
GIFTS for the connoisseur . . .  
from America's foremost ceramic  
designer: ashtrays, boxes, bowls,  
vases, lighters, paintings on  
ceramic panels. Each a signed  
original—a collector's delight.  
From \$5, at the finest stores.



Sascha Brastoff

CERAMIC ORIGINALS

CUSTOM MADE LAMPS • FINE CHINA DINNERWARE



SASCHA BRASTOFF PRODUCTS, INC. STUDIOS: WEST LOS ANGELES 64, CALIFORNIA

## FIVE WONDERFUL FILM SHOWS

CONTINUED FROM PRECEDING PAGE

guests. And for Helen the day ends as it begins, with a reading from the Bible.

He who sees this film will find his own message in it, his own spiritual elevation. For me the most important idea in the film is, in Helen Keller's words, that "Everyone has his own handicap—it just happens to be the handicap of the blind that they cannot see and the handicap of the deaf that they cannot hear."

*Helen Keller in Her Story* was produced by Nancy Hamilton. The narration is read by Katherine Cornell. In addition, such noted people as Martha Graham, Gladys Swarthout, President Eisenhower and many others appear in the film. Despite its Academy Award, it has been seen in only a few theaters around the country. On the right occasion for you at home, this could be the most memorable Christmas-time event for family and friends. The film is available for 16mm rental from Louis de Rochemont Associates, 13 East 37th Street, New York 16, N. Y. Rental for the 45-minute film is a mere \$12.50. You'll be interested to learn that earnings on the film go to Miss Keller's special Fund for World Services. And here's a suggestion: If your church or club is looking for a suitable holiday program, tell them about this one—only good can come of it.

A wonderful accompaniment to the Helen Keller film is the charming British short, *Sunday by the Sea*—a lovely joy-of-living tid-bit about youngsters, and even oldsters, having an awfully good time in candid photography style. There is no narration, merely old-time music-hall ballads that will warm your heart. It's 15 minutes long, rents

for \$7.50, and is available from Contemporary Films, 13 East 37th Street, New York 16, N. Y. The address of the two film libraries is the same, you will notice, and you may order both films from either one. The films will arrive together, but billing will probably be made separately.

### V. Good for the Pocketbook

For little or nothing in the way of cash outlay, you can get hold of some unusually attractive and interesting travel films for home showing. One group that I can recommend is the Pan American World Airways series of half-hour color tours. The best and most recent take you to Germany, Austria, Italy, Vikingland, Alaska, and France. They are available from Ideal Pictures, 65 E. South Water Street, Chicago 1, Illinois. A service charge of \$2.50 is all you have to pay for each of the films.

From the Ford Film Library a number of outstanding films are available without charge. The big problem is that they are extremely popular and are usually booked far in advance. In their free catalog of 16mm titles, you'll find films on the automotive industry (of which I think you'll particularly enjoy *The American Road* (43 minutes) and *Technique for Tomorrow* (23 minutes)—which deal respectively with the history of the automobile and new trends in production by automation. Among the travel films you'll enjoy *Highway by the Sea* (15 minutes), a tour of the Pacific coastal area, and *Yellowstone* (20 minutes) both are in color. For a complete listing, and to place your request for the films you want to see, write to Film Library, Ford Motor Company, 16400 Michigan Avenue, Dearborn, Michigan.

## GIFTS FOR DISCRIMINATING GARDENERS

CONTINUED FROM PAGE 149

are the finest pocket guides to wild plants we've met. Identification is made by comparing the obvious features of the plant, step by step, through easily understood directions and symbols to a final illustration of the plant with its correct common and scientific names and family grouping. Prepared by May Watts of the Morton Arboretum, the *Finders* cover common plants east of the Rockies and north of the Smokies. Published by the Nature Study Guild in Naperville, Ill., the

*Tree Finder* is 25¢ a single copy, 20¢ if you buy ten copies or more. *Flower Finder*, 50¢, or 40¢ each for ten copies or more.

For the serious gardener intent upon learning the very best ways to grow plants, we suggest *The Pruning Manual* by Everett P. Christopher. The most definitive book in its field, it tells *why*, as well as *how*, all temperate zone plants are pruned. Published by Macmillan, 60 Fifth Ave., New York City. \$5.



## MAIL-ORDER FOOD BUYING

CONTINUED FROM PAGE 139

ing horizon in food is having a powerful cultural impact on the eating habits of our people. For it is changing us from one of the most provincial countries, gastronomically, into one of the most sophisticated. It is having as much cultural effect as the book-of-the-month-by-mail idea and the newer long-playing-record-by-mail notion.

**J**UST as the record clubs have turned even a rural mail box into a music store, so the mail box is as important and even more promising than the corner grocery store. Even the city sophisticate, who theoretically "has everything," must order by mail to get certain old-fashioned country recipes and the fine produce which is too perishable to go through the normal wholesale channels. Then, too, the city dweller does not want to take the time to traipse all over a big city for those foreign specialties which are for sale but at widely separate points.

Time-saving is one of the biggest motivations in this kind of buying, ranking almost equal with the appeal of quality. For it takes less time to write a letter than to drive somewhere in your car and fight for a parking space. And mail ordering has the added attraction that the item is delivered to your door—by the mail man or the express man.

The housewifely fixation that it is necessary to pick it out yourself in order to be sure of getting quality does not apply here, for superb quality is the *raison d'être* of this type of business. The mail-order merchant knows that unless his customers are pleased enough to reorder he is finished. You may not like it, but it will be for some other reason than intrinsic quality.

If you are wondering how such a big industry could grow up and its magnitude be unreported by even the business press, it is entirely possible in a country as vast as ours. For America is, contrary to popular belief, one of the most under-reported countries in the world, simply because new areas of activity open up and grow to boom dimensions before most of us have even been alerted to look in those directions. In this case of mail-order food buying the news sleuths have been put off by the statistics about supermarket sales that leap from any newspaper or trade paper. These statistics are so fantastic, even to Americans hardened to stories of expansion, that

no one seems to have thought to look somewhere else.

Another aid to this unheralded boom is the fact that many of the mail-order food houses do no advertising, finding all the customers they can handle through the personal referrals of older, satisfied customers. Old, well-established firms, like Sey-Co and San Marino Preserving Kitchen, doing yearly volumes in six figures, have built their entire clientele by these cozy, personal methods.

Many firms credit their expansion to the fact that they started by specializing in gift baskets. In this way they would get from one customer the names of from 10 to 100 new prospects who would actually be sampling their wares, and to whom they would mail next season's catalog. The mathematical possibilities for growth in such a sampling program are truly staggering, as events have proved. But the old, satisfied customer who reorders year after year is the backbone of the business and the goal of every firm.

What are some of these items that sell so well by mail?

Stone-ground flours are one of the biggest classifications. Smoked meats, done by old-fashioned methods, are a close second. Jams, jellies and pickles made by old-fashioned home recipes are booming classifications. One of the biggest operators says that he believes the leading motivation of his customers is to recapture the taste of something their mothers or grandmothers made.

**B**UT IT is hard to generalize too closely, for almost anything that is exceptionally good succeeds. Novelty is a big factor, for the fun of tasting something new is being discovered by millions of Americans. (Twenty or thirty years ago the average American didn't want to taste new things.)

For instance, have you ever tasted tangelos, a cross between grapefruit and tangerines? Or Smak, a subtly smoked fish spread? Or guava shells? Or pancakes made of wild rice flour? Or curried walnuts? Or quail eggs? Or almond paste pretzels? Or cucumber marmalade. Or wild beach plum jelly? Or smoked kingfish? Or almond butter (like peanut butter only made with almonds)? Or mountain wild blackberry syrup? Or eucalyptus honey? Or apple

(Please turn the page)

# Cherry Heering

DENMARK'S LIQUEUR DELIGHT  
SINCE 1818

*All your guests  
will enjoy it!*



Almost anytime is an appropriate time to serve Cherry Heering — an old liqueur delight from Denmark that both men and women enjoy . . . Brought to you in the distinguished bottle that marks elegant living the world over . . . Even more delightful when chilled.

## Danish Recipe Booklet Free

Includes recipes of Danish dishes, ideas for flower arrangements, table settings, Danish kitchen hints, etc. Beautifully illustrated.

Write Dept. HB-1.

SCHENLEY IMPORT CO.  
122 E. 42 ST., NEW YORK 17, N. Y.



49 PROOF



Cadillac Quik-Vac makes fast work of cleaning jobs . . . from floor to ceiling.

Like having a maid in your home!

It's a smart home-maker who employs this willing electrical servant to keep her home spotless. Cadillac's amazing dirt-getting ability, attractive appearance, and moderate price make it a "best buy" in cleaners.



Model 888  
Complete set  
of attachments  
included.

Swivel "floating brush" rug nozzle...adjusts automatically to any thickness of rug nap; agitates dirt for fast, thorough pickup.

# Cadillac®

QUIK-VAC

is the only canister-type cleaner with a  
**2-SPEED MOTOR**

Operated at HIGH speed, Quik-Vac gives you powerful *supersuction* for removing deep-down, tracked in dirt from rugs and carpets; LOW speed gives you *modified suction* for vacuuming scatter rugs, draperies, lamp shades and delicate fabrics.

McCall's says:  
"We used it and  
we like it!"

USE-TESTED  
by McCall's

Look for  
this tag on  
Cadillac  
Quik-Vac

Visit your Cadillac dealer soon. See how Cadillac takes the drudgery out of housework.

Vacuum Cleaner Division  
**CLEMENTS MFG. CO.**  
6654 S. Narragansett Ave., Chicago 38, Ill.

Several territories  
for distributors  
are open.  
Inquiries  
invited.

Cadillac... the quality name in cleaning equipment since 1910

## MAIL-ORDER FOOD BUYING

CONTINUED FROM PRECEDING PAGE

syrup that tastes like the blossom rather than the fruit? If you haven't, you could—that is if you know where to write for them!

Novelty is probably what starts a family in the mail ordering of food. But it is not likely to be the main consideration once they get the hang of this new world. When they discover that the best consommé, or the best pork and beans, or the best canned peaches are to be bought from a mail-order specialist they begin to order these staples by the case. And they are well on their way to doing a sizable portion of their provisioning this way, reaching out in all directions to cull the very best from everywhere.

AS YOU can imagine, price is not the primary consideration in this kind of food buying. People who shop this way are ready to pay a little more, for it is intrinsic quality they are after. Or else it is that old-fashioned, homemade flavor they hanker for so strongly that they would go without something else in order to afford it.

"If we forget about quality we're dead," says Elijah Trumbull of Rose Mill which features stone-ground flours and New England recipes. "Mail-order customers can't come in to browse around, as they might in a store. It's easy for them to order once, but it's even easier to stop reordering unless our products completely please them."

Premium quality has been the cornerstone of S. S. Pierce, a 125-year-old grocery firm in Boston, long famous for their fine private label canned goods. (They also sell through selected specialty shops, as well as mail order.) Typical of their insistence on quality is this story:

"One of our top products has been genuine mocha and java coffee," said an S. S. Pierce executive. "But for a long time we discontinued this blend because the coffee obtainable was not of the quality that measured up to our standards. Orders were constantly refused. But we filed them so we might notify these customers if and when S. S. Pierce mocha and java ever came back—as it now has."

Anybody can buy chipped beef at a corner meat market, but this has absolutely no taste relationship with the dried beef made by the Hilders at their Jugtown Mountain Smokehouse. They cut their own sassafras to smoke the choicest

available corn-fed western beef out of which they make beef slices so paper thin and moist, so fragrantly smoked that you're ready to re-order after the first taste.

Hickory Valley Farms produces an old-fashioned, smoked link sausage that is super-size and made from the leanest of all pork cuts. They can convert breakfast into a gourmet delight.

Harrington's cures its Canadian bacon with Vermont maple sugar which gives it a uniquely flavorful taste.

Only 15 out of a hundred hams grade high enough for Jordan's Smokehouse and they salt them for 45 days, age for a year, de-bone some of them for easy slicing, if you request it, cook them in wine and sugar and the succulence is special, so rich that they should be sliced paper thin.

Take Braunschweiger, a smoked liverwurst that anybody can buy in almost any delicatessen. Why mail-order for it? Because Forst's Cat-skill Mountain Smokehouse makes it better, so much better with just the proper spicing that the natural flavor is not overwhelmed. They make it with the same complete care that they give to their smoked hams and smoked turkeys and that's why they've built up a mail-order business of 250,000 mail-order customers.

Franzenburg's Wolf Creek Smokehouse in Iowa also produces elite hams. "Meats like ours take individual care and each must be treated like an individual," said Paul Franzenburg, Jr. "You can't mass-produce hickory-smoked meats and hope to maintain the standard that we require of each piece of meat before it leaves our smokehouse. Each must be slow-cured, just so, in its own juices and mellowed in a modern, old-fashioned smokehouse where it slowly cures above smoking hickory ashes." (Then Franzenburg adds a clove and sugar dressing to melt into the lean meat, covers it all with a light clove-flavored gelatin to seal in flavor.) Also available: a smoked suckling pig.

FOR THE ham connoisseur who likes Kentucky methods there's the Ellis Henry ham from old Hickory Farm, Oldham County, Kentucky. The Henrys smoke only a few hundred hams a year—no brine, no chemicals, no artificial preservatives. The Henrys rub down the hams with spices, bed them



thick in salt, hang them for months in the dense smoke of hickory chips, and two frosty autumns later the mahogany-hued ham is ready for cooking. It's a ham to be sliced paper thin—its savor coming close to the Westphalian or Prosciutto.

The Smithfield Ham & Products Co., Inc. sells nationally both to selected specialty shops as well as mail-order. (Pinesbridge Farm, S. S. Pierce, Charles & Co. sell similarly.) Smithfield also keeps its quality intact by limiting ham production to 10,000 a year to guarantee each ham maximum attention. The Henrys use cornfed porkers, but Smithfield prefers its pigs peanut-fed; the taste decision is your own. The 200-year-old Smithfield method includes dry-salting, spicing and heavy smoking with hickory, apple and oak woods, all of which takes some 65 days before the year-long aging starts. Not only has Smithfield increased its mail-order business several thousand per cent since the end of the second World War, but last year alone they mail-shipped over 550,000 pounds of food.

One of their many quality canned items is Brunswick Stew, a heat-and-eat meal based on a Colonial recipe. A housewife trying to duplicate the special full-bodied home-

made flavor would have to spend hours simmering the eight vegetables called for in the complicated recipe in an open kettle. This is a stew thick, gusty and delicious.

Let's not forget about fancy game fowl—the wild strain pheasants of Pinesbridge Farm, the smoked Cornish hen and duck of Fin 'N' Feather, the chukker partridge and mallard ducks of Yocum Game Farms—all subtly smoked, meaty, wild without being gamy, tender and succulent. All of these Farms raise wild strain game birds on a controlled basis to get more meat that still has some of the wild game flavor.

What about fresh meat? What's the sense of buying fresh meat by mail? Is it better?

**BY MAIL** you can order top prime meat of a quality that's hard to come by from the local butcher (simply because he doesn't have it or not enough of it). Pfaelzer Brothers Inc. in Chicago's Union Stockyards sells by mail the kind of premium quality aged meat usually found only in first-class hotels and the finest restaurants. This is cut meat without waste, that can come straight from your freezer to the stove without needing a knife's touch or trim. It's meat scientifi-

cally dry-aged to enhance its flavor and tenderness and an aid in shrinkless cooking, providing a greater yield. Whether it's a rib roast or a boneless strip sirloin steak (only 16 such steaks are available from a 1,000 pound steer), it arrives fully guaranteed, packed in dry ice, on the date specified, with a letter announcing exact arrival. Minimum order: 50 pounds. As Pfaelzer says, "It's not the price per pound that counts, it's the cost per portion."

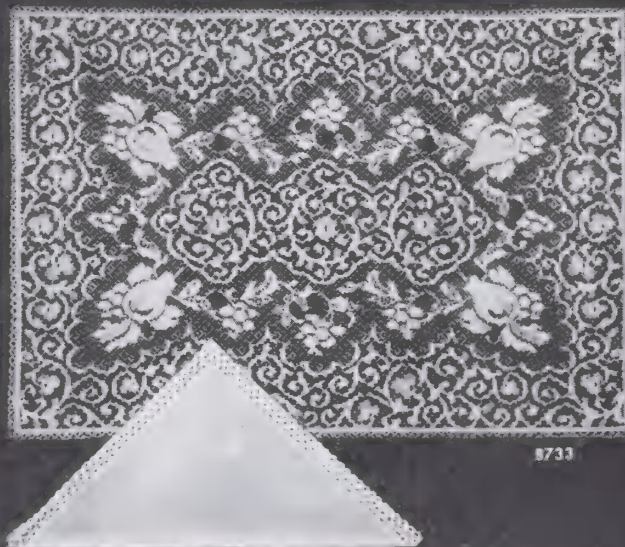
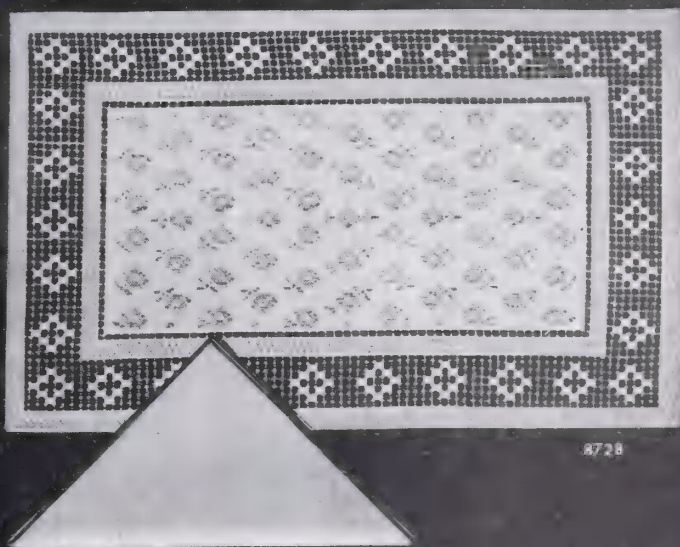
**WHAT CAKE** is more common than pound cake? So why should Old Denmark, a shop in New York, sell 500 of them a week, one third of them by mail? The answer is that each cake has a half pound of Danish butter—a type whose special excellence is recognized by the epicure. This butter content creates a cake exceptional enough to require slow, highly appreciative, most meditative munching. Also available: the widest variety of Danish cheeses, all of them aged a minimum of two years before arrival here. Some 80 other Danish items include an excellent Danish pâté with different flavors and at half the cost of the French pâté. For a small shop, Old Denmark does an amazing \$140,000

mail-order business.

And flour. Why would anybody in the world want to buy flour by mail? One reason is explained in a medical book called "Clinical Nutrition" by Joliffe, Tisdale and Cannon (Hoebner Inc.), which explains that since the introduction of the patented milling process most of the germ and bran shorts have been removed from the flour, rendering it much less susceptible to weevils and spoilage, but also causing the removal of essential elements: about 90 per cent of the thiamine and 70 to 85 per cent of the riboflavin, niacin and iron, all vital to health. Flour ground the old-fashioned way does not have this deficiency.

All over the country now there are dozens of places such as Rose Mill and Great Valley Mills and Vermont Country Store filling mail orders for stone-ground flours of all kinds. Great Valley Mills have a variety of exceptional mixes of stone-ground flour for pancakes, muffins, waffles including a delectable one made of toasted cornmeal.

"What we are trying to do in mail order," said Vrest Orton of Vermont Country Store, "is to introduce gourmets to something they had never before considered a (Please turn the page)



## FORMALITY . . . with a Casual Twist!

Want to enjoy the modern convenience of casual living, yet maintain the gracious formality of a beautifully appointed table?

It's easy to do both. Treat your table to the luxury of lace; beautify it with a Quaker Lace

placemat and napkin set. Five colors.

Socially perfect . . . beautifully patterned . . . modestly priced.

Four placemats and four napkins per set, from \$6.95 to \$10.95.

#8728 . . . \$6.95

#8733 . . . \$10.95

THE QUAKER LACE COMPANY

PHILADELPHIA 33, PA.





CONTINUED FROM PRECEDING PAGE



## Photography

has changed since 1830...

but  
the  
good taste

of  
Teacher's  
never  
changes!



*In a class by itself since 1830*

# TEACHER'S

**HIGHLAND CREAM**

BLENDED SCOTCH WHISKY • 86 PROOF • Schieffelin & Co., New York

proper subject for their consideration: that fresh, natural whole grains are the proper subject for gourmet cooking not only because they are intrinsically good, but because they have a genuine and full-bodied taste.

"After all, the basic principle behind mail-order buying of food is to draw out the best from the past and apply it to the present. This is the only principle upon which intelligent men can live. If we ignore the past, we are as silly as those who stupidly and slavishly follow it blindly. But unless we apply the past good to our present needs, it's useless."

Orton's own merging of past good with present needs is a prepared bread mix made of rich, nutty, 100 per cent high protein, stone-ground wheat flour which cuts breadmaking time from an overnight job to 75 minutes, with quality high and constant.

Great Valley Mills similarly produced an excellent bread mix as well as a rice or whole wheat ready-mix for pancakes, waffles, muffins. They've also got some pure unbolted whole dark buckwheat with delicious flavor. Other Great Valley Mills unusually good recipes, rooted in the past: a Dutch corn relish that gives a zip to any meal; country smoked sausages made from prime cuts with a minimum of fat that taste as if they come right from the farm, which they do; old-fashioned relishes and preserves, peach and apple butter and chili sauce—all regional recipes that date back to the past.

**AND WHY** should anybody buy cheese by mail? Buy some from The Swiss Colony and find out. Try their creamy Port du Salut, shelf-cured in their own cellars until the perfection is peak. (They cut away and trim the outer edges, then wrap them in foil.) How good are they? Swiss Colony already has some 300,000 customers, last year did a gross business of \$2,000,000. Or the cheddar cheese from Tillamook County Creamery Association in Oregon, made from the richest raw milk with the sharp pungency that comes only from natural aging. Their yearly sales now run about 11 million pounds. And Great Valley Mills has a regional Pennsylvania Dutch cheese, mild as Muenster, but with the consistency of a soft Camembert.

Quality such as is found in premium mail-order foods demands an

almost affectionate care.

"Some people wonder why we don't use 200-gallon pots to make our jellies, since our business rates it," said William Coolidge of Kettle Cove Industries. "But the point is, we wouldn't know how to keep our quality intact with 200-gallon pots."

**NEVER KNOWN** before on land or sea and certainly never before possible except with twentieth-century American transportation is the mail-ordering of Maine lobsters, shipped live and kicking, packed in rockweed inside large tins which are in turn encased in ice within a wooden barrel. You order by mail, stipulating the day of arrival. You never handle the lobsters but merely pinch a few holes in the top of the tin in which they come, add some water, set over the fire. Several firms have become famous for these mail-ordered sea foods, among them Salt Water Farm and Cap'n's Corner—both in Maine.

Don't get the idea that the *only* way to get such foods is by ordering through the mails. Many of the suppliers do a regular retail business in shops on the main streets of our biggest cities. But what you may not guess, when you pass their display windows, is that a tremendous portion of their volume of sales is with customers they never see.

In fact, the boom in quality and novelty foods has grown to the point where it is organized Big Business. One example of this is the service known as "Telefood." It is a coast-to-coast network of 500 stores which handle each others telegraphed orders for gift foods. It operates very much like the Florists Telegraph Delivery.

You, for instance, place an order with a Telefood shop in San Francisco for delivery of a fruit basket or other food gift to friend or family in Kansas City: the San Francisco shop wires your order to a Telefood shop in Kansas City which makes messenger delivery accompanying the gift with whatever card message you furnish when placing the order.

Telefood membership comprises 500 stores located throughout the country in small as well as major cities and in each instance the store is a leading fine-food shop. You can identify Telefood fine-food shops by a sign displaying on their show window or by sign posted within the store offering telegraph delivery of out-of-town gift orders.

(Please turn to page 181)





## Why the most important people in the world need carpet

Carpet works in so many ways to keep your whole family happy. Soft and warm and colorful, carpet brings beauty to everything that touches it — gives you a new pride in your home.

But, even more important, carpet has a day-to-day usefulness that makes it your greatest wonder-worker. Dad, for instance, finds a peacefulness home has never had before, because carpet swallows the sounds that make a house "jumpy" and noisy.

And the people in your house who sometimes forget to wear their slippers need the warmth that carpet spreads on cold floors —

the protection from chills that help colds get started. Along with this warmth, there is the sure, slip-proof footing carpet provides for playing children or adults in a hurry.

Carpet adds so much and asks so little — in time, work and money. Just a turn with your vacuum keeps it lovely. When you move, of course, your beautiful carpet goes with you. You haven't spent time and money on floors you leave behind.

Wouldn't you like your family to have new carpet now? Stop in at your store this week — you'll be glad you did.

Worried about the cost? Enjoy your carpet *now* and pay for it on convenient budget terms offered by carpet retailers who represent these American manufacturers



ARTLOOM • BEATTIE • BIGELOW • CABIN CRAFTS-NEEDLETUFT • DOWNS • FIRTH • GULISTAN  
HARDWICK & MAGEE • HIGHTSTOWN • HOLMES • KARASTAN • LEES • MAGEE • MASLAND  
MOHAWK • NYE-WAIT • PHILADELPHIA CARPET • ROXBURY • SANFORD • ALEXANDER SMITH  
CARPET INSTITUTE, INC. • 350 FIFTH AVENUE, NEW YORK 1, N. Y.

Home means more with carpet on the floor—*more comfort • quiet • safety • beauty • easier care*



Who wants heirlooms . . . WHEN YOU CAN HAVE

*Trans-Era*  
TRADE MARK  
**BY CRADDOCK**



TO BE SURE, there's an ever-desirable air of gracious dignity about any of the many Trans-Era dining groups. Ever desirable, too, is the touch of the old-time craftsman you'll find throughout this charming open-stock collection . . . in the careful fashioning of the selected hardwoods that go into all Craddock dining furniture and in the hand-rubbed mellowness of the *Patina Walnut*, *Summertian Mahogany*, or *Neutro-Oak* finishes. And with all this, there's a happy hint of youthful casualness that has captured the hearts of homemakers everywhere. Easy to see why — when you see and price Trans-Era at your favorite store!



Send for your complete "Guide to Finer Dining Furniture" . . . a fully descriptive folio on Trans-Era dining groups by Craddock . . . including many actual room scenes in full color. Send 10¢ in coin, please, to Dept. HB-1.



**CRADDOCK FURNITURE CORPORATION**  
 Evansville 7, Indiana



## MAIL-ORDER FOOD BUYING

CONTINUED FROM PAGE 178

The two lists below do not presume to be exhaustive. They are those firms known and used by House Beautiful Editors and their friends during the last five or six years.

**Firms selling widely  
diversified foods  
by mail order**

**ALTMAN, B. & CO.**, Fifth Ave. at 34th St., New York. No complete catalog but mails literature frequently. Charge accounts.

**BALZER, ALBERT T., CO.**, 133 N. Larchmont Ave., Los Angeles, Calif. Christmas catalog and regular mailings. Charge accounts. Telefood.

**CAVIARTERIA DELICACIES**, 2 E. 45th St., New York. Christmas catalog and regular mailings.

**CHARLES & CO.**, 340 Madison Ave., New York. 147 page catalog. One of country's outstanding food mail-order firms. Telefood. Charge accounts.

**CITY OF PARIS**, Geary & Stockton Aves., San Francisco, Calif. Christmas catalog and occasional mailings. Charge accounts.

**DAMAR'S**, Damar Bldg., 833 Newark Ave., Elizabeth, N. J. Gourmet specialties from the world-over.

**DAVID, SIMON GROCERY CO.**, 4311 Oak Lawn Drive, Dallas, Tex. No complete catalog; regular mailings. Telefood. Charge accounts.

**FRASER-MORRIS DELICACIES**, 872 Madison Ave., New York. No complete catalog; gift catalog and offers to fill virtually any order. Charge accounts.

**GREAT VALLEY MILLS**, R.F.D. Ivyland, Bucks County, Pa. 15-page catalog; regular mailings. Outstanding and wide variety of stone-ground flours, smoked meats, regional relishes, preserves, etc. No charge accounts.

**HAROLD'S CABIN**, 84 Wentworth St., Charleston, S. C. 19-page catalog. Numerous southern specialties and foreign imports. Telefood. Charge accounts.

**PIERCE, S.S., CO.**, 133 Brookline Ave., Boston, Mass. 80-page seasonal catalog. A famous mail-order firm with huge variety of fine foods. Charge accounts.

**SAN MARINO PRESERVING KITCHEN**, 230 Pasadena Ave., South Pasadena, Calif. A choice list of 138 gourmet items from relishes, pickles, superb tinned fruits to soups, vegetables, hors d'oeuvres, canned

chicken and ham. Ordering must be done in the spring for fall delivery. Has a devoted following.

**SEY-CO PRODUCTS CO.**, 14657 Lull St., Van Nuys, Calif. 23-page catalog. Deluxe fruits, meats, teas, desserts and other food products. Open accounts, net 10 days.

**SOLARI, A.M.&J.**, 201 Royale St., New Orleans, La. 52-page catalog. Louisiana specialties, imports, other food items. Telefood. Charge accounts.

**STOP-AND-SHOP**, 16 Washington St., Chicago, Ill. 107-page catalog and numerous mailings. Great food variety including dry-ice shipment of frozen fresh meats. Telefood. Charge accounts.

**TELBURN** of New York, 355 E. 55th St., New York. Operates like rare-book hunters; will find anything you want.

**VENDOME TABLE DELICACIES**, 15 E. 48th St., New York. 48-page catalog. Famous for variety of world's best. Telefood. Charge accounts.

**WOLFERMAN, FRED**, 118 W. 47th St., Kansas City, Mo. Charge accounts. Telefood.

**Firms Selling  
Food Specialties by Mail**

**AL'S FISHERY**, 416 E. Grand St., Chicago, Ill. Many kinds of smoked fish including two types of smoked shrimp, pale amber and deep-browned.

**ALL HEALTH FOODS**, 123 E. 34th St., New York. 72-page catalog. Stone-ground, whole grain flours and cereals a specialty.

**AMHERST, JANE**, Box 2024, Portland, Ore. Exotic preserves such as Oregon green gage, wild plum and blackberry.

**ANDERSON FARM**, Tinicum, Pa. 12-page catalog. Unusual herbed sauces; home-grown, hand-processed herb blends of unusual types.

**ALLEN CHEESE HOUSE**, P.O. Box 96, Appleton, Wis. Numerous varieties of cheeses: catalog.

**AUGUST, JACK, SEA FOODS**, 5 Bridge St., Northampton, Mass. Top-flight clam and fish chowders; steamed canned clams and other seafood specialties. No catalog.

**BARFIELD GROVES**, Polk City, Fla. Select citrus fruits including navels, Temple oranges, gift-packs.

**BAUER'S, ARTHUR** Plantation Products, Waltherboro, S. C. Specialty relishes such as pickled artichoke nubs. Gift samplers.

(Please turn to page 198)

Give  
the  
Gift  
you'd  
like  
to  
get  
yourself

Go to your local store and see all of the attractive, imported Hennessy gift packages in a wide range of prices to fit your gift needs. No matter which you choose, yours will be a gift of good taste that is sure to please.

★ ★ ★

**ARMCHAIR  
SHOPPING  
SERVICE**

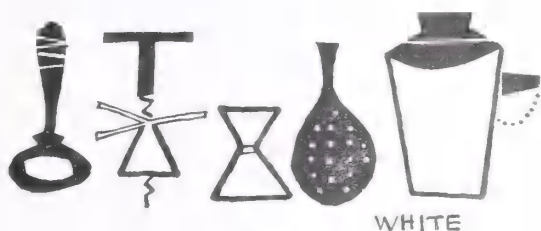
Hennessy is available everywhere, but you can now *send* Hennessy Cognac as a gift to friends and business associates in 30 states. For complete information, write, wire or phone: *Beverage Gift Service, Dept. H, City National Bank Bldg., Beverly Hills, Calif. CRestview 1-6286*

★ ★ ★

**HENNESSY**

The World's Preferred COGNAC BRANDY

84 Proof • Schieffelin & Co., New York



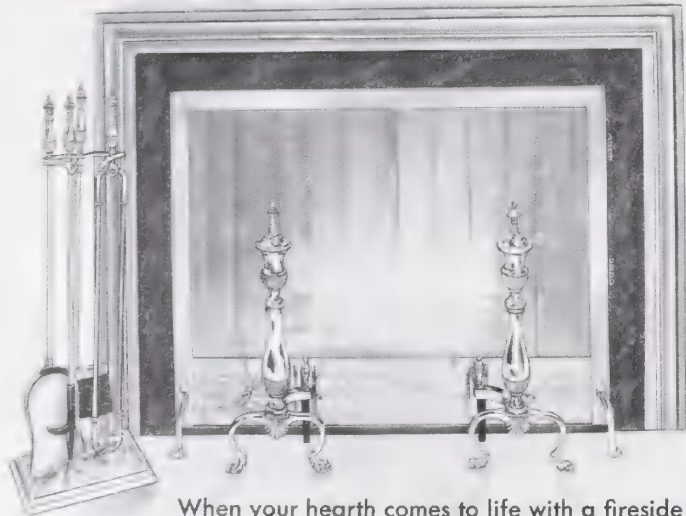




The best in  
Traditional, with the  
warm hearted country flavor of French  
Provincial styling. No. 4300 poudre' from  
our newest Cherry Collection. Finished with  
DuPont DUCO® lacquer for enduring beauty.

SANFORD FURNITURE CO. SANFORD, N. C.

## YOUR HOUSE BECOMES A beautiful HOME WITH A CENTRE BRASS FIRESIDE SETTING



When your hearth comes to life with a fireside setting of rare and enchanting loveliness, it becomes the centre-piece of your home . . . a place of infinite variety and comfort that heightens your gay moods and creates a matchless setting for a gathering of friends. Visit your favorite merchant now to see the fabulous, new Hearth-Centre collection of heirloom quality fireside furnishings . . . each handsome piece master crafted to jewel-like perfection . . . unquestionably the very finest hearth accessories available today.

WRITE TODAY FOR A FREE COPY OF "HOW TO START A FIRE"  
ENCLOSE 25c FOR "A PORTFOLIO OF FIRESIDE SETTINGS"  
SHOWING 28 SPARKLING NEW WAYS TO FURNISH YOUR HEARTH

CENTRE BRASS WORKS, INC., DEPT. B • NEW YORK 62, N. Y.  
MAKERS OF "EVERYTHING THE HEARTH DESIRES" . . .  
THE WORLD'S FINEST HAND-MADE FIRESIDE FURNISHINGS.



## AN INVITATION TO PURE JAZZ

CONTINUED FROM PAGE 147

valley of the Mississippi in the last decades of the Nineteenth Century and the first quarter of the Twentieth; and while it knows no international boundaries—the Iron Curtain included—it can still be created and kept alive only here, in its country of origin. Yet here, strangely enough, it has never been fully appreciated or understood.

Jazz is folk music, but it is not really popular among its own folk—that is, our real jazz is not really popular, and our popular music is rarely real jazz. Originally it was produced for a minority, by a minority; and so it has largely continued to be, despite the tremendous successes of watered-down and imitative jazz as theater music, movie music, dance music, and the category increasingly called "mood music." If you have ever hesitated to bring it into your own home through records or radio, either because you found it forbidding or felt unable to tell good from bad, you will understand what I mean in saying that jazz does not attempt to appeal to everyone.

For a long time jazz suffered from the fact that it was so clearly and categorically the music of the American Negro—one of the most generous of his contributions to his land of adoption. The arguments still go on about how much of jazz is specifically African in origin, but there is little dispute about the primary and continuing role of the Negro musicians as basic innovators. For 40 years, by common consent, the greatest jazz artist of all has been Louis Armstrong, who has had the good fortune to live long enough—as a heart-breaking number did not—to enjoy the fame he deserves. Even the State Department now recognizes what a national asset we have in "Ambassador Satch."

**B**UT ONLY recently has jazz been even half-way respectable. Today we think nothing of a jazz concert held at Newport or in Carnegie Hall, but there was a time when this would have been inconceivable—and it was not so very long ago. Jazz has come up in American society, up from the absolute bottom. It was cradled in violence and vice, and its parentage was, to say the least, obscure. The great jazz singer Billie Holiday writes of her own origins in terms that might equally apply to the whole music: "Mom and Pop were just a couple of kids when

they got married. He was eighteen, she was sixteen, and I was three."

While jazz was growing up, you would hardly have been able to hear it outside its native environment, the cafés and nightclubs that were either on the low-life level or only a step or two above. Nowadays jazz has become physically far more easy to get at, especially through phonograph records. The obstacles that remain between you and it are mainly ones of attitude and taste, and of those a large number are neither your fault nor the music's—but of the fact that you two have never been properly introduced.

**P**ART OF the trouble is that jazz musicians and critics are abnormally sensitive and clannish. Most of them would not have turned to jazz, if it were not also a way of protesting against a world they found hostile or uninteresting, or both. And they have been disregarded by the general public for so long that they have almost become used to a small audience (or none at all) and mistrustful of a large one. Playing what the public wants, in their experience, meant lowering their own standards and betraying their own principles; and in good part it still does. But great poets, so Walt Whitman said, need great audiences. For the exhilarating and irreplaceable experience of satisfying a discriminating listener, the jazz musicians have unfortunately had to rely chiefly upon one another, or upon a tiny clique.

For a long time, too, the only people who could hear good jazz on records were the passionate collectors of obscure labels who had gone to great pains to memorize catalogs of data and track down rare discs. Now the great majority of "classical" jazz recordings, many of them heretofore unavailable to even the most fanatical enthusiast, have been reproduced on LP microgroove in ample quantity. You yourself can hear more authentic jazz, and more of it, and of better sound quality, than many of the major figures of jazz themselves could hear until recently. As a result, jazz is moving into an era of renewed possibilities.

One idea that gets in the way of a wider audience for jazz is the one connecting it to low-down urban night life. A typical movie about a jazz musician will open with a deserted street-scene in the



slums at dawn, while a muted trumpet plays a mournful Gershwin melody as the hero staggers into sight. This is part of the legend, which is often—where jazz is concerned—more widely believed than the truth. It is a fantasy built on a small number of undeniable facts, so exaggerated as to hide other facts which are equally important. And one of these hidden, or forgotten, aspects of jazz is its set of solid roots in the countryside—its rural sources that contradict the urban myth.

**E**VEN in the Blues, which accompanied and preceded the birth of jazz, there was a mixture of cotton patch with the New Orleans material; they sung the sorrows of the back country as well as of Basin Street. As the music moved up the Mississippi, moreover, it was passed on by the Negro musicians to a young generation of whites who were mostly of mid-western and non-city background. Jazz came to them on quiet, tree-lined streets, and still they took to it as though it had been made for them. Into their music went as much of Huckleberry Finn—and of their longing for sunlit, care-free days that would not come again—as of hipflasks, flappers

and F. Scott Fitzgerald. One of them, Hoagy Carmichael, who has written songs that will someday be as well-remembered as Stephen Foster's, came to this "golden age" of jazz from an incredibly idyllic, small-town childhood.

"Have you ever seen the big maples?" Hoagy writes in his book of reminiscences. "The trunks are sometimes three feet in diameter and they shoot up, barren of branches, for some 40 or 50 feet, and then they spread out into a huge umbrella of limbs and foliage." Or then, describing an evening in Bloomington, Indiana, when he wrote a song, "It was a hot night, sweet with the death of summer and the hint and promise of fall. A waiting night, a night marking time, the end of a season. The stars were bright, close to me, and the North Star hung low over the trees. . . . Never be 21 again, so in love again. Never feel the things I'd felt. . . . I looked up at the sky and whistled Star Dust."

Granted that these young gentlemen from Indiana were in revolt, what is extraordinary about them is that they responded in their way—here in the middle-most heartland of America, which was then being ridiculed as a cultural desert—to very much the

same impulses that drew the Lost Generation abroad to Europe, to expatriation, to Paris. You might say that jazz was the midwestern equivalent of modernism, the outlet of those who had to stay home.

For instance, Hoagy Carmichael and a friend of his called Bill Moenkhaus, the son of a professor and, in Hoagy's words, "the surrealist of the campus," founded a student cult called the Bent Eagles, as a "means of escape from boredom." They cultivated oddities, shouted meaningless words at one another (like "faucet!" and "bush-kirk!"), and drove a 1915 Ford whose upholstery suffered from "Chetherweg"—"a dread disease that causes a slightly nervous lifting of the forefinger, and in its latter stages, is given to causing its victim to snatch up a telephone and scream, 'I don't remember you, but I remember your father!'"

**T**HIS MAY sound like nothing but the immemorably loony behavior of college students, but it was something more than that in one respect: It was intimately bound up with memorable jazz. "Hogwash," said Moenkhaus to Carmichael, "there are other things in the world besides hot music. I forget what they are at the moment,

but they are around." It was the context from which came the greatest white jazz musician so far known, the cornetist Leon Bismarck Beiderbecke, known as "Bix." Beiderbecke, too, had much of the country boy in him. Hoagy even remembers a cold dark early morning when they stopped their car by the side of the road and Bix blew his horn out over the open fields—splitting the night with "clean, wonderful banners of melody. . . ."

Much of the jazz-age music has a ricky-ticky-ticky quality to it that sounds dated today, but not the Beiderbecke solos. They reach and soar with an austere intensity that Otis Ferguson once described as "fresh and glistening as creation itself," and each is developed before your ears with a continuity of conception and a sweet clarity of tone that sends chills down the spine, and brings tears to the eyes, of even that most skeptical and demanding of classical music critics, B. H. Haggin. Those who heard Bix in the flesh say the records are no substitute, but they are among the most magnificent we have.

One last block between a number of listeners and this music is the rapidity with which it changes.

*(Please turn the page)*

## YOU CAN AFFORD TRUE HIGH FIDELITY

Most people believe "home music centers" to be expensive, until they discover the high quality and low price of Altec Lansing's 901C record reproducer and 710A loudspeaker combination. This system is actually priced below many so-called hi-fi single units, yet maintains the basic requirement of true high fidelity by housing the loudspeaker in a completely separate cabinet from the amplifier and record player.

In this system Altec has combined outstanding technical excellence with smart furniture styling. The 901C brings together the quality of a famous English automatic record changer and the recognized superiority of the 10 watt Altec 339 amplifier and control pre-amplifier. Completing the combination is a 710A speaker system with a guaranteed range of 60 to 10,000 cycles. Both units are housed in beautiful hardwood finish cabinets which bear the seal of the Fine Hardwoods Association.

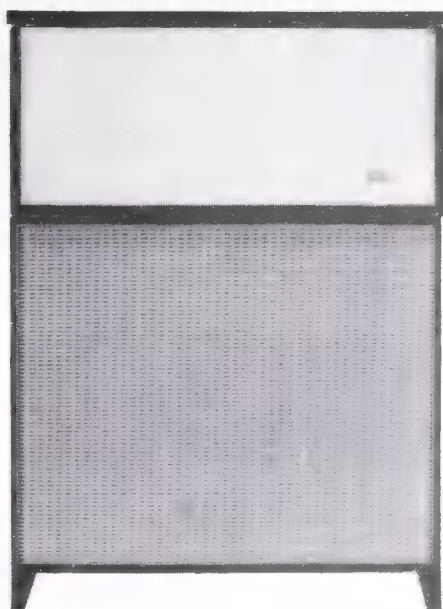
Ask to hear this true high fidelity system at your dealer's, where you will also find systems by Altec Lansing ranging in price from \$299 to \$1061, or write Dept. 12 -E.

**ALTEC**  
LANSING CORPORATION



ALTEC FIDELITY IS HIGHEST FIDELITY

9356 Santa Monica Blvd., Beverly Hills, Calif.  
161 Sixth Avenue, New York 13, N.Y.







*Madonna and Child* by C. Werner  
Made by Lorenz Hutschenreuther of Bavaria

Porcelain sculpture of incomparable beauty...the pristine whiteness of fine porcelain with exquisite modelling of detail...for posterity's inspiration.

6" high, 3 1/2" wide at base...\$14.50  
Slightly higher South and West



Write for illustrated booklets of other porcelain sculpture by famous European artists...and name of nearest dealer.

PAUL A. STRAUB & CO., INC., DEPT. B-12, 19 EAST 26TH ST., NEW YORK 10, N. Y.

Get *two* of these  
aids to health  
and beauty

One for Yourself... One for a Gift...

# Vibrosage®

**Electric Massager for Home Use**

After you've personally discovered the Vibrosage way to health and beauty benefits, why not put this appliance at the top of your gift list? With Vibrosage you've ended your search for an unusual yet practical gift. Enjoy professional results at home for little cost.

**FACIALS**  
Wake up hidden beauty... put new glow in your cheeks... look refreshed!

**SCALP TREATMENTS**  
Stimulate scalp for healthier, lovelier hair... loosen itchy dandruff!

**BODY MESSAGES**  
Soothe tired, aching feet relax tense nerves... feel vibrant again, all over!

Ask for Vibrosage by Name at Your Drug Store

**BEAUTY APPLIANCE CORP., Racine, Wisconsin**

\$8.95  
EACH

Price Includes Four Scientifically-Designed Applicators

Body
Sponge
Face
Scalp

## AN INVITATION TO PURE JAZZ

CONTINUED FROM PRECEDING PAGE

Youth is drawn to it; often the discovery of jazz is simultaneous with that of independence and romance. The music takes on all the charm and fragility of the moment, and as new generations of enthusiasts appear they must find an accent and atmosphere all their own. The music subtly shifts. Idols are toppled and replaced by new ones. "Hot," as a term of approbation, is superseded by "cool." Nothing looks or sounds the same.

**F**OR THOSE who have grown up with jazz, it is an unnerving experience to come back to it after a five or ten year absence. Many confidently leave it aside—assuming that they *know* about jazz—during the early-adult years when there is plenty else to think about, only to discover that they no longer *do* know. Those who crowded the aisles of the Paramount to hear Benny Goodman in the Thirties find they are suddenly confronted with Stan Kenton, whose harsh dissonances repulse them, but seem not to repulse their children. The audience for jazz, in other words, is neither constant nor cumulative—and the music suffers the consequences.

Sometimes the critics themselves give way to the same parochial attachments. They become emotionally committed to the style of jazz which first moved them deeply, and disdainful of any other. There have been experts who would not speak well of anything played after 1927, or anything earlier than 1945. Since the end of World War II there has been more than one distinct, and distinctly successful, revolution in jazz; and it is only within the past two years that tempers have sufficiently cooled for partisans to admit that their opponents, too, have something useful to give the music.

Currently jazz has grown away from the contexts in which it can be played casually and informally, as it once was—one of the prices of respectability being to grow a little stiff and dignified. We have never, for that matter, absorbed jazz fully enough to play it at parties or picnics, where the influence of the barber-shop quartet still reigns supreme. According to the music critic Edward Tatnall Canby, who was in Paris this year, you can hear young French students from the Sorbonne trying hopefully to play jazz, with guitars and clarinets, on the banks of the Seine on

a summer evening, but we still have a way to go to match them. We are too self-conscious, and we have not felt compelled to go to the trouble to learn our own music.

Anyone involved with jazz, even as slightly as I have been, has made the discovery that mentioning it puts people on the defensive. They tell you immediately, as though to protect themselves, that they don't know anything about it. Later on they may very shyly admit that they own a jazz record which they play and enjoy, but again they will be quick to assure you that it can't be any good if they have it. (Often it is a very good record indeed that they mention, "Louis Armstrong Plays W. C. Handy," Columbia CL-591, as good as it is easy to assimilate.) For some reason, no one dares to say of jazz, as he might of any other art, "I don't know much about it, but I know what I like."

Of course, both the argumentativeness within jazz, and the outsider's tendency to take it at face value, are signs of vitality and ought to be welcomed. Yet they would be easier to welcome if they did not deny it a potential public. The real difficulty with jazz is that it does not yet have hearers who are both attentive and reliable; its large audiences come and go, its knowledgeable audience is small. What it needs is more people who will listen—thoughtfully, a little aggressively, perhaps—not with the arrogance of connoisseurs but with the pride of paying customers. Jazz doesn't need more know-it-alls (it has plenty already); it needs listeners. It needs you.

### Records Worth Hearing:

#### A single-package survey . . .

*A History of Classic Jazz* (Riverside SDP-11). An album of five 12" LP's, including more than 60 items that range from African drumming to the present-day revival of Dixieland; accompanied by photographs, complete listings of musicians and dates, plus an introductory essay by Charles Edward Smith. Ideal exposure to major historical periods and styles.

#### Two required references . . .

*The Beiderbecke Story* and *The Louis Armstrong Story* (Columbia ML 4811-3 and CL 851-4). Two jazz giants in three- and four-volume sets. For comparing, but no need to choose between them; both are worth treasuring—one for mild



silver, the other for furious gold.

#### And from the current shelf . . .

*Fontessa*, the Modern jazz Quartet (Atlantic 1231). The most "intellectual" of the moderns, a result of cross-breeding swing and the Schola Cantorum.

*The Six*, Bob Wilber and others (Bethlehem BCP-28). A young group that plays both old and new; and the only cultural development that can be traced to Scarsdale High School.

*Ella Fitzgerald sings the Cole Porter Song Book* (Verve MG V-4001-2). Now among the jazz best sellers, though not strictly jazz, rather an expert and enduring jazz singer showing what can be done.

*Chico Hamilton Quintet* (Pacific Jazz 1209). Among the best of West Coast "moderns," exercising the flexibility of a new vocabulary.

*Miles*, the New Miles Davis Quintet (Prestige 7014). A trumpeter now rising to first rank, with a soft and breathy sound, in a setting contrived to let him stand forth.

*Lucky Thompson*, featuring Oscar Pettiford (ABC-Paramount ABC-111). Also built around one musician, a tenor saxophone player who has learned much from the late Charlie Parker.

*Flow Gently, Sweet Rhythm*, Charlie Shavers and the original John Kirby Band (Period-SPL 1113). A "reconstruction" of a famous group, with Maxine Sullivan making jazz out of cockles and mussels, alive alive-o.

*Tangents in Jazz*, Jimmy Guiffre Capitol T 634). The most adventurous and successful experiment in abolishing the hallowed one-two-three-four beat, with a suggestion of what the future may bring.

## PRESENT IT LAVISHLY

CONTINUED FROM PAGE 134

else has ever sliced cherrystone tomatoes, but my guests always exclaim over them, and they really seem more delicious than the whole ones. There is that subtle size thing introduced again. Whole baby beets are much more attractive than cut-up ones when served as an hors d'oeuvre or a vegetable.

Bounteousness is a most dramatic note to add to your bag of serving tricks. And it is particularly essential at Christmas when abundance and generosity are part of the whole show. When a guest sees a huge tureen of soup or a tremendous bowl of fruit, it puts him in an expansive mood, because, let's face it, we all like the feeling that we can eat as much as we want, and this psychology seems to work wonders on people's good nature—whether they actually do gourmandize or not. The hostess may have a lot left over, but it's well worth it, for she has created a lush effect, and there is always tomorrow to eat the remainder or to put it into the freezer so it can be whipped up at some future time. The last time I had guests on Friday night, I ran up a bouillabaisse in a huge kettle and served it right from the same pot. It was a mighty colorful affair and I did have a lot left over. I took it from the refrigerator, shelled all the fish the next morning and put the remainder in the freezer. Thank goodness I had prepared too much, for a few days later unexpected guests arrived and there I had a first course ready to

eat after just a little heating.

If I am serving tarts, I always like to have plenty of extra sauce. Strawberry tarts with masses of melted currant jelly are dreamy. Plum jelly or guava jelly melted can transform a canned peach half into a gourmet treat. If I am having gooseberry tarts, I have a sauce-boat of extra gooseberry sauce thickened with arrowroot or cornstarch. An old tired cake, toasted, can make a wonderful base for fruit and a sauce, and the more sauce the better. The kids tease me because I'm addicted to cheese with the macaroni. I like loads of cheese sauce, for it makes the macaroni so yummy. In other words, I go overboard to achieve an effect of lavishness. A plain baked apple, covered with a rich beautiful sauce and whipped cream is sensational. Let 'er go—your imagination, that is—and have fun dreaming. With today's frozen and bottled juices you can have a merry whirl whipping up sauces for desserts. You couldn't find an easier glamorizer for basically simple foods.

There are so many things that can make your viands truly regal. Dollops of whipped cream in soups or on desserts, spiked with an unusual flavor, from ginger to your favorite liqueur, chopped almonds, filberts and Brazil nuts—these are the kind of things that add to your culinary successes from soup to (no, not nuts) desserts. Ginger is one of my favorite flavor-uppers.

(Please turn the page)

# Stakmore FURNITURE

TOO BEAUTIFUL TO FOLD—  
BUT IT DOES.



**The Exciting Experience of Living Modern . . .** French Provincial takes on added elegance with cane-backed chairs, handsome tawny walnut finish. (Or . . . choose fruitwood, wheat, mahogany or ebony) . . . non-scuff Naugahyde upholstery in decorator colors.

At fine stores everywhere or write:

**STAKMORE CO. INC., 200 MADISON AVENUE, NEW YORK 16**



## Give new 1957 Spalding DOTS in handsome Desk Caddy Sets

Now—the 1957 version of America's favorite golf ball, packaged in distinctive Desk Caddy Sets for Christmas. It's the white—brilliantly white—new DOT with bolder markings and the famous, extra-tough DURA-THIN cover.

In Letter Caddy—1 doz. DOTS, and Pencil Caddy—½ doz. Caddies of DOTS available singly or in sets from your golf professional. Ask about free name imprinting.

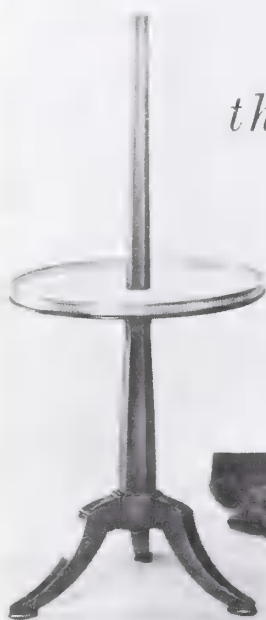
# SPALDING



WITH MODERN a touch of  
the best in French Provincial

## the WEIMAN touch

Halfway up this column of beautifully  
finished cherry wood, Weiman suddenly  
introduces a marble table. And the  
effect? Pure elegance—for settings  
traditional or modern.



Shaft Lamp Table, 55" high, 18" diameter.  
Solid cherry; pierced brass gallery; imported,  
set-in marble top. Shade not included. No. 6205

Also made as Cigarette Table, without  
lamp, 22" high. No. 6206

THE WEIMAN CO.

ROCKFORD, ILLINOIS • A Weiman creation is so marked, to assure you of the genuine.

PRESENTING THE

## Versailles



Write for  
free catalog

For a treasured Christmas,  
Chelsea offers this timepiece  
of timeless beauty: 8-day, 11-  
jewel movement — Brush gold  
case — Diameter of case 8" —  
Depth of case 2½" —  
Hangs on wall by top ring  
or by concealed mirror plate  
in back.

Chelsea CLOCK COMPANY

1226 Everett Ave., Chelsea 50, Mass.

## PRESENT IT LAVISHLY

CONTINUED FROM PRECEDING PAGE

and I can't urge you too strongly to test out the wonderfully different tastes you can evolve by using spices and herbs. (Experiment on the family first, though, before lavishing your original concoctions on guests!)

**B**ASICALLY I am "anti-glitter" except at holiday time. But it is such fun to perk up things with shine and shimmer at one time of the year. If you are using golden Christmas ornaments throughout the house, then get some tiny ones and fix them in "bouquets" to put on your food trays. I really like to use just one or two colors and keep my schemes simple. You will find you can have a more effective house if you bear this in mind. Carry your motifs right from the tree to the food level. If you're having a pink Christmas, keep your food and décor in pink tones. If you are having a "white Christmas," dream up all the white things you can use as decorative notes with your food, from whipped cream in the soup to powdered sugar or coconut on the dessert. Cake and candy decorative items such as tiny silver and gold "shot" can be sprinkled over desserts, not just on cakes as everyone thinks of them. Glacé fruit, to go with your color scheme, can be tossed into a sauce to make a glorious textured topping for puddings or creams. Cherries are particularly effective. I'm also sort of partial to "B-Deks," sugar crystals in colors like red and green, which come in glass vials and give you a quick, easy scattering of color for desserts. Petals of flowers are unusual enough to add glamour as well as a delicious flavor. Crystallized rose petals and carnation petals and violets are dreamy extras to add to pies, cakes and creams. A gardenia petal flung into the tea pot with jasmine tea gives it a delightful added scent, so a cup of tea becomes something to marvel over. Crushed candies, such as peppermint sticks over ice cream, are a fun addition. Crushed nut brittle flung on custard pie or a creamy custard make a near "crème brûlée."

If you are having a "Della Robbia" Christmas, then all your décor will be in fruit. It's fun to run up orange or lemon "trees." They scent the house with their fragrance and they are a lovely color note. (Directions were given in our March 1956 issue.) A big ice cake made with fruits and placed in the center of your punch bowl is a

conversation piece for your open house during the holidays. (This was described in our February 1954 issue.) Carrying this motif down to the food platters, you can have china Della Robbias, made of miniature china fruits which you simply group like wreaths. I usually arrange mine around serving bowls—small bowls for sauces, large bowls for nuts, etc. Put these in the center of a tray, with the colorful fruit around them, then sandwiches or whatever you are serving, and you've made a picture.

Of course, the most dramatic touch you can give anything is fire. Candles are usually associated with birthdays, but for years we had candles on the cake at Christmas, because the first year the kids were aware of the significance of candles for birthdays they asked, "But, Mother, it is Santa Claus's birthday, so why aren't there candles on the Christmas cake?" Needless to say, candles got whisked right on to the cake. It was a "grave oversight" on Mother's part.

The burning of hot rum or brandy is really about the greatest show—especially for desserts. You can do this in a chafing dish, or in a shallow pan. Or you can bring in a baked Alaska (or any pudding) with half an eggshell full of warm brandy sunk into the top and set aflame just before you serve it.

**F**LAMING sauces are very effective and simple to arrange after a little practice. Of course there is a secret: You must have the liquid you intend to burn warmed in a saucepan before you pour it over the food to be flamed. When the brandy mixes with the sauce it will be diluted. You can flambé practically anything—fruit, pancakes, even roast fowl, fish or meat can be lightly flambéed before serving. And besides the excitement of the "fireworks," it adds an interesting flavor.

Well, as you've probably guessed, I am so enthusiastic about the whole business of making the simplest foods go glamorous. I can hardly wait to start dreaming up new twists for this year's Christmas entertaining. It's a challenge, but one that's so much fun to work out that it doesn't seem like work at all! And when you hear your guests' delighted exclamations over the wonders you have wrought, you're up on Cloud Nine with all the other Christmas angels.



## LIGHT THEIR EYES THIS CHRISTMAS

CONTINUED FROM PAGE 163

to "forget Christmas this year."

Sally Jacobsen, who is one of our friends, married a man with a brilliant mind, but he had grown to adulthood without ever having a birthday cake, a Christmas tree, or a kiss from his mother. Sally certainly had to start from scratch in building up family traditions in that home.

When there were just the two of them, Sally wasn't too successful. She made birthday cakes and decorated Christmas trees, but her husband seemed embarrassed by them. But when Junior came along, the father was determined that his child should not be denied the fun he had missed. We can still see that first Christmas tree for Junior when he was only a few months old. The father had covered their one tree with enough decorations for a dozen trees. There are three children in that family now, and they are establishing some fine family customs, but the wife could very well have given it up as hopeless in the early years of their marriage.

It seems to us that everyone has a right to a birthday cake. The cake is the high point of a birthday to many children, and it should be to even more. But some of today's children think of birthdays only in terms of the gifts they will receive. They ask for bigger and bigger parties in order to collect more and more "loot."

One year, our Janie wanted to invite everyone in her class at school to her birthday party. We talked it over and decided that we could afford only a very simple party for so many children. Then, too, some of the children couldn't afford to bring a gift, so we would have to write "No gifts, please" on the invitations. Janie still wanted to go through with it. It was quite a crowd for an indoor party, but everyone seemed happy about the whole thing. However, the next year Janie decided that a smaller party would be better.

**W**HEN there is to be a party, it is good for the child to help with the planning, and with the buying of food and favors. But until a child is quite mature, it is wise for an adult to be in charge of the actual party to see that the entertainment follows according to plan. It has been interesting to observe that our children do not rate a party according to food or favors nearly so much as to the way things "click" after they arrive.

Betty attended two Halloween parties on successive evenings. She thought one was a good party while the other was not. In explaining her evaluation, she said, "Well, one just wasn't planned, we played anything anybody suggested, but there were always some kids who wanted to play something else." It might be wise to add here that elementary school children in our family do not attend evening parties except on Halloween when parents take turns sponsoring such affairs to keep the children from playing mischievous pranks.

**D**O YOU remember in Bellamy Partridge's "Country Lawyer" how the birthday child was allowed on that one day to do anything he wanted to so long as it was possible and within reason? Didn't he sit on top of a ladder to eat his birthday dinner one time? I have tried to promote that idea as a way of celebrating my own birthday. I have never gone so far as to fail to feed the baby or even to eat my dinner atop a ladder, but I have forgotten the cleaning and the laundry for that one day and spent as much time as possible in reading, painting, writing letters, or some similar luxury. Best of all, I have announced that on my birthday I would do no cooking. The rest of the family either got busy preparing sandwich meals or decided that we should eat our dinner out. There is no reason why the mother's birthday should not become part of family tradition, too.

I think it was about the time I learned that babies grew in their mother's bodies that I began giving my mother a gift on my birthday. At first it was something from the dime store, but I'm sure she appreciated it as much as the more substantial gifts of later years. After I learned that my father, too, had something to do with my being here, I included him in my birthday-giving. I still do.

Washington's Birthday, Lincoln's Birthday, July Fourth, Columbus Day, Memorial Day—we remember them all. A tiny flag atop each sandwich at lunchtime, a sprig of a tree with cherries fastened to it, or a picnic; and always the large flag displayed from our front porch with the children helping to put it up and take it in before sundown. Usually, too, there is the story to explain the observance and meaning of each holiday.

(Please turn the page)



Dove Grey leaves and tendrils

are accented by Celeste Blue stars

on pure white translucent china

trimmed in bands of finest platinum

achieving both simple grace

for a modern table setting

and an artful blending with period decor.

5-pc. Place Setting

with 10½" dinner plate: \$8.95

Slightly higher South & West

New illustrated booklet available: "The Romance of Fine China" (Enclose 10c to cover cost of handling). Name of nearest dealer & free illustrated price list upon request. Write Dept. HB-12.

HERMAN C. KUPPER, Inc., 39-41 West 23rd St., N.Y. 10, N.Y.



French Provincial\* by

Shoninger

This superbly designed, carefully built, hand finished model is typical of the century old Shoninger tradition of fine craftsmanship. Its magnificent tone and ultra-precision construction win the instant approval of music lovers...its price pleases even the most budget-minded. Truly a quality piano at a popular price. Write us for our beautifully illustrated brochure and the name of your nearest dealer.

\*One of ten styles in Fruitwood, Antique White with gold trim and other finishes.

NATIONAL PIANO CORPORATION, 54 CANAL STREET, NEW YORK 2





YOU CAN HAVE  
A THRILLING  
**NEW  
WURLITZER**  
**PIANO**  
*for Christmas*



IT'S EASY  
WITH THE  
LOW-COST  
**WURLITZER**  
**LESSON-LOAN**  
**PLAN!**

Give your family a thrill they'll never forget—surprise them with a beautiful Wurlitzer Piano for Christmas! The Wurlitzer Lesson-Loan Plan makes it easy for you to have a Wurlitzer Piano in your home this Christmas.

**HERE'S HOW IT WORKS:**

- A beautiful Wurlitzer Piano in your home
- Weekly lessons
- All music material
- Low, low rate... pennies a day

**NO EXTRAS —  
NOTHING MORE TO PAY!**

**ACT NOW!  
MAIL  
COUPON BELOW**

Make  
Christmas  
fun for  
everyone

The Rudolph Wurlitzer Company  
De Kalb, Illinois, Dept. HB-1256  
Please rush complete information  
about the Wurlitzer Piano Lesson-  
Loan Plan for Christmas.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**LIGHT THEIR EYES  
THIS CHRISTMAS**

CONTINUED FROM PRECEDING PAGE

Perhaps I should also mention another tradition we have in our family. On the last day of school in June, after the promotion cards have been received so that no one could possibly think we were "apple polishing," we write notes to the teacher of each child. We try to tell how much she or he has helped our child grow. With our four children, we have never found one teacher who has not contributed something toward giving our child a better life.

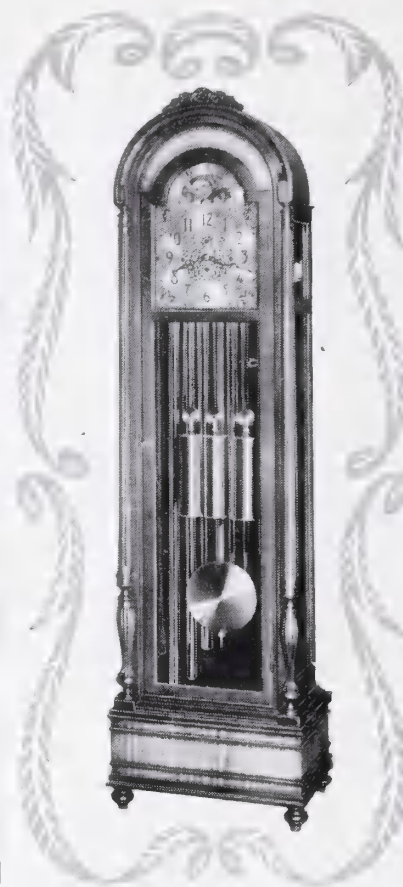
One year there was a sweet little inexperienced teacher who had quite a time with the rather ram-bunctious group that our son Bruce was in. We must admit that she did not do as good a job of teaching fundamentals as other teachers might have. But she was a talented musician and she did create in those children an appreciation of, and a love for good music.

Not so long ago, I was upstairs after Bruce was in bed and nearly asleep. Someone downstairs was playing the piano. As soon as they began playing a Chopin composition, that sleepy boy called, "Hear that, Mother? That always reminds me of Miss W—. Isn't it beautiful? When she played it on her harp she made me think of an angel. I wonder what happened to her. I wish we hadn't given her such a rough time."

So even the least successful of teachers had given Bruce something fine. We don't know where she is now so we can't tell her how her music is still part of Bruce after five or six years. But we are glad we told her, on the last day of school, how much the children appreciated her music in that note.

**WE HAVE** two kinds of Thanksgiving observances. We usually have a larger family get-together on that day than on any other holiday, with grandparents and great grandparents, whenever possible. When for some reason the larger family is not together, we have on several occasions sent our dinner money to those who need it more. One year we lighted candles on the table and ate bologna sandwiches and milk and topped it off with pumpkin pie. We were happy because we had sent our dinner money to an ailing boy in Norway who needed a snowsuit.

Another year, we sent our Thanksgiving money to the Orient.



**VOICE OF  
TRADITION**

The Herschede floor clock, with its distinguished beauty and unerring accuracy, has become a symbol of taste and refinement in the American home.

To this tradition of gracious living, the Herschede floor clock is dedicated. And, as the mellow chimes continue to note the hours, year after year, this masterpiece of the clockmaker's art becomes a priceless heirloom for the generations of the future.

No. 276. In classic Georgian style. Honduras Mahogany case with satinwood trim. Eight day, key-wound, weight driven movement with Westminster chimes, or with three chime melodies—Westminster, Canterbury and Whittington. 78" high, 21" wide.

WRITE FOR COLOR BROCHURE OF ALL  
HERSCHEDE AND REVERE CLOCKS

**THE HERSCHEDE HALL  
CLOCK CO.**  
CINCINNATI 6, OHIO

That year our older boy became so interested that week after week he added all of his allowance to the fund. We finally had to discourage his generosity when his hair became practically long enough to braid and his clarinet teacher began telephoning to see why our son could not afford a new reed for his clarinet. These personal items which were ordinarily covered by his allowance had been forgotten in his joy of giving.

On some occasions we have invited college students, often international students, who live far away from home, to share our Thanksgiving dinner. It is interesting to see total strangers come to dinner, and then stay all afternoon and for supper and well into the evening. It seems to indicate to us that they were lonely and welcomed the opportunity to become part of a family for that one day.

**WHETHER** we eat or whether we fast, whether we have family or strangers as guests, we always go round the table before we eat in order that each person can tell what he is most grateful for. It varies from loved ones to good food, from the opportunity of living in a free land to the fun we have with our beloved friends. But it is all genuine gratitude.

Last year it was our youngest child's turn to say grace on Thanksgiving Day. After she had listened to a dozen or more persons tell what they were most grateful for, she began her prayer like this: "I'm am thankful for the new tablecloth, and I hope that nobody spills anything on it."

I always intend to write a letter to a different person each day during November to express to them some special feeling of gratitude. But I have never succeeded in doing more than a half dozen. These have been to a family whose soldier-son gave his life to make this a better world (we fervently hope), to a writer whose article or story helped me to see some truth more clearly.  
(Please turn to page 191)

**Help Fight TB**



**Buy Christmas Seals**





## Big, exciting package of stainless-protected beauty and fun-filled miles

*for 1957  
the trim look  
is the Stainless look*



The growing accent on stainless steel trim and functional parts continues strong in next year's cars. More than 70 uses for Allegheny Ludlum Stainless inside, outside and underneath the new models are on record. Some cars use more stainless steel than others, depending on styling and design, but they all use it for the same basic reasons:

- (1) No other metal can match stainless steel for hardness, strength and resistance to corrosion, heat and wear.
- (2) No other metal is as well suited to the rough, all-weather beating that your car has to take.

A-L Stainless Steel brightwork won't chip, peel or blister because it's a solid

metal, solid-bright all the way through, not just plated. It resists dents and scratching; requires no protective coating; shines up with just soap and water. It preserves new-car beauty, saves endless polishing and enhances resale value during the entire life of your car . . . and that's worth having.

In fact, stainless steel brings you benefits wherever it's used, in your car and in many hundreds of other applications in homes and industry. • For an idea of some of them, write for a copy of our new booklet "Stainless Steel for Living." Address *Allegheny Ludlum Steel Corporation, Oliver Building, Pittsburgh 22, Pennsylvania.*

It's Stainless for LIVING from  
**Allegheny Ludlum**

Nation's leading producer of stainless steel in all forms



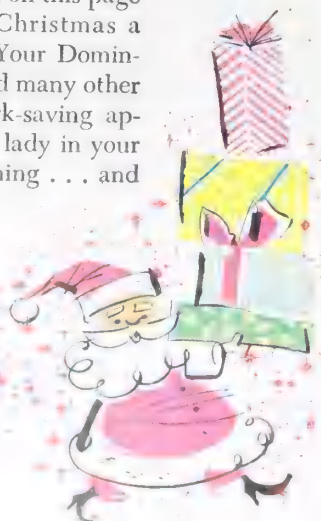
AL-S-625-B





## 4 perfect gifts for perfect meals!

Take a tip from Santa! Do your window shopping right on this page . . . and make this Christmas a *Dominion* Christmas. Your Dominion dealer has these and many other famous Dominion work-saving appliances to delight the lady in your life on Christmas morning . . . and *everyday* of the year!



**Dominion Immersible Fry-Skillet**—Cooks everything from stews to steaks . . . even bakes! Automatically controlled heat from simmer to 420°. Gleaming "silvercraft" styling; cover in polished aluminum or copper finish. Four models from **\$16.95**

**Dominion Automatic Coffee Maker**—Brews 4 to 10 delicious cups precisely to your taste! Makes instant coffee, too. Once coffee is brewed, it will not start percolating again. And it stays hot until you serve it. Two new models from **\$16.95**

**Dominion "Pop-O-Matic" Toaster**—Enjoy toast to your liking, every time—light, dark, or in-between! Just set the color selector and this new toaster does the rest. Hinged crumb tray in base eliminates messy, bothersome cleaning. Only **\$16.95**

**Dominion "Grid-O-Matic" Table Cooker**—Bakes 4 plate-size waffles at one time! Reverse the exclusive Revers-O-Grids and grill steaks and chops, fry bacon and eggs, toast sandwiches. Fingertip control lets you dial exact heat. Just **\$24.95\***

\*Slightly higher Denver and West.

# DOMINION

DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO

In Canada: Samson-Dominion, Ltd., Toronto



## LIGHT THEIR EYES THIS CHRISTMAS

CONTINUED FROM PAGE 188

to a minister or speaker whose talk inspired me, and to members of my family who give so much of themselves to others. There are many more I could write and my goal still remains one per day during November.

**W**HILE we go all out for most holidays, we do not observe Easter as many families do. We try to stress the religious significance and do no gift-giving beyond some Easter candy for the children. We dye eggs together and have a special menu that day, but we laugh among ourselves at the story of the Easter bunny, yet try not to spoil it for our neighborhood children who consider it the high point of Easter. If new clothing is necessary, we buy it in time to wear it before Easter or else we wait until after Easter.

We made the mistake of telling our first child the real significance of Good Friday and Easter too soon. He became emotionally upset about it, even though we were calm in making the explanation. With the other children we have attempted to explain Easter as a time when Nature seems to come to life again after appearing to be dead or asleep all winter. This is a good foundation upon which to build the true meaning of Easter when the child is nine or ten.

Perhaps we are not very consistent, for we have not separated Santa Claus and gifts from Christmas. But somehow that seems different. Since there was the bringing of gifts to the Christ child on that first Christmas, it still seems logical that we should give gifts to those we love and to those in need on Christmas.

At first we were concerned that our children would abandon their belief in the Christ child when they outgrew the Santa Claus legend, but it seems to be a simple matter to graduate to the conception of Santa Claus as "the spirit of giving." It is fortunate, too, when there are several children in the family because the older ones need to continue the myth for the benefit of the younger ones.

Our observance of Christmas lasts the whole month of December. It would require pages to describe it. Perhaps it is enough to say here that it centers around the religious meaning of the day and that we stress giving instead of getting. Daily, we add a new story or carol, and something new to the holiday decorations. In the same way we try to become a bit more thoughtful and hospitable with each day, as we gradually build up the Christmas spirit to its climax on December twenty-fifth.

**ONE WORD** of caution concerning holidays. While following some plan, they still need to remain flexible. We have known families who have built up such iron-clad traditions that they have become shackles. Married children are expected to return to the old homestead for each holiday, with no thought of the families of their mates, and with no thought of building up family traditions in the homes of the newer generation.

But traditions which grow out of happy family living (where consideration for each other comes before personal desires) are the big, flexible customs that are just naturally bound to carry over into the homes of the future.

## REMODEL WITH TELEVISION

CONTINUED FROM PAGE 155

**F**ollowing is a list of furnishings and construction information of the kitchen area designed by Samson Berman Associates shown on page 152, and of the living and family rooms, decorated by Melanie Kahane shown on page 153.

### Kitchen Area

Birch paneling on walls. U.S. Plywood Corp., New York. Vinyl tile flooring, Robbins Floor Products, Inc., Tuscomb, Ala. Cabinetwork, custom-made and designed by Samson Berman Associates, Flushing, N.Y. Formica

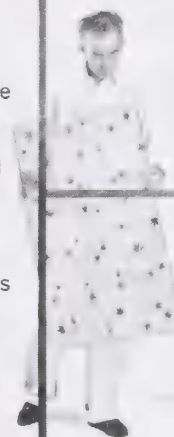
counter tops. The Formica Co., Cincinnati, Ohio. Sofa, Herman Miller Furniture Co., Zeeland, Mich. Vertical blinds, Sun Vertical Blind Company of New York. "Pennsylvania Dutch Miniature" wallpaper on ceiling, Laverne Originals, New York. Built-in "Thermador" oven, Norris-Thermador Corp., Los Angeles, California.

### Living and Family Rooms

Chairs with arm rests, Jens Risom Design, Inc., New York. Club chair, Fine Arts Furniture Co., Grand Rapids, Mich. Rug, Edward Fields, Inc., N.Y. Fabrics, Eaglesham Prints, N.Y.

The enchantment of nature is captured forever in **ACRYLITE** . . .

the only non-laminated plastic with natural embedments. Use this versatile material to make fascinating screens, dividers, sliding doors and shoji walls. Send 25¢ in coin for 36-page book containing actual samples and designs by a leading architect.



## WASCO

### PRODUCTS, INC.

Bay State Road, Cambridge 38, Mass.  
WASCO CHEMICAL (Canada), LTD., TORONTO

## ROMWEBER

*Furniture of Timeless Beauty*



The Legato Group

## ROMWEBER

Batesville, Indiana

American Furniture Co.

Batesville Cabinet Co.

New York: 305 East 63rd Street  
Chicago: 6-166 Merchandise Mart  
Cleveland: 1240 Huron Road  
Dallas: Decorative Center  
Detroit: 629 Gratiot Avenue  
St. Louis: 1718 Washington Boulevard  
Los Angeles: 8820 Beverly Boulevard  
Batesville: Batesville, Indiana



## INTRODUCTION TO THE WOMANLY ARTS

CONTINUED FROM PAGE 168

their  
happiest  
hours  
are  
spent  
at a  
Hardman  
piano



Style: Italian Provincial

For more than a century, a name synonymous with fine pianos.

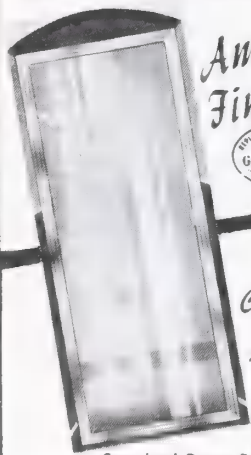
Write for FREE illustrated catalog and booklet. "Answers to questions parents ask about music" Dept. H8-12

Celebrating our 115th Anniversary

**HARDMAN, PECK & CO.**  
33 West 57th St., New York

LUXURY AT A MODEST COST

**ShoweRite®**  
SHOWER DOORS



America's  
Finest

Guaranteed by  
Good Housekeeping

Completely  
Assembled

Standard Door: Beautifully designed in attractive lustrous special finish aluminum. Completely assembled for easy installation with frosted glass. Available for 24" or 26" openings. Height 64".

**\$39.95**

FOR NAME OF YOUR NEAREST DEALER WRITE:

**THEODORE EFRON MFG. CO.**  
6434 S. Wentworth Ave.  
Chicago 21, Illinois Dept. HB1256

- ☐ Send Name of Nearest Dealer  
☐ Send Illustrated Circular

Name .....

Address .....

City ..... State .....



Seeing how quickly seeds sprout and grow is one reason children find it so fascinating to plant "My Own Rock Garden." (\$3).



Kay Stanley's Dessert Set has cookbook, ingredients and equipment for junior cooks to make pies and puddings. (\$3).



Junior chefs can make a chocolate, butterscotch or lemon ice box pie from above Py-O-My set without baking. (\$1.98).

**HELP PREVENT  
CRIPPLING!**



**Polio victims**  
still need treatment!  
Help provide  
Rehabilitation

**Sister Elizabeth  
KENNY  
Foundation**

National Headquarters • Minneapolis, Minn.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

House Beautiful published monthly at New York, N. Y. for October 1, 1956.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, The Hearst Corporation, 572 Madison Avenue, New York 22, N. Y.; Editor, Elizabeth Gordon, 572 Madison Avenue, New York 22, N. Y.; Editorial Director, Joseph A. Barry, 572 Madison Avenue, New York 22, N. Y.; Business manager, R. A. Hoefer, 572 Madison Avenue, New York 22, N. Y.

2. The owner is: The Hearst Corporation, principal office, 100 West Tenth Street, Wilmington, Delaware. All of the stock of The Hearst Corporation is held by the following Voting Trustees, namely: Martin F. Huberth, 959 Eighth Avenue, New York, New York; Richard E. Berlin, 959 Eighth Avenue, New York, New York; Richard A. Cunningham, Jr., 530 West Sixth Street, Los Angeles, California; Harold G. Kern, 5 Winthrop Square, Boston, Massachusetts; G. O. Markuson, 959 Eighth Avenue, New York, New York; Charles Mayer, Third and Market Streets, San Francisco, California; William Randolph Hearst, Jr., 959 Eighth Avenue, New York, New York; John Randolph Hearst, 959 Eighth Avenue, New York, New York; and Randolph A. Hearst, 1111 South Broadway, Los Angeles, California, under Voting Trust Agreement dated as of February 23, 1952. The beneficial owners of the stock deposited under the aforesaid Voting Trust are The Hearst Foundation, Inc., the Estate of William Randolph Hearst, Deceased, John Randolph Hearst, William Randolph Hearst, Jr., Randolph Apperson Hearst, David Whitmire Hearst and George Hearst.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

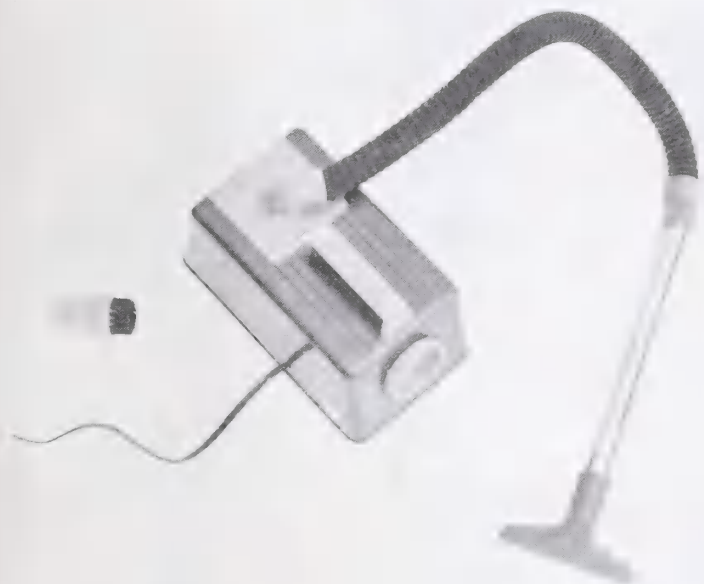
R. A. Hoefer, business manager.

Sworn to and subscribed before me this 28th day of September, 1956, Andrew E. Macyko, Notary Public, State of New York, 41-2537300 Qualified in Queens County. Term Expires March 30, 1957. (Seal.)



## INTRODUCTION TO THE WOMANLY ARTS

CONTINUED FROM PRECEDING PAGE



Zimvac Electric Vacuum Cleaner (above) will really clean. It has a  $\frac{1}{30}$  h.p. motor and is light and easy to use. (\$14.95).



Children love to make fudge and they can do it easily with Candymaker Set. Utensils and gift packaging are included. (\$3).



This Famous Name Brands Mix Set provides beginning cooks with challenging assortment of pancakes, pizza, pie, cake, etc. (\$10).  
(Please turn the page)

## A Picture of Perfection



*The 406 "Sabrina" Chair*  
Jamestown Lounge Co. Jamestown, N. Y.

30 NEW HOUSES AND PLANS

FOR FAMILIES WITH MODERATE INCOMES

SEE HOUSES in Fall-Winter issue of  
House Beautiful's BUILDING MANUAL.

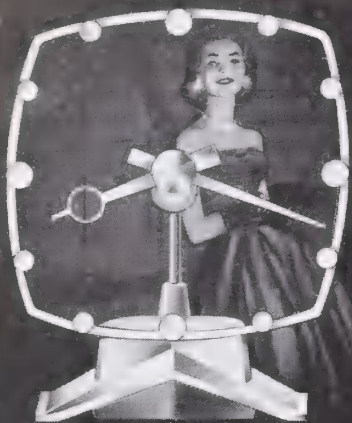
Split-levels, contemporary, traditional.  
Costing from \$10,000 to \$36,000.

BUY PLANS AND SPECIFICATIONS for \$8.50  
per set (2 for \$17)

Get the BUILDING MANUAL NOW  
at your newsstand. \$1 a copy. If not  
available at your newsstand, send \$1 to  
BUILDING MANUAL, 572 Madison Ave., N.Y. 22



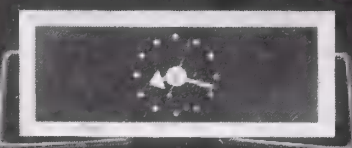
# The Present with a FUTURE



**GOLDEN SECRET**... no glass at all. Ideal on desk, table, TV. 24 Kt. gold plated satin finish. \$22.95 plus tax



The luxurious **GOLDEN HOUR**... perfect for any decorative scheme. Hands "float" in clear crystal. 24 Kt. gold plated satin finish. \$24.95 plus tax



The **CONTEMPORAIRE**—so new, so beautiful—in mahogany, ebony or limed oak, with solid brass trim. \$27.95 plus tax

## Jefferson electric Clocks

## THE WOMANLY ARTS

CONTINUED FROM PAGE 166

deeply what it takes to keep him, his children and the whole house a happy one: the skills, the knowledge, the wide reading, the profound philosophy and culture—all of which it takes.

So boys are just as important here as girls. Not only to learn that manly art of outdoor cooking, but that most human of all arts, which is cooking. Certainly if boys grow up, as they have in the past, with a growing contempt for girls' activities and interests, that contempt will abide in some form in adulthood. And if they themselves are not inspired in some way to know, *really* know (which means fully appreciate) the womanly art of homemaking (which is nothing less than the art of life itself), then the future of the family is in a state of extreme danger.

Fortunately that is not the case. Children are witnessing the almost child-like delight of their own parents in the discovery that cooking is fun, culture and real happiness. Young boys are hearing their own fathers discuss the right way to roast meat, which elevates that type of conversation at least to the level of how to hit a homerun or lay down a sacrifice bunt. More than ever it is true that some sense of understanding of what it takes to create a good dish or meal on the part of the husband is necessary for the continuing interest of the wife in cooking. It's a good eater who makes a good cook.

As for the young girls, they are naturally interested in keeping house. The way they play at it, without any such realistic toys as we show on our pages prove it. All we have to do is encourage them.

This year, an extraordinary variety of toys related to homemaking, realistic to the last working detail, can help awaken our future homemakers to the pleasures and satisfaction to be derived from housekeeping activities. Knowing that participation in the routine of the household contributes much to a child's development and that children feel a need to imitate their elders, American toy makers have duplicated many of the labor-saving devices which have made housekeeping so pleasurable, scaling these to a size suitable for children.

The blender, mixer, electric washing machine and vacuum cleaner, along with miniature electric ranges styled in colors of their full size counterparts, are fascinat-

a happy thought-



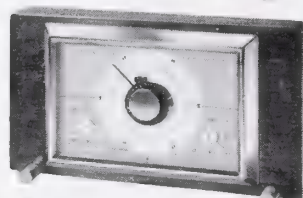
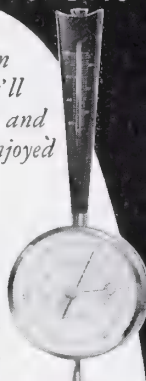
## GIVE Airguide WEATHER INSTRUMENTS



... you can  
be sure they'll  
be admired and  
used and enjoyed  
for years

### The Catalina BAROMETER

A distinctive contemporary wall barometer with thermometer. Polished brass case, solid walnut spindle. 15" long. \$15



### The Sherwood COMBINATION UNIT

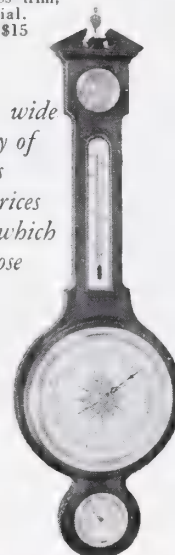
A strikingly beautiful instrument. Shows temperature, humidity and weather trends. Solid fruitwood case, brass trim, 2-tone dial. 9 1/4" long. \$15



... a wide  
variety of  
models  
and prices  
from which  
to choose

### The Coronet BAROMETER

A charmingly traditional period piece in every detail. Choice of solid mahogany or cherry case with silvered dials and brass trim. 20" long. Only \$25



### The Canterbury BAROMETER

Dignified traditional in choice of solid mahogany or cherry case with brass trim and silvered dials and scale. Length 28". \$60



### The Monticello BAROMETER WITH CLOCK

True Colonial artistry in a pendant barometer with 7-jewel, 8-day clock. Solid mahogany case with brass trim. 33" long. \$95

Famous for  
styling—  
famous for  
performance

Made and  
Guaranteed by

AIRGUIDE INSTRUMENT CO., CHICAGO 47

at better stores everywhere

ing grownups as well as children in toy shops across the country. Brand name packaged foods which are practically failure-proof come in sets of varying types and sizes. Any child who can read and follow simple directions may enjoy a feeling of accomplishment by making biscuits, baking a pie or a cake or some other dish that will be admired and enjoyed by friends and family. This same child will also find it interesting to wash up all the pots and pans and get equipment back in order with the help of her very own cleaning tools.

Child psychologists and educators have long agreed on the importance of such experiences. Many of us, thinking back to our own childhood, realize that probably no occasions are remembered with more satisfaction than those early adventures in the kitchen. There were cookies to cut out, or even better, a piece of dough to knead and shape into a tiny loaf of bread. The acknowledgment of our achievement by an older member of the family and perhaps appraisal by Mother or Dad as "the best I've ever tasted," helped create a lasting interest in cooking for many of us.

Working alongside his or her parents is the most fascinating form of play for a child. It may be cooking, gardening, or even dusting or running a vacuum cleaner. We are told that any housekeeping activity helps a child feel close to parents and very much like them. This builds security in the feeling of "belonging," of contributing to family happiness and well being. These are important years in the future happiness and well being of the individual.

While children have always loved to cook, a report by Mrs. Irene H. Wolgamot, nutrition specialist of New Jersey State University, supplies some surprising statistics. A recent test of 180,000 senior high school girls disclosed that 83 per cent knew how to be well groomed, but only 52 per cent knew how to cook. With a knowledge of food of such great importance in good homemaking as well as a valuable social asset, this suggests we should allow children to cook at an early age.

That interest is there is shown by the report of toy makers on an increasing demand for realistic workable toys in the field of homemaking. Now that Dad lends a helping hand in the kitchen and finds cooking a creative art that he enjoys, Junior likes to don a chef's cap too, and get in on the fun. One

(Please turn to page 204)



## THE CASE FOR THE FURNITURE INSTRUMENT

CONTINUED FROM PAGE 156

unusual sounds. He is reaching for performance which might be called psychological—something he has dreamed of hearing and has not yet heard.

His experiments are extensive and costly and he is continually searching. His objective is not one of being pleased, but rather one of being critical. His pleasure in listening comes from his desire and ability to criticize. He is determined, and rightly so, not to be satisfied. If he permitted such a thing to happen, he would have lost his greatest pleasure—his hobby. He is very definitely valuable to the growth of the high-fidelity industry, particularly as a critic.

WITH enough time, patience, equipment, know-how and money, because it is expensive, a satisfactory high-fidelity rig *can* be put together of individually manufactured units, but top satisfactory performance is by no means average. The words "high fidelity," which originally meant greatest faithfulness of reproduction of the original sound and music, have become almost meaningless as a term. Let me repeat my original definition—a high-fidelity instrument is one which reproduces everything recorded on a modern high-fidelity record without addition, subtraction or distortion. That's all any instrument should attempt to do because that's all there is!

A high-fidelity reproducing system or instrument should be primarily a complete musical instrument and not merely a collection of electronic parts. By proper design, the acoustical cavity or "sound-box" should come first. It is just as important to high-fidelity reproduction as it is in the case of the sound-box of a piano, a harp or a cello. Starting with a carefully designed acoustical cavity, the speaker system should then be matched to the acoustical characteristics of this sound-box or cabinet and to this speaker system, the amplifier, cross-over network and pickup should be matched, creating a completely integrated and acoustically balanced musical reproducing instrument.

It is certainly doubtful if the great Stradivarius, in designing one of his priceless violins, first dried some gut to make the strings and then added the frets, bridge and other parts and lastly put a box measuring (and I quote from

a leading hi-fi hobby magazine) "somewhere between six and ten cubic feet" under them. I feel that he regarded the acoustics as the first consideration and the necessary parts as the servant of the music rather than as an end unto themselves.

The same is true of the units of a properly designed high-fidelity reproducing system or instrument. The electronics should be the servant, rather than the master, of the musical reproduction. All high-fidelity reproducing systems or instruments must consist of the same basic elements—a record player, a pick-up with cartridge to translate mechanical motion into electrical energy, a power amplifier, a speaker system with attendant filter system or cross-over network and an acoustical cavity or enclosure.

Completely matched, integrated and acoustically balanced component systems, sold as complete systems rather than piece-meal, are available for those who wish high-fidelity systems installed in music walls or in special cabinetry. But in these systems the same principles of integrated design which I have just discussed are followed.

As in all hobbies, the hi-fi fan has adopted certain engineering half-truths, some of which were true years ago and some of which are true only when systems are put together without sufficient engineering knowledge. In the case of systems put together without sufficient regard for both electronic and acoustical principles, the amateur may experience difficulty in obtaining full volume and full reproduction of the lowest bass notes without mechanical or acoustical feed-back.

IN properly designed complete furniture instruments this is certainly not the case, as demonstration easily shows, and the purchaser of such a well-designed and acoustically balanced instrument has the advantage of a beautiful piece of furniture to grace the room.

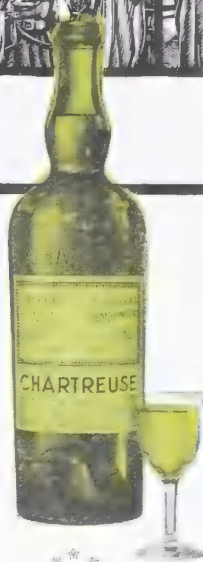
Another spectre from the past which haunts the hi-fi fan is the belief that a record changer cannot provide high-fidelity performance equal to that of a manual record player. It should be remembered that all that any record player can do is to rotate the record at a constant predetermined speed without electrical or mechanical noise.

(Please turn the page)

## the secret of CHARTREUSE



The Carthusian Monks developed Chartreuse Liqueurs from a treasured family recipe given them by Marshall d'Estrées in 1605. The liqueurs are still made by the Monks who gather the herbs near their Monastery.



In all the world, only four Monks at the Monastery of La Grande Chartreuse in France know the secret formula of Chartreuse Liqueur. But connoisseurs the world over know its distinctive taste and its reputation as the "Queen of Liqueurs."

To serve and to give—no other liqueur is more revealing of your own good taste. You will find Chartreuse at your dealer in an unusual gift carton.

Also in a tenth size at a special gift price.



LA GRANDE CHARTREUSE

Yellow—86 Proof Green—110 Proof

For a beautifully illustrated book on the story of Chartreuse, write—Schieffelin & Co., Dept. N, 30 Cooper Square, New York, N. Y.

## Something Wonderful in High Fidelity

Ensemble 1035

FM-AM RADIO  
and PHONOGRAPH

by **Pilot**



component quality  
with  
console convenience

Wonderful is just the word for Pilot's latest contribution to high fidelity. Here is the supreme performance of a custom installation of quality components with the exquisite beauty of fine furniture. In cordovan mahogany \$399.50 blond or cherry \$409.50 Other models from \$169.50 to \$1080 ... slightly higher west of Rockies.

At better hi fi salons and music stores, or write Dept. HB-12  
PILOT RADIO CORP. • Long Island City 1, N. Y.





## a brief Guide to FRENCH Wines

**B&G Prince Blanc**—a light, dry wine with a delicate bouquet. A genuine white Bordeaux at a moderate price.

**B&G Chablis**—a clear, white Burgundy, dry yet with a round, full flavor.

**B&G Sauternes**—the classic white wine of France, long an American favorite. Slightly sweet. From Bordeaux.

**B&G Prince Noir**—a fine all-purpose claret, dry and light bodied. A red Bordeaux for everyday use.

**B&G St. Emilion**—a full-bodied claret. A brilliant red dinner wine from Bordeaux.

**B&G Pommard**—a rich, red Burgundy. Full-bodied, perfect with hearty meals.

*The name B&G is now  
guide to quality  
... famous since 1725.*

**Yours for the asking—**

### FRENCH WINE SELECTOR

Handy pocket dial to help you choose wine. Send stamped, self-addressed envelope to B&G, Dept. H.G., 500 Fifth Avenue, New York 16, N. Y.

# B&G

(The finest wines  
of FRANCE)

By BARTON & GUESTIER  
BROWNE VINTNERS CO., INC., N. Y. C.  
*and distributors for U. S. A.*

## THE FURNITURE INSTRUMENT

CONTINUED FROM PRECEDING PAGE

The added convenience of a record changer is available in well designed record changers without in any way detracting from the proper performance of the record playing mechanism.

A third controversial point seems to be the matter of speaker enclosure. There are several methods of producing the speaker enclosure or sound-box. The method in itself is not important. What is important is whether or not the enclosure possesses desirable acoustical characteristics and whether the rest of the system is acoustically matched to and balanced with this "sound-box."

It should be remembered that to most of us music is fun and not a business. If you get your fun from experimentation and from constant change and attempted improvement, then by all means enjoy yourself with the literally hundreds of different specimens of each type of unit, each with its claims of superiority. But if you, like most of us, are searching for perfection of musical reproduction, then let your own ears judge what you wish to hear. All the curves, graphs and tabulations in the world will not convince you of what constitutes entertainment for you, if the resultant doesn't sound good.

To repeat, since music is fun, then by all means let your own ears measure what is the best entertainment for you. Make an on-the-spot comparative demonstration and get the instrument that will most satisfy your own requirements and desires.

## HOW TO LEAVE HOME

CONTINUED FROM PAGE 116

But once you get past the canned goods you find yourself in what's been described as a Danish Modern dream, surrounded by pale blue walls draped in deep-blue fishnet. Everyone mentions the comfortable lounge chairs, the superlative Barbados rum drinks, and the fabulous beauty of a charming lady called Hilda, who runs the show. It is strictly a luncheon club, closing at four in the afternoon.

### Three "New" Islands

The three Dutch Windward Islands of St. Maartens, Saba and St. Eustatius were booming prosper-

see...sit...  
you're sold!  
new **SPINNER**  
Chair



SMARTLY STYLED FOR ANY DECOR—  
ideal as TV or occasional chair—360°  
of revolving, relaxing comfort



luxury-thick  
foam  
cushions  
—reversible

solid rattan arm in teak, white or natural  
finish

available in plastic leather or fabric—  
choice of colors



sturdy iron  
legs—  
gold-plated  
feet

The Perfect  
Gift!

Immediate delivery from your  
dealer or shipment from factory  
to arrive before Christmas on orders received up  
to December 19. Christmas  
Special—only \$45.00

combined spinner and rocker \$59.95



companion  
roulette puff  
converts to coffee  
table... spins, too!

For Christmas only \$35.00

Send 25 cents for colorful catalog on  
Ritts fine casual furniture

SINCE 1933  
**Ritts co**

2221 South  
Sepulveda Blvd.  
Los Angeles 64  
California

ous when Peter Stuyvesant acquired his pegleg nearby. But the big news about them is that now they are readily accessible to anyone who's looking for a warm, quiet, tropical and immaculately clean place to hibernate. With the right plane connections, you could be whisked there from New York in seven to nine hours.

St. Maartens is the largest, and our informants say that its beaches are the most glorious they've ever stretched out on. There's the new Little Bay Hotel on the sparkling sands near Phillipsburg, a real Dutch treat, they tell us, kept in whistle-clean order, serving the kind of abundant, painstakingly prepared food you find in Amsterdam or Rotterdam. In fact, most of its food and all of its meat comes by air express from Holland. Daily tariff from December to April is about \$15 single, \$27 double, for room, bath and sea-viewing veranda, including those generous meals. There's also the Pasangrahan guest house, with similarly low rates, and the brand new Lido Guesthouse, which is about ready to open. Roughly, there are regular accommodations on the island for about 70 outlanders, so you get an idea of how "unspoiled" it is.

St. Maartens is part French and travelers are particularly struck by the agreeable merger of French oo-la-la and Dutch thoroughness. The French town of Marigot, they say, has the nostalgic look of a Riviera fishing village with the boats and nets drawn up along its beach.

Little Saba is a rocky volcanic cone that juts so suddenly out of the sea that there is scarcely more beach than a strip of pebbles. Visitors have to be landed here in crash boats, an exciting experience they talk about forever after. A mad dash by jeep over a rocky road takes you to the top of the island, bewilderingly called The Bottom because it's a town cupped in the crater of a dead volcano, surrounded by rich slopes of farmland. Population is chiefly Dutch, French, English and Scotch.

Few men are evident in Saba because most of them are seamen or fishermen and usually away from their firesides. And they are such skilled seamen that the world's greatest shipping companies seek out their services as sea captains. Women are accomplished at embroidery. No hotels here, but the government runs two simple but good guest houses. Rates, about \$5.30 a day with the usual hearty Dutch meals.



St. Eustatius, "Statia" to those in the know, lives placidly with a nice little yam-growing trade and the ruins of great past prosperity. It's fertile, green, with powdery beaches. The government runs a guest house (four rooms and two baths) in the town of Oranjestad.

St. Maartens, largest of the three islands, has a commercial airport. Twice a week Air France flies here from Puerto Rico, Antigua, and Guadalupe. KLM Royal Dutch Airlines flies in twice a week from Curaçao and once a week from St. Kitts. St. Eustatius has a tiny airstrip where light planes may land.

Our secret agents, recently returned, tell us that you can make a wonderful trip to these islands by flying the chartered mail plane from Charlotte Amalie on St. Thomas. It's a twin-engine plane that leaves every Thursday for St. Maartens and Statia. And no small part of the thrill is flying with Jack Monsanto, the owner-pilot, manager of Jack's Flight Service, who has a reputation for knowing every key in the Caribbean.

If you'd prefer to visit the islands by sea, don't under any circumstances take the mail boat. It has no engine and the seas can be rough even when the skies are blue, and the trip has been known to take a day. Instead, do your island hopping by native schooner.

The famous Dutch government motor schooner, "Blue Peter," is again making the rounds of the islands twice a week from St. Maarten to Saba to St. Eustatius, and connects with the KLM air service to and from Curaçao, so you might plan yourself an all-Dutch junket. From island to island it takes from three to five hours. On one of its trips, it continues to St. Kitts in the British West Indies.

#### Hamilton Bi-Centennial Doings

Alexander Hamilton, it turns out, was born in the West Indies on the island of Nevis, near St. Kitts, in 1757, and you can still see the stairway in the house where he was born. He also lived on St. Croix, in the Virgin Islands. So great doings are scheduled down here for the celebration of his 200th birthday. They're scheduled to begin on January 11, and several cruises have been whipped up to coincide with the festivities. To wit: The Holland-America Line's delightful "Ryndam" will depart from Norfolk on January 25 and call at Nevis on February 3. The Clipper Line's "Stella Polaris," leaving from New Orleans on February 16, will be in St. Kitts on February 24.

Cunard's "Mauretania" leaves New York on February 28, gets to St. Kitts on March 4. The Home Lines' "Homer" departs from New York on January 23, arriving at St. Kitts on January 29. All, of course, will be calling at other islands en route.

#### How to Get There

There are now so many ways of getting to these once inaccessible little islands that it's hard to list directions. From New York you may fly to Bermuda via British Overseas Airways (BOAC), then switch to its beautifully operated subsidiary, British West Indian Airways (BWIA), which flies its quiet Vickers Viscount planes into Puerto Rico, Barbados and Trinidad, and also has flights into St. Thomas, St. Lucia, Grenada, Antigua, St. Kitts, Martinique and Guadalupe. The new Leeward Islands Air Transport Company is now regularly flying Piper Apache twin-engine, four-passenger planes between San Juan, St. Kitts, Montserrat and Antigua. Pan American, Avianca, Braniff, KLM, Air France, Trans-Canada Airlines, Delta and Eastern fly to certain main jumping-off spots where you can make connections for the smaller islands.

Many steamship lines include at least some of these southerly islands on their cruises—for instance, Grace, Moore-McCormack, Standard Fruit, United Fruit, Royal Netherlands, Cunard, French Line, Norwegian America, Clipper, Canadian Pacific. The Alcoa Steamship Company, however, comes closest to having a regular island-stopping schedule and offers a wide variety of cruises of different durations. The ships run to the Guianas to haul bauxite for the making of aluminum, and usually end their trip in Mobile, Alabama. Alcoa's fancier passenger-freighters leave from New Orleans, go down to Trinidad and the Guianas. Its 12-passenger freighters, which leave from Montreal, Halifax, New York, or New Orleans, will also take you to Trinidad and the Guianas, and at pretty reasonable prices. One 10-day trip is about \$250. They're lots of fun, as we've found out for ourselves. You don't have frills, you eat your meals with the officers at strange hours (dinner was at 5 P.M., as we recall it), but accommodations and food are excellent. You get to feel so at home that pretty soon you'll be snooping in the galley as the spirit moves you.

But if you've got this part of the Caribbean on your mind, see your travel agent now, because lots of other people have the same idea.

## HOLIDAYS HECTIC?

**JANUARY'S  
YOUR  
TIME**

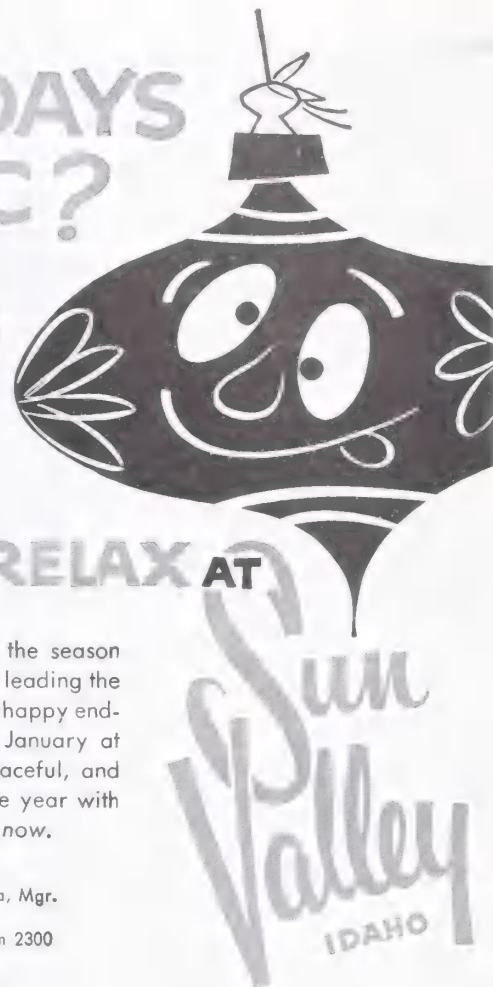
**TO REST • RELAX AT**

When the rush and fuss of the season make you feel like you were leading the "bushed" league, here's the happy ending to it all. Spend part of January at Sun Valley—uncrowded, peaceful, and at its pleasant best. Start the year with a lift by making your plans now.

#### FOR RESERVATIONS

Address Mr. Winston McCrea, Mgr.  
Sun Valley, Idaho, or  
Union Pacific Railroad, Room 2300  
Omaha 2, Nebraska, or  
see your local travel agent.

**UNION PACIFIC RAILROAD**



winter's the  
time to tan!

**Miami  
Beach**



...and time for fun! A bracing swim in the ocean or pool can be your daily "sunshine starter" for enjoying golf, tennis, fishing, sight-seeing, shopping, or going to the races. Your evening of headliner entertainment can begin with leisurely dining at one of the many superb restaurants. And this year big shows, big names will all be here. Won't you?

Plan now—send for  
**FREE COLOR BROCHURE**

Rm. HB-612  
CHAMBER OF COMMERCE  
Miami Beach 39, Florida

I plan to visit Miami Beach in.....  
(month)

Please send information on  
☐ hotels ☐ apartments

Name.....

Address.....

City.....State.....



## MAIL-ORDER FOOD BUYING

CONTINUED FROM PAGE 181

**BAYWOOD SMOKED FISHERY**, Box 1084, Ft. Pierce, Fla. Specialties smoked fillets in season of exotic Florida fish. Smoked shrimp. No catalog.

**BELL SMOKED FISH CO.**, 490 Jefferson St., San Francisco, Calif. Smoked salmon strips, canned.

**BLACK & KOENIG**, 52 Dey St., New York. Teas, dried fruits, honeys, spices of many types.

**BIRKETT MILLS**, The, Penn Yan, New York. Buckwheat groats and flour.

**BLODGETT, FRANK H.**, Janesville, Wis. Self-rising buckwheat mix for pancakes.

**BLUEBERRY HILL FARM**, R.F.D. 3, Brandon, Vt. Superb blueberry jam; unusual cucumber marmalade and cranberry marmalade.

**BLUE HILL KITCHENS**, Blue Hill, Maine. Bourbon balls, rum rounds, brandy coffee cake from old southern recipes.

**BONNE CHOSE**, 1199 Broad St., Newark, N. J. Wide variety of imported meats, fruits, preserves, vegetables, biscuits, etc., unusual gift packs.

**CANOGA FARM**, 17555 Ventura Blvd., Encino, Calif. 24-page catalog. California fruits, preserves, fruit cake, dried fruits.

**CAPN'S CORNER**, Camden, Maine. Specialties: Maine lobsters and scallops, outstanding wild-strain pheasant, canned chicken livers.

**CARAVEL COFFEE CO.**, 126 Maiden Lane, New York. Assortment of many teas from India, Ceylon, China, Japan including "taster" pack.

**CHEESES OF ALL NATIONS**, 500 Bergen St., Brooklyn, N. Y. 24-page catalog. As name indicates, virtually any kind of cheese from the world over.

**CHERRY HUT**, Beulah, Mich. Fine cherry jelly, preserves and conserve made from flavorful Michigan cherries.

**COBBS, HENRY**, Little River, Miami, Fla. Specialty Gourmet Guild gift packs comprising numerous types of food imports; also a food-of-the-month club; gift- and bushel-basket packs of tree-ripened Florida fruits.

**COUPHOPOULOS, M. G.**, Box 1042, New Orleans, La. Strawberry preserves, creole soups, pralines, regional coffee.

**COLLIN STREET BAKERY**, Box 836, Corsicana, Texas. Specialty regional fruit cake rich with Texas pecans, baked from rare recipe.

**DAVIS, FRANK E.**, Bangor, Maine. Salt-mackerel fillets in tubs; canned finnan haddie.

**DELICACIES INC.**, P. O. Drawer 1, Seaside, Ore. Extra-fine smoked oysters; also fine canned shad roe, Columbia salmon, tuna, minced Razor clams.

**DICKINSON FAMILY**, The. Inimitable fruit syrups for desserts and ice-cream, including wild mountain-blackberry syrup; fruit preserves that are among the finest.

**DIRKSEN'S**, The, San Juan Bautista, Calif. Specialty exotic, chutney-

like relishes made of California nuts and fruits, hotly flavored; pickles, spiced fruits.

**DIXIE-DAME CO.**, Mocksville Rd., Statesville, N. C. Wide variety of fine, unusual pickle products including interesting stuffed varieties.

**EL MOLINO MILLS**, 3072 W. Valley Blvd., Alhambra, Calif. 66 specialty flours, including lima-bean flour, sesame-seed meal, green-pea flour, flax seed meal.

**EPICURE'S CLUB**, The, Elizabeth, N. J. 15-page basic catalog; also 31-page gift catalog with wide food variety.

**FARM HOME FOODS**, Watertown, Wis. Smoked, sausage-type meats; also mix for old-fashioned bread pudding.

**FIN'N'FEATHER FARM**, R.F.D. 2, Dundee, Ill. 23-page catalog. Extra-fancy fowl, smoked, of outstanding caliber.

**FORST CATSKILL MOUNTAIN SMOKEHOUSE**, Kingston, N. Y. 16-page catalog. Specialties smoked ham and turkey, Braunschweiger sausage.

**FRANSZENBURG WOLF CREEK SMOKEHOUSE**, Conrad, Iowa. Specialties: clove-flavored boneless ham; smoked suckling pig.

**BLANCHE GEISS**, 904 Bayard Park Drive, Evansville, Ind. Unusual fruit cakes including individual cocktail fruit cake and fruit-cake confections; also large and individual plum puddings.

**GLEN HALL BRANDS**, 360 Glenwood Ave., East Orange, N. J. Unusual non-alcoholic essences of flowers, nuts, liqueurs for food-flavoring; dehydrated toasted onions and mixed vegetables; dry barbecuing blend.

**GOLDA'S OLD STONE MILL**, Box 593, Muskogee, Okla. Specialty cornmeal, white or yellow, stone-ground and water-milled.

**GRANGUIMA FARM PRODUCTS**, Box 172, Wynnewood, Pa. The finest cranberry products you'll find anywhere; cranberry jelly, juice, whole-berry sauce; canned steamed cranberry pudding.

**GRAY, LUCY ANN**, P.O. Box 510, Alexandria, Va. Authentic Williamsburg fruit cake; Martha Washington's Great Cake.

**GREEN BROS.**, Market at 16th St., Denver, Colo. Pascal celery, rainbow trout, game, cheeses, select fresh fruits. 24-page catalog.

**GURNET, SIMON**, P.O. Box 459, Brunswick, Maine. Live lobsters, packed ready to cook and serve; seafood chowders, stews, hors d'oeuvres; gift baskets.

**HARRY AND DAVID**, Bear Creek Orchards, Medford, Ore. Fine Oregon fruits of many kinds, including fancy Royal Riviera pears.

**HAWKINS, R.**, Vacaville, Calif. Prunes, extra big and extra fine,

**HAWTHORN MELLODY FARMS**, Country Store, Libertyville, Ill. Hickory-smoked hams, bacon, turkeys, pheasants, produced from select "raw products."

**HADLOCK FRUIT CO.**, Mount Dora, Fla. Tree-ripened citrus fruits, Florida-fruit marmalades and jellies, brandied fruits, pralines.

**HAMMOCK GROVES**, P.O. Box 1116, Tavares, Fla. Specialty giant navel oranges; also other types of oranges and grapefruit in season.

**HERO BOY**, 492 Ninth Ave., New York. Italian hams and salamis.

**HESPERIAN ORCHARDS**, Myron Foster's, Wenatchee, Wash. Pure, old-fashioned jams and jellies of many fruit varieties.

**HEGG & HEGG**, Port Angeles, Wash. Specialty: smoked salmon, half or whole fish.

**HICKORY VALLEY FARM**, Little Kunkletown, Stroudsburg, Pa. 12-page catalog. Turkeys, hams, bacon, hickory-smoked by Pennsylvania-Dutch recipe; also giant sausage.

**HILL TOP FARM**, Route 32, West Willington, Conn. Bacon, aromatically smoked, is a specialty.

**HOLLY FARMS KITCHEN**, 459 Wagner Place, Memphis, Tenn. Relishes and preserves made from rare plantation recipes, origin of which is told on jar's label. Also varied dilled-vegetable products.

**HUNTER PACKING CO.**, East St. Louis, Ill. Regional hams sugarcured and slow-smoked by old-fashioned methods with skin left intact to retain full flavor.

**JEANNE-ROCK**, Box 4002, Interbay Sta., Seattle, Wash. Fine canned Dungeness crabmeat, barbecued salmon, minced razor clams, Blueback salmon, tuna.

**JORDAN'S OLD VIRGINIA SMOKE HOUSE**, P.O. Box 324, Richmond, Va. Outstanding aged Virginia hams; whole or boned for party-serving; also freezer packets of ham slices for one-meal use.

**JUCTOWN MOUNTAIN SMOKEHOUSE**, Flemington, N. J. Superb specialty is dried beef in paper-thin slices, sassafras-smoked; also smoked beef bacon and other fine smoked meats.

**KETTLE COVE INDUSTRIES, INC.**, Manchester, Mass. Luscious chocolate product similar to fudgy French chocolate creme for ice-cream topping or dessert-making; liqueur-flavored. Also preserves and orange slices in syrup. 16-page catalog.

**KNAUSS QUAKERTOWN SMOKEHOUSE**, Quakertown, Bucks Co., Pa. Fine hickory-smoked hams and meats, including dried beef.

**LINDSEY-ROBINSON CO.**, Roanoke, Va. Prepared mix for old-fashioned Southern spoon bread; a soufflé-like end result.

**LUND'S**, 5314-8th Ave., Brooklyn, N. Y. Imported Scandinavian specialties.

**MALACH'S**, 2582 Calder, Beaumont, Tex. Gourmet specialties of all kinds, imported and domestic; extensive gift-package assortments.

**MANOR BAKING CO.**, Box 118, Dallas 21, Tex. Texas fruit cake, rich with fruits and pecans and butter-batter.

**MID-LAKES TRADING CORP.**, Box 789, Evanston, Ill. Fine English plum pudding, imported biscuits and shortbread.

**MEMORY FOOD PRODUCTS**, 2615 St. Roch St., New Orleans, La. Oyster soup, shrimp-crab gumbo, oyster stuffing for patty shells, stuffed artichoke, all prepared from unusual Creole recipes.

**MILLE LACS MAPLE PRODUCTS**, 308 Prince St., St. Paul, Minn. Specialty, pancake mix combining wild-rice flour and buckwheat, wild-rice cereal, puffed wild rice for cocktail use; also maple products.

**MOUNT OLIVE PICKLE CO.**, Mt. Olive, N. C. Interesting pickle products, including Carolina dill strips.

**NAUVOO MILLER**, The, Windylane, Nauvoo, Ill. Variety of stone-ground flours.

**NEUHOFF BROS.**, Dallas, Tex. High quality Tennessee farm sausage.

**NEW BRAUNFELS' SMOKEHOUSE**, New Braunfels, Tex. Their smoked turkey and hams are especially good.

**OLD COUNTRY STORE**, Nashville, Brown County, Ind. Sassafras-smoked ham, bacon, sausage; old-fashioned fruit butters including a delectable baked apple butter.

**OLD DENMARK**, 135 E. 57th St., New York. 10-page catalog. Over 80 Danish items including super-fine cheeses, pâté and pound cake.

**OLD HICKORY FARM**, Peewee Valley, Oldham County, Ky. Inimitable ham, rich as Smithfield types, prepared by age-old regional methods.

**OLD HOOSIER MEATS**, Middlebury, Ind. Hams are their specialty; many other smoked meats available.

**OLD WORLD CHEESE HOUSE**, 245 Jericho Turnpike, Mineola, N. Y. Vintage cheeses of many varieties; around-the-year cheese-gift plan.

**ORIENTAL FOOD SHOP**, 2791 Broadway, New York. 8-page catalog of numerous exotic Oriental delicacies.

**ORIGINAL HERKIMER COUNTY CHEESE CO.**, State & Caroline St., Herkimer, N. Y. One of the top sources of extra-fine aged cheddar cheeses and cheddar-cheese spreads.

**PAGE & BIDDLE**, 21 Station Road, Haverford, Pa. 12-tea gift packed sampler of fine, imported teas; luscious caramels, fine spices.

**PEDRO PINTO**, Box 3208, Carmel, Calif. Pure, high-altitude Guatemala and Kona coffee or premium quality for coffee connoisseurs.

**PFELZER BROS.**, 939 W. 37th Place, Chicago, Ill. Deluxe, aged meats such as aren't available from local

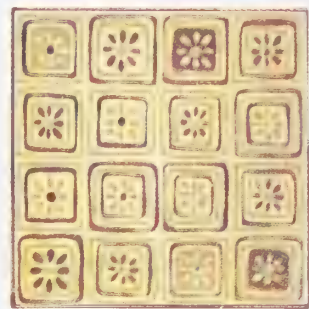
(Please turn to page 206)



# ROMANY

*Real Clay*

# TILES



#### DECORATIVE CERATILE

Illustrated is the "Early American" pattern which lends itself especially to ranch style homes employing natural woods, copper and brass. There are 20 other attractive Ceratile patterns, all having special appeal. Write for Ceratile color folder illustrating complete line.

## YOU CAN'T BE WRONG WITH ROMANY

Remember, Romany Real Clay Tile is a one-time selection. It will outlive and outwear the house itself. It is one of the most economical materials in residential construction, measured by years of service. And with Romany you get many "plus values." It is real tile, not a substitute. It is precision made from fine native clays in huge modern kilns fired in excess of 2,000 deg. F. to give Romany extra strength and durability. Romany is fade proof, fire proof and wear proof, with the easiest of all surfaces to keep clean

and spotless. And think of the many ways this tile is being used in the modern home. For bathroom walls and lavatory tops, of course. For kitchen walls to shrug off grease stains and for counter tops resistant to extreme heat and cold. For the Family Room and for little tot bedrooms where youthful exuberance can damage a less sturdy surface. Elsewhere, too, for sheer decor.

Yes, you just can't be wrong when you insist on Romany, the real clay tile. It is your best buy.

#### FREE ESTIMATE!

Your nearest Ceramic Tile Contractor (see classified phone book) will be glad to show you a ROMANY color chart and give you free estimate for installation in your new or occupied home.

### UNITED STATES CERAMIC TILE COMPANY

And Its Subsidiary, THE SPARTA CERAMIC CO.  
Member: Tile Council of America and Producers' Council, Inc.  
217-B FOURTH ST., N.E., CANTON 2, OHIO

United States Ceramic Tile Co.  
217-B Fourth St., N.E., Canton 2, Ohio

Please send your Free Illustrated Folder "Color Suggestions" featuring ROMANY Real Clay Tile.

HB 1256

NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....





## The World-Famous Liqueur and its 19 companions

- |                                       |                                    |
|---------------------------------------|------------------------------------|
| 1 COINTREAU LIQUEUR 80 PROOF          | 11 ANISETTE 50 PROOF               |
| 2 COINTREAU AND BRANDY 80 PROOF       | 12 CHERRY LIQUEUR 60 PROOF         |
| 3 CREME DE MENTHE (GREEN) 60 PROOF    | 13 APRICOT LIQUEUR 60 PROOF        |
| 4 CREME DE MENTHE (WHITE) 60 PROOF    | 14 BLACKBERRY LIQUEUR 60 PROOF     |
| 5 CREME DE CACAO 50 PROOF             | 15 PEACH LIQUEUR 60 PROOF          |
| 6 CREME DE CACAO (WHITE) 50 PROOF     | 16 PEPPERMINT SCHNAPPS 60 PROOF    |
| 7 BLACKBERRY FLAVORED BRANDY 70 PROOF | 17 KUMMEL 80 PROOF                 |
| 8 PEACH FLAVORED BRANDY 70 PROOF      | 18 SLOE GIN 60 PROOF               |
| 9 CHERRY FLAVORED BRANDY 70 PROOF     | 19 ROCK AND RYE 70 PROOF           |
| 10 APRICOT FLAVORED BRANDY 70 PROOF   | 20 GINGER FLAVORED BRANDY 70 PROOF |

For a free copy of "Gourmet's Guide  
to Dining and Drinking" send request  
to Cointreau Ltd., Pennington, N. J.



PRODUCED & BOTTLED BY COINTREAU LTD., PENNINGTON, N. J.



## ONLY YOUR GOOSE TO COOK

CONTINUED FROM PAGE 137

was baked in September at Alexandria, Virginia? Getting down to cases about the menu on page 137:

The smoked fish platter, which you pass around with drinks in the living room before dinner, will include as wide a variety as is available in your community—and your community in this case is the whole country, for smoked specialties carry well through the mail. There are hundreds of places famous for smoked fish, among them the Farmers' Market in Los Angeles, and Al's Fishery, 416 East Grand Street, Chicago (Trader Vic orders his smoked shrimp from here to serve in San Francisco). In New York you may order from Rahmeyer's International Delicatessen, 1022 Third Avenue.

Smoked fish and smoked meat, too, may be stored in the refrigerator or even the freezer, but they should be served at room temperature like good red wines.

### Fresh Horseradish Sauce

If you want to grate your own horseradish, it's all very well. But if you would rather enjoy the incomparable flavor of the freshly grated variety without the bother, you must know about Junius Quick-frozen Horseradish which is now available in many markets. If your favorite spot doesn't have it, write to Junius Food Products Corp., 1878 North Sheffield Avenue, Chicago, Ill., to find out where it is sold. It's well worth going to a bit of trouble to find. Bottled and well-drained horseradish or dehydrated horseradish may be used, but with Junius this sauce is wondrous.

Fold 4 tablespoons, fresh or frozen, grated horseradish into 1 cup sour cream. Add little or no salt, depending upon the saltiness of the smoked fish, but flavor liberally with freshly ground pepper, black or white, and add 1 tablespoon prepared mustard or a few tablespoons of fresh chopped dill or Spice Islands dried dill tops.

Sweet heavy whipping cream may be used instead of sour cream. Whip ½ cup cream till stiff and slowly add 2 tablespoons lemon juice. Proceed as above.

### Green Turtle Soup

There are any number of fine brands. Ancora is one of the best and widely distributed. The 21 Club in New York puts up its own, which can be ordered by mail. \$2

prepaid for a 20-ounce tin which serves 4.

### Roast Goose, Della Robbia

Recipes for roasting goose usually begin like this: "Singe, carefully remove pin feathers (this is a long job but should be done with great care), then wash and scrub; draw the goose (remove the inside contents), wash again in 2 waters and wipe carefully with cheesecloth. Stuff and truss." Some people suggest pricking the goose, others call for adding to the fat by laying on thin strips of salt pork.

But we say: "Forget all of this!" Order a quick-frozen goose from Candlewood Farms (see page 137). Set it solid-frozen into the oven at about 350° F. to thaw. This will take about 10 to 15 minutes per pound. Remove from the oven, allow to cool a few minutes, then sprinkle inside and out with salt and pepper and rub with a cut lemon, also inside and out, rubbing with the rind of the lemon as well as the cut side. (Better wash your lemon carefully because a mold-retardant is now often used on the skin, which tastes and smells dreadful!) Then place this lemon along with another halved lemon in the inside also, and add a handful of celery tops. All this will be removed before the goose comes to the table, but the flavors will have seasoned the meat deliciously.

Before the goose goes back into the oven, remove any visible chunks of fat. Set the goose on a high rack so that there is no danger of it resting in drippings. Be sure to use a pan that is deep enough to hold the drippings; otherwise, you must pour off the fat that accumulates from time to time.

After thawing, roast at 300° F. about 25 minutes per pound. In present-day ovens and at low temperatures, basting is not necessary. Use a meat thermometer to make sure that the goose is properly cooked. It should register 180° to 190°. If the skin is not quite crisp, you may turn the oven up high for 10 minutes at the end to about

450° F. If goose seems to be browning too fast, cover for a little while with aluminum foil, but make sure that the foil is laid on loosely so that the goose does not steam. Count on one pound of goose to serve one person.

### Schmaltz and Grebenes

From *Love and Knishes, an Irrepressible Guide to Jewish Cooking*, by Sara Kasdan, Vanguard, \$3.50, we have culled these directions for rendering the fat of goose or chicken.

"Schmaltz . . . a little magic it is. If it would be gold, it couldn't be so rich. If it would be perfume, it couldn't smell so good. When you put it in what's cooking, it not only has its own flavor but it brings out all the other flavors, too. Monosodium glutamate (such a word!) can be ashamed."

Ingredients: chicken skin [optional and instead of chicken read goose, P. C.], 1 pound chicken fat, 1 small onion, diced, ¼ cup water. Cut chicken skin and fat into 1-inch squares. Place chicken fat, skin, onion and water in a heavy saucepan over a very low flame [or in a slow oven, P. C.]. Simmer gently until all the fat has been rendered and the chicken skin is crisp and brown. Strain schmaltz. Drain grebenes (cracklings).

### Della Robbia Wreath

If all the expletives muttered under the breath by frustrated garnish-ridden carvers could be collected, the holiday air would be blue indeed! But here is a way to combine beauty and drama with functionalism. Wind a heavy wire with leaves from edible plants, such as lemon or huckleberry, and, using florist wire, secure in place clusters of grapes and small lemons, tangerines, kumquats and/or lady apples. Place the goose in the center of the heated platter and lay the wreath carefully around it. The wreath must be lifted off and set aside before the "lord and master" begins to carve.

### Wild Rice with Mushrooms

Cook wild rice according to package directions or use canned wild rice, but heat by steaming over hot water rather than in hot water as some directions suggest. Rice should be tender, without being mushy, and well drained. To 2 cups hot rice add ½ cup chopped B-in-B broiled in butter mushrooms, ½ teaspoon onion salt and a few grains of cayenne pepper tossed together. Makes 5 servings.

### Chestnut Purée

With goose or with game, nothing is more appropriate than a purée of chestnuts. Nor is anything easier if you use a can of Purée of Marrons Nature manufactured by Clément Faugier, Privas, France. This pound can of most excellent purée is available all over the United States, often in supermarkets—Gristede's, for instance. Add to the chestnuts in a saucepan, ½ cup cream, salt and pepper to taste and perhaps the merest dash of lemon juice and a flicker of nutmeg. Makes 4 or 5 servings.

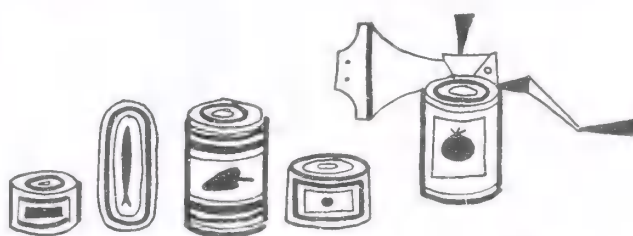
### Red Cabbage and Apples, Flemish Style

They serve this combination in Holland, too, where it is known as *roodekool*. Brown a medium size chopped onion in 2 tablespoons of goose fat—chicken, bacon fat, or even butter will do. Add to a 16-oz. jar Greenwood red cabbage, along with 1 cup Comstock canned apple slices, ¼ teaspoon of ground allspice, then cover, heat slowly over low fire until thoroughly hot and the flavor is well blended; taste and add extra salt, pepper and a little lemon juice if you think it needs a little improvement.

### Uncrude Crudités

The most exquisite bits and pieces of the most elegant toothsome crisp raw vegetables are known all over France as *crudités*. All sorts of combinations are possible. Thin crisp slices of potato or turnip, paper-thin wisps of beet, crisp green beans may be served along with the more usual raw cauliflowerettes, radishes, carrot sticks or curls, unpeeled cucumber fingers, wedges of fennel, nosegays of watercress and, of course, Pascal celery. If desired, your favorite herbs and a few grains of coarsely ground pepper may be mixed into the dipping salt.

(Please turn the page)



WHITE





*you too  
can become  
a member  
of the Bogen  
hi-fi set!*

More and more music lovers are centering their home entertainment around custom high fidelity components. They know that no "one-piece" radio-phono unit can reproduce sound with the lifelike "presence" of separate, custom instruments by Bogen.

You don't have to be a radio engineer to operate and enjoy Bogen custom hi-fi. You simply plug your handsome Bogen components together, slip them into bookshelves and they're ready to play. Magnificent Bogen phono systems start as low as \$169, with FM-AM radio tuner for as little as \$85 additional.



**new 56 page book**  
Start planning your Bogen system today. Send the coupon and 25¢ for up-to-date 3rd Edition of 56-page illustrated book, "Understanding High Fidelity".

(More than 100,000 copies have been sold in only 2 years.) "For the audiophile first seeking his way... a surprising introductory work." *Saturday Review*.

**Bogen**  
High Fidelity

A UNITRONICS CORPORATION AFFILIATE

DAVID BOGEN CO., INC. Dept. JX  
P.O. Box 500, Paramus, N. J.

Please send "Understanding High Fidelity" (for which I enclose 25¢) plus free catalog.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

☐ Send me the catalog.

## ONLY YOUR GOOSE TO COOK

CONTINUED FROM PRECEDING PAGE

### Relish Tray

This can and should be a conversation piece, as well as a palette of jewel-like colors and piquant flavors. Set on a lazy Susan, a sectioned tray or in a collection of matching bowls, these relishes could also serve as a centerpiece on the table. Particularly good with goose, duck or suckling pig is one of Italy's lesser known specialties. Mostarda di Cremona—glazed spiced fruits in syrup—cherries, citron, apricots, almonds, pears, figs, pumpkin, peaches and plums, flavored surprisingly and most delightfully with mustard. The Italians call it "the mustard which is not," and it is served traditionally on Twelfth Night, often with little raviolis made in the shape of cocked hats. An addendum to remember! B. Altman & Co. has it in New York. From Altman's also you can get spiced sweet watermelon rind, cantaloupe, honeydew melon and a delightful ginger conserve put up by Grace A. Rush, Inc., 3715 Madison Road, Cincinnati, Ohio. Preserved Swedish lingonberries like tiny tart cranberries are available all over. As for Old Forester bourbon jelly, you have to live in certain states in order to be able to buy it. For information you could write to the manufacturer, Huter-Quest & Company, Louisville, Kentucky.

### Sparkling Coconut Snowballs, Chocolate Anisette

This is the way the dessert is listed on the menu of the Newarker at the airport in Newark, New Jersey. If you believe, as many do, that a really festive meal must end with "fireworks," this is your dish and one which can be put together months ahead of time and kept in the freezer for spur-of-the-moment festivities too. Use scoops or balls of ice cream, roll in Baker's Angel Flake Coconut and place in the freezer for at least an hour (it can be left there for weeks).

At serving time cover the bottom of a sherbet glass or supreme glass about 1/2 inch deep with your favorite chocolate sauce, add 1 tablespoon of anisette liqueur (Hiram Walker now has not only white but red anisette as well). Place the coconut crusted ice cream ball on top of the sauce, insert a Fourth-of-July sparkler. Turn out the lights in the dining room and bring in

## PLANNING A NEW HOME?



Let this MODERN Electrical Protection end forever the nuisance of blown fuses

In planning your new home (or when modernizing the wiring of an old home) be sure you include a Cutler-Hammer Unit Breaker. Then when an overload makes lights blink out, you need only reset a little lever that has snapped out of position... and service is restored. No hunting fuses, nothing to replace, nothing to buy. So simple and so safe a child can do it.

The Cutler-Hammer Unit Breaker is so good looking you need not hide it. Put it in your kitchen or wherever it will be most convenient. Have your new wiring figured two ways, with fuses and with a C-H Unit Breaker. You'll be amazed at the slight difference in cost. Write now for free booklet. CUTLER-HAMMER, Inc., 1398 St. Paul Avenue, Milwaukee 1, Wis.



FREE BOOKLET

Tells facts about new, better home electrical protection. Write TODAY for your copy.



## You Can Depend On STRONGER Yet SAFER ANACIN to relieve PAIN

### Won't Upset The Stomach

Anacin® not only gives stronger, faster relief from pain of headache, neuritis and neuralgia—but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet such safe relief as Anacin. Buy Anacin Tablets today!

## ZIM-MATIC! TWINS



2 OPENERS ON 1 BASE

A Fine Gift

TAKE CARE OF EVERY OPENING JOB

CAN OPENER has magnet that holds lid firmly so it won't fall into food. Opens any size and shape can—round, oval, square.

JAR OPENER (with Bottle Hook) opens fruit jars, bottles—anything that wears a cap: screw, pry-up, friction, vacuum or crown.

Cadmium & White Enamel \$5.50. Chrome \$8.50. Add 35¢ west of Denver. AT STORES OR POSTPAID.

ZIM MFG. CO. 3039 W. Carroll Ave. Chicago 12, Ill.



your tray covered with shooting stars of fire. (See page 129.)

### Martha Washington's Great Cake

A joy to keep on hand all through the holiday season. Suggestion: Place in the refrigerator for a few hours before serving so that it will be thoroughly cold, but not frozen, then it slices more readily. Be sure to use a sharp knife or a cake knife with a serrated edge. The Great Cake comes in 2 shapes and 2 sizes: in the Turk's head mold (1 1/4 lbs.), \$3 postpaid to any part of the United States and A.P.O. addresses; the long loaf (2 1/2 lbs.), particularly suitable for larger parties, is \$5.45, also postpaid. Address Lucy Ann Gray Kitchens, P. O. Box 510, Alexandria, Va.

### Ambrosia

See recipe and photograph on page 130.

### Instant Caffe Espresso

Order this by mail from Jina Food Originals, Dept. H, P. O. Box 53, Midwood Sta., Brooklyn 3, N. Y. For the best and deepest flavor, add the instant coffee to cold water, bring slowly to a boil and simmer 30 seconds. This can be done perfectly in an automatic electric coffee-maker at the table—one that will keep the coffee piping hot, even though you linger long.

## THE CASE FOR THE HI-FI SYSTEM

CONTINUED FROM PAGE 157

ing into your home and enjoy an experience that is turning increasing thousands away from the factory radio-phonograph towards a hi-fi system.

If this were not true, we would not be seeing new hi-fi shops springing up all over the country to meet the great demand for better sound reproduction. You yourself need not take for granted either my arguments or my opponent's. Test them in one of the new music shops. Take any good record with which you are familiar or let the music shop choose one for you. Listen to how it sounds on a factory-made phonograph and then on a comparatively (or lower) priced hi-fi set. My case for the latter rests right there with your listening enjoyment.

Besides offering far better sound for far less money, the hi-fi system will give you more flexibility, greater convenience, all the advantages of a custom installation and



the possibility of improving your system with ease and economy.

On *flexibility*: You can put together exactly what you prefer in the way of musical reproduction. (People vary on the particular sound they like to listen to—some want it brilliant, others warmer, etc. The controls on a hi-fi set, of course, make a wide range possible.) Each part is highly interchangeable. (In a mass-produced set, this is not true. If something major goes wrong, either you repair it expensively or replace it entirely. In the hi-fi set, you merely replace the part you no longer want.) Lastly, you can *add* to your set a TV screen, more speakers for other rooms or for outdoors, a monitor for the nursery or front door, and so on.

On *convenience*: As I mentioned, there is a certain convenience in buying a radio-phonograph all in one package, in its own cabinet. However, there are greater disadvantages: (1) The cabinet may not please you or be in keeping with your furniture. (Have you seen any good modern design in these cabinets yet?) (2) Having the speaker in the same cabinet as the record player is almost always bad: The vibration jars the tone arm and blurs the sound. (3) You must place the whole bulky instrument somewhere in the room and it seems invariably to be out of place. With the components of the hi-fi set, on the other hand, these problems are avoided. You house the amplifier out of the way in some cabinet or you simply put it on a shelf in its own handsome case. The record player is placed where you can get at it most easily. Again, it could be on an open shelf in its own container or behind cabinet doors. The radio is equally flexible. As for the controls, you can have them at the side of your easy chair. The speaker—and here's one of the virtues of the hi-fi set—is placed where it is most efficient for the entire room (in the corner, on a far wall, or wherever a music shop advisor might recommend.) It will *not* be so near the player as to affect the tone arm.

On *custom installation*: If you are building a new home or in any way remodeling one of the living areas, unquestionably the best thing to do is to build in your components so they are part of the overall architecture. But even if you

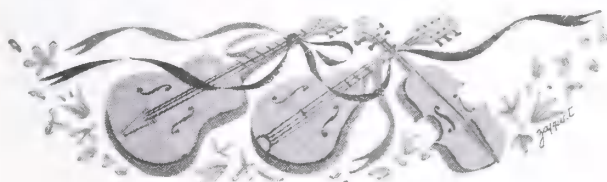
are not planning such major action, the great flexibility, convenience and adaptability of components make them preferable to a factory phonograph. The speaker might go into a closet space or a corner enclosure; all the other components can be housed in almost an infinite number of ways around the room in specially made solutions or in adapted cabinets and other furniture pieces. The point is: *You are free* to do what you wish for better listening.

On the *possibility of improving your system*: Room for growth and improvement may be the greatest of all the virtues of the hi-fi sound system. You may buy an expensive and excellent amplifier when you first acquire a hi-fi set and content yourself with a good but not the best speaker or record player. Well, in time you can replace the less desirable speaker with a far better one; the same is true for the record player. Moreover, your protection against obsolescence is far greater than with the mass-produced set, because you can replace each outmoded component with a new, improved one, without simply junking your entire set, as you must do with a factory-assembled radio-phonograph when any major part becomes antiquated or less than satisfactory. Besides, nothing is simpler these days than replacing one record player with another, or one radio tuner with another in the modern hi-fi set. Instructions are few and easy to follow. (So are the controls, despite the cartoons or jokes to the contrary. They are no more difficult to learn and master than the controls on an electric frying pan.)

You owe it to your family and yourself to hear a modern hi-fi system at your local hi-fi dealer. He's a specialist with a thorough understanding of his products. Like the manufacturers who make hi-fi components, his most important asset is the integrity of the service he can perform for you.

Of one thing I'm sure: He'll open for your family a new world of musical enjoyment!

(EDITOR'S NOTE: *You have heard the arguments. Now you should listen to the instruments themselves and test them to your own satisfaction. One of the best test records is Westminster's "Check and Double Check."*)



# Try it FREE! Good Housekeeping's FIRST COMPLETELY NEW COOK BOOK IN 15 YEARS!

<p><b>3000</b> STEP-BY-STEP RECIPES AND COOKING INSTRUCTIONS <i>Kitchen-Tested and Perfected by the GOOD HOUSEKEEPING INSTITUTE</i></p> <p>HERE is the best of all that Good Housekeeping has learned in 70 years about food—marketing, preparation, cooking, gracious serving. Every fact you need for easy roasting, baking, braising, frying, etc.—preparing better meals more quickly for less money!</p>	<p><b>NEW</b> Ways to Fix <b>QUICK MEALS</b></p> <p>Hundreds of delicious time-saving meals for busy homemakers and "After 5:00" cooks</p> <p>Luscious salads, sauces, hot breads, meat and fish surprises, fancy desserts, etc.—you can make in minutes. New ways to get the most out of new ready mixes, frozen foods, etc. Shortcuts in shopping, cooking, cleaning-up.</p>	<p><b>NEW</b> Ways to Enjoy <b>OUTDOOR GRILL</b></p> <p>A treasury of new outdoor cookery. Complete menus; grilled meat and fowl, vegetables, breads, desserts, etc.</p> <p><b>NEW</b> Taste Thrills with Your <b>PRESSURE COOKER</b></p> <p>How to get more out of your pressure cooker—better meals in less time. 6-minute casseroles. 20-minute stews, etc.</p>
<p><b>NEW</b> Ways to Use <b>LEFTOVERS</b></p> <p>Over 400 ways to use leftover egg yolks and whites, meats, fish, vegetables, fowl, fruits, cakes, pies, bread, cheeses, milk. 325 thrifty dishes!</p> <p>Soups, Last-of-The-Meat Dishes, etc.</p> <p>Exciting <b>NEW</b> <b>FOREIGN DISHES</b></p> <p>369 favorites from the kitchens of France, Italy, Britain, Scandinavia, Central Europe, China, etc.</p>	<p><b>NEW</b> "Susan" Recipes for <b>BEGINNERS</b></p> <p>OVER SIXTY of the most popular Susan step-by-step recipes, the favorites of brides and teen-agers for years. Susan's easy-to-make Angel-Food Cake, Cheesy Scramble, Fish Chowder, Turkeiti, Fudge, Nut Pie, etc.—many delicious treats that anyone can prepare.</p>	<p><b>NEW</b> Section on <b>HOW TO REDUCE</b></p> <p>Good Housekeeping's own Five-Meal-a-Day reducing plan, meal-by-meal. How to lose weight and enjoy many delicious dishes. Special reducing diet for teen-agers. Suggestions for gaining weight, too. Carbohydrate Count of 45 different vegetables. Handy Calorie Count Table of all Beverages, Desserts, Meats, Salads, Soups, etc.</p>

## Let Us Send You This 768-Page Book for FREE 10-DAY TRIAL in Your Kitchen

THERE is so much more to "rave about" in this great new cook book that it would take many pages of this publication just to describe it! The "old" Good Housekeeping Cook Book sold two million copies—and this one is twice as wonderful! You get ideas on Meals "For One" and "For Two," as well as how to buy and cook for a crowd. Company meals. Treats for children. All about the various cuts of meat and how to select the best for your money. Home freezing and canning. Casserole and chafing-dish cookery. Box Lunches. Nibblers. Correct Serving. Kitchen planning and layout. And much, much more. Over 11,000 listings in handy Index. Durable, washable lie-flat binding.

You simply must SEE this book, brood through it, try some of its marvelous ideas, before you can truly appreciate it. That is why we have decided to let you TRY it in your own kitchen first, AT OUR EXPENSE.

**SEND NO MONEY**

You need send no money with coupon. We will send you this ALL-NEW Good Housekeeping Cook Book for ten days' FREE TRIAL. If you are not delighted with it, simply return it and owe nothing. Otherwise, send us \$1 then; \$2 a month later; and the balance of 95¢ (plus 35¢ shipping costs) a month after that. The demand for this book will be tremendous. So, to avoid delay or disappointment, please mail the Free Trial Coupon AT ONCE. Good Housekeeping Book Division, Dept. HB12-2 250 W 55 St., New York 19, N. Y.

**Also Yours for  
10 DAYS' FREE TRIAL  
Good Housekeeping  
Needlecraft Encyclopedia**

Everything you want to know about 28 popular needlecrafts. Stitch-by-stitch instructions to make thousands of beautiful things. Over 1,000 "How-To" pictures, 480 pages PLUS valuable 64-page booklet, "1001 Money-Saving Needlework Hints"—FREE with Encyclopedia. Check proper box in coupon for FREE examination.



GOOD HOUSEKEEPING Book Division, Dept. HB12-2, 250 West 55th St., New York 19, N. Y.

Please send for 10 DAYS' FREE TRIAL the book(s) checked below:

- ☐ The All-New Good Housekeeping Cook Book. If I decide to keep it, I will send you \$1 within 10 days, \$2 a month later; and the balance of 95¢ (plus 35¢ shipping charges) a month after that. Otherwise, I will return the book in 10 days and pay nothing.
- ☐ The Good Housekeeping Needlecraft Encyclopedia, plus the FREE 64-page booklet of "1001 Money-Saving Needlework Hints." If I decide to keep the Encyclopedia, I will send you \$2 within 10 days and \$2 (plus 35¢ shipping charges) a month later. Otherwise, I will return book and pay nothing, keep the booklet free.

Name..... (PLEASE PRINT PLAINLY)

Address.....

City..... Zone..... State.....

☐ Check here if you ENCLOSE payment of \$3.95 for Cook Book (\$4 for Needlecraft Encyclopedia)—then WE pay postage. Same 10-day return privilege; refund guaranteed.



## No Prodigy He!

But more important... he gains the sheer pleasure of accomplishment... the unforgettable fun of playing for himself and his friends... the reserve confidence of razor-sharp dexterity so vital in every phase of today's living. A KLANICH & BACH Piano is one of the greatest gifts you can give your child.



**KLANICH AND BACH**  
The Ancestor of Pianos - Founded 1864  
Dept. H  
327 Walnut Avenue, New York 54, N. Y.  
325 Adelaide Street West,  
Toronto 1, Canada

Write for free illustrated catalog and copy of "Answers to Questions parents ask about music lessons".

## Decorate with WILHOLD GLITTERS



### Colorful and Attractive

It's fun. Write or draw with the tip of a Glu-Bird and WILHOLD GLITTERS for exciting effects on gifts, packages, table decorations, accessories. Get a Glitter set today. Glu-Bird and 9 shaker-top bottles of gold, silver and colored Wilhold Glitters \$3.00. Free booklet. Paint, Variety and Hardware Stores or by mail, prepaid. Refer Idea No. 1019.

**WILHOLD PRODUCTS:** Los Angeles 31, California  
Chicago 44, Illinois

## CAT LOVERS' CALENDAR

NEW, clever 1957 desk size, with plastic binding, appealing photos of adorable felines. A fine gift. Send 10¢ now with bottom flaps from 2 bags of KITTY LITTER, or 25¢ in coin... while supply lasts.



**LOWE'S KITTY LITTER Absorbs, Deodorizes.** Eliminates messy sandbox routine. Obtain where pet supplies are sold. Write for folder. **LOWE'S, INC.,** Dept. 1212, Cassopolis, Mich.

## Learn INTERIOR DECORATION at Home

Fascinating field for men and women. Excellent starting point for... Practical basic training. Approved supervised method. Low tuition. Easy payments. Send for FREE 24-page illustrated booklet, "Adventures in Interior Design & Decoration." No obligation.

**CHICAGO SCHOOL OF INTERIOR DECORATION**  
255 Diversey Pkwy., Dept. 2113, Chicago 14, Ill.

## THE WOMANLY ARTS

CONTINUED FROM PAGE 194

manufacturer of food sets, who launched cooking classes in department stores over the country, attracted an attendance of 24,000 children in eight weeks, with thousands more turned away for lack of room. Twenty-five per cent of those attending were boys from four to ten. Teachers report that the boys were among their best cooks.

There is fun for all in sharing all the activities concerned with running a household and caring for a family. An interest in cooking, properly nurtured, will grow and expand with the years. The habits of orderliness formed during childhood are usually retained for a lifetime. Today's homemaking toys, of which there is an enormous array, have been designed with all of these things in mind.

\*\*\*\*\*

Following are the names of the toys and their manufacturers with the approximate retail prices as they are shown on pages 166, 167, 168, 192 and 193.

### Page 166

Campbell Kids "Chuck Wagon Set," \$4.98. American Metal Specialties Corp., Hatboro, Pa.

"Susy Goose" dishwashing set, 79¢. Kiddie Brush and Toy Co., Jonesville, Mich. In dish drainer dishes are from Junior Chef Tea Party Set. Sets range from \$1 to \$5. Argo Industries Corp., Woodside 77, N. Y.

Junior Osterizer, \$4.95. John Oster Mfg. Co., Milwaukee, Wis.

### Page 167

Jell-E-Maker, \$2.98. "Amsco" American Metal Specialties Corp., Hatboro, Pa.

Pizza Pie Mix Set, sets range from \$1 to 3. Argo Industries Corp., Woodside, Long Island, N. Y.

TV Electric Corn Popping Machine, \$5. Rapaport Bros., 1826 S. Washtenaw Ave., Chicago 8, Ill. Snack Cart, \$7.98. "Amsco," American Metal Specialties Corp., Hatboro, Pa.

New Play Hoover Vacuum Cleaner, \$9.95. Pyro Plastics Corp., Pyro Park, Union, N. J. Courtesy of Brumberger Sales Corp., 34 4th St., Brooklyn 32, N. Y.

### Page 168

"Dollyduds" toy electric washer, \$9.95. Naxon Utilities Corp., Chicago 45, Ill. Metal ironing board,

## Does he smoke? He'll be thrilled with a

**BEATTIE—**  
the **ONLY LIGHTER**  
with the  
**jet**  
**FLAME!**

DOWNWARD—right into pipe-bowl.  
UPWARD—in cigar and cigarette tip.  
SIDEWAYS—into fireplace or campfire.  
ANYWAY—right into the wind!

THAWB FROZEN BAR-LOCKS.  
DOES SMALL SOLDERING JOBS, TOO!

There is no "substitute" for a Beattie Jet!  
at most TOBACCO, DRUG, JEWELRY, DEPT. STORES,  
from \$4.95 to \$49.00

If unavailable, write: DEPT. B  
**BEATTIE JET PRODUCTS, INC.**  
19 EAST 48th ST., NEW YORK 17, N. Y.

## WIDE SHOES

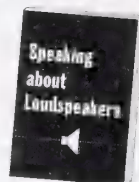
Widths  
C-D-E  
All sizes  
4 to 11

- "MARA" in black suede, black calf, red calf or navy calf, 3" heel. Other styles to EEE.
- Money back guar. **6.95**
- Write For Free Catalogue

**SYD KUSHNER**  
Dept. HB, 733 South St., Phila. 47, Pa.

## If you're interested in true high fidelity YOU NEED THIS!

... The authoritative, easy-to-understand story of how a hi-fi loud-speaker works. Tells you how to judge a good loudspeaker... what to look for, listen for. 32 fascinating pages, including dozens of diagrams and delightful cartoons. *Only book like it!* A wonderful guide for everyone who has a hi-fi system. A *must* for everyone who plans to purchase one!



Yours FREE—just send a dime to cover cost of mailing.  
**University Loudspeakers, Inc., White Plains, N. Y.**

**UNIVERSITY LOUDSPEAKERS, INC.** Desk 0-11  
80 South Kensico Ave., White Plains, N. Y.

Gentlemen: Please send me my copy of "Speaking about Loudspeakers." Enclosed is Dime to cover the cost of mailing.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

\$2.98. Pad with cover for ironing board, 69¢. Electric iron, \$2.29. All from Wolverine Supply & Mfg. Co., Pittsburgh, Pa. Laundry Cart, \$2.98. "Amsco," American Metal Specialties Corporation, Hatboro, Pennsylvania.

Kid-Size "Samsonite" table and 2 chairs, \$19.95. Shwayder Bros., Inc., Furniture Div., Detroit, Mich., and Pittsburgh, Pa.

Singer Sewhandy retails for \$12.95. The carrying case is \$4.50, west of the Rockies, \$5. Available at your local Singer Sewing Center. The Singer Sewing Machine Company, New York.

Elna Junior sewing machine retails for \$17.95. Available at Necchi-Elna Sewing Circles throughout the country. Elna Sewing Machine Co., New York.

"Little Lady" electric range, \$16.95. The Metal Ware Corp., Two Rivers, Wis. Courtesy Gimbel Bros., New York. Miniature Revere Ware utensils, \$14.95. Revere Copper and Brass Incorporated, Rome, New York.

"Mirro" Campbell Kids cake mixer, \$2.95. "Mirro," Aluminum Goods Mfg. Co., Manitowoc, Wis. "Betty Crocker" Junior Baking Kit, \$5. Ideal Toy Corporation, New York, New York.

### Page 192

My Own Rock Garden, \$3. Walter L. Herne Co., 830 Broadway, New York.

Kay Stanley's Dessert Set, \$3. Model-Craft, Inc., 1017 W. Washington Blvd., Chicago 7, Ill.

"Py-O-My" Ice Box Set, \$1.98. Transogram Company, Inc., 200 Fifth Ave., New York.

### Page 193

Zimvac vacuum cleaner, \$14.95. "Zany Toys," The Jay V. Zimmerman Co., 1320 South Grand Blvd., St. Louis, Mo.

Kay Stanley's Candymaker Set, \$3. Model-Craft, Inc., 1017 N. Washington Blvd., Chicago 7, Ill.

Junior Chef famous brand names "Baking Mix Set," \$10. Argo Industries Corp., Woodside 77, N. Y.

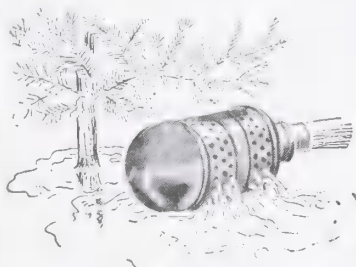




# TIMELY TIPS FOR GARDENERS

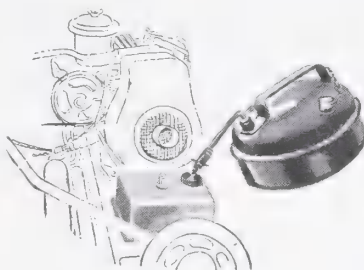
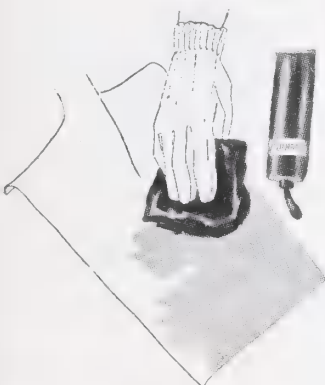


SKETCHES BY JOHN BRIMER



Bring indoors rich, sifted soil for your winter window garden. Heavy gauge plastic laundry bags are excellent for keeping small amounts of soil in moist, ready-to-use condition. To facilitate handling, place sack in carton, creak or other container before filling, close top snugly with "Twist-ems."

Help plants weakened by drought or winds to regain strength by continuing to water them. Trees and evergreens, particularly, will respond, their roots keeping active until soil freezes. To get water into soil where needed, lay hose on ground. Force-breaker attachment slows stream, spreads water.



Clean, repair and sharpen all tools before putting them away for winter. Remove any rust with file, steel wool or rust remover, then spread a thin coat of an anti-rust preparation on all metal parts. Store in dry place.

Winterize power mower by removing dirt and grass from flywheel and cylinder head fins. Replace gasoline and oil with fresh, winter-grade gasoline and oil (4-cycle engine) or gasoline-oil mixture (2-cycle engine). Fill to top of tank. Ground sparkplug wire, then turn engine over by hand to distribute oil over metal surfaces.

## Important—To Subscribers Before You Move—Write

Send us a letter, card or Post Office change-of-address form. Tell us both your old and your new address.

At least five weeks before you move, notify

House Beautiful Subscription Dept.  
250 West 55th Street, New York 19

## Wayside Gardens

### Swing into spring WITH A Wayside catalog

That wonderful time has come again... "Spring Garden Planning Time", and what better way to step into Spring than with Wayside's colorful, new, 200 page catalog. It features America's most magnificent selections of over 1800 prize roses, flowering shrubs, trees, rare bulbs and hardy, "Pedigreed" plants of superb quality.

#### SEND FOR THE WORLD'S FINEST HORTICULTURAL BOOK-CATALOG

To get your copy, please enclose with your request 50¢, coin or stamps, to cover postage and handling costs of this heavy book. Wayside's catalog has no equal... over 200 pages, with hundreds of true-color illustrations and helpful cultural directions.

**Wayside Gardens**  
29 MENTOR AVE. MENTOR, OHIO



#### New MAGNOLIA

Dr. Merrill. Gorgeous new "star-like", flowered magnolia. Unlike other varieties, it is very hardy, grows rapidly and transplants without the slightest difficulty. In spring, branches are completely hidden under snow-white drifts of exquisite flowers.

### Free! NEW 1957 STARK BRO'S Fruit and Landscape CATALOG

64  
PAGES  
IN FULL  
COLOR

ONLY from STARK BRO'S can you get exclusive, famous STARK LEADER VARIETIES of Fruit, Roses and Ornamentals

**MAKE MONEY!**  
Chas. M. Davis earned over \$5,000 with us last year. Let us show you how to make big money in spare or full time. Write for details.

for the giant new Stark Bro's COLOR Catalog! See glorious Stark Roses, Flowering Shrubs, Vines... just — they will grow in your yard. Also the famed U.S. Patented and trade marked FRUIT TREE Varieties offered ONLY by Stark... including amazing DWARF Fruit Trees. Stark Bro's now in 141st year. Write TODAY.

**STARK BRO'S NURSERIES and ORCHARDS CO.**  
DEPT. 4367 LOUISIANA, MISSOURI



Your **WISEST**  
investment in a  
**ROTARY TILLER is an**

**Ariens**



•with the **WIDEST** choice  
of models to meet  
every tilling need

Light, medium or heavy duty rotary tillers for every tilling job; attachments for all-year use. Unequalled power, performance! For free literature, see your dealer, or write:

**ARIENS** 131 Columet St. • Brillion, Wis.

### America's Most Wanted NURSERY CATALOG FREE!

• Featuring the NEW "White Bouquet" and "Golden Showers" — 1957 All American Rose Award Winner.

• NEW All America 1957 Petunias "Red Satin" and "Gilliers" — also NEW annual Phlox "Tumble."

• Amazing "LITTLE GIANT" Dwarf Fruit Trees Big fruits on dwarf trees. Hardy — heavy bearers — usually next year after planting.

Our 84 page colorful catalog features the very finest trees & plants obtainable. You need this most helpful book when you plan your flower garden for Spring. Send postcard for your personal copy.

**INTER-STATE NURSERIES**  
1266 E STREET HAMBURG, IOWA

### GIFT for GARDENERS! GARDEN LABEL EMBOSSER

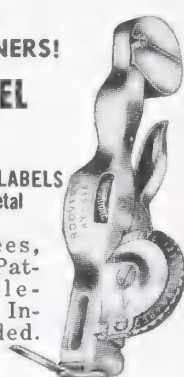
Makes RAISED LETTER LABELS  
of Indestructible Metal

for plants, trees, shrubs, tools, etc. Patent built-in hole-punching feature. Instructions included. Money back guarantee. Sent Postpaid in U.S. and Canada.

**\$29<sup>16</sup>** TAX INCL.

(In Canada, \$27 — no tax)

**ROOVERS** DR. JOSEPH M. LOTSCH  
PRESIDENT  
3611-14th Ave., Brooklyn 18, N.Y.



**HYPONEX**  
SOLUBLE PLANT FOOD COMPLETE  
Grows Better Plants in Soil, Sand or Water  
Simply dissolve and water all your house plants, garden flowers, vegetables, shrubs and lawn. Feeds instantly. If dealer can't supply send \$1 for 1 lb. Makes 100 Gals. Guaranteed by Good Housekeeping  
HYDROPONIC CHEM. CO., Cuyahoga, Ohio, U.S.A.

**TY-TEX BRAND NEW  
ROSE  
CATALOG  
FREE!**  
Will Be Treasured By All Rose Lovers!  
HUNDREDS OF WORLD'S MOST FAMOUS PATENTED & STANDARD VARIETIES IN FULL COLOR PLUS TREASURY TIPS ON ROSE CARE. GET YOURS NOW!  
**TY-TEX ROSE NURSERIES**  
BOX 532 • Spring 1954 • Tyler, TEXAS

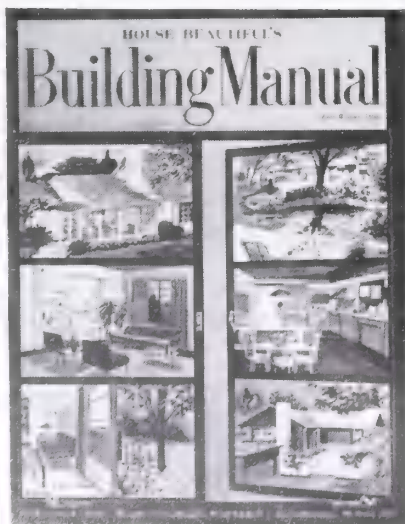


# 587 ways to make home the most wonderful place in the world

Whether you're *building, remodeling* or just *dreaming*, the new Fall-Winter BUILDING MANUAL is meant for you. Turn to it for help and inspiration for projects minor as adding storage shelves—major as new home construction.

**REMODELING** Here you'll find: *remodeling ideas for every room in the house*; how to *remodel with wallpaper*; special article on *modernizing your kitchen*; how to give your house a face-lift with *new nail-on brick*; how to *make an old porch usable*; how to *add a swimming pool* for the children.

**NEW BUILDING** Choose from 30 new houses and plans that give you a starting point for your planning and pricing. Special article on *Design ideas you can adapt* for your own use. For budget housing shoppers, *all about prefabs*. For next summer, a *vacation house* you can plan now.



On sale at Newsstands now, \$1 a copy. If not available send \$1 to BUILDING MANUAL, 572 Madison Ave. NY22

## MAIL-ORDER FOOD BUYING

CONTINUED FROM PAGE 198

- butchers, shipped frozen, in dry-ice pack. 19-page catalog.
- PINESBRIDGE FARM**, 45 Rockefeller Plaza, New York (includes Berkshire Game Farms). Specialties: smoked pheasant and turkey.
- PHILIBOSIAN ORCHARD**, Elk Grove, Calif. Cultivated pistachios, a rarity, exceptional size and flavor, vacuum-packed; also available: whole shelled pistachios for home roasting.
- PINNACLE ORCHARDS**, Box 952, Medford, Ore. Specialty fine Comice pears.
- PITTMAN & DAVIS**, Harlington, Tex. Candied grapefruit ■ specialty here.
- ROSE MILL**, New Milford, Conn. Wide variety of stone-ground flours; also available: soups, sea foods, salad dressings, etc.
- RUSH, GRACE A., INC.**, 3715 Madison Road, Cincinnati, Ohio. Fine dark or white fruit cakes, numerous ice-cream sauces, spiced nuts, many kinds of interesting confections; extensive gift-package assortments.
- SALT WATER FARM**, Damariscotta, Maine. Specialty superfine lobsters; chowders also available.
- SEAFARE**, 1033 First Ave., New York. Gourmet coffee-blend and salad dressing, both created for serving in their famous N. Y. restaurants.
- SECHLER, RALPH, & SON**, St. Joe, Ind. Among the finest pickle products to be found; exotically flavored sweet pickles, including orange-flavored varieties and dilled pickle-strips in exotic syrup.
- SIMPSON & VAIL**, 89 Front St., N. Y. Personalized blending of coffees and teas.
- SMITH, HOLLI, BAZAAR & WORKSHOP**, Box 5233, Gulfport, Fla. Specialty fingers of grapefruit peel in fine rum or other liqueurs; also an outstanding fruit cake made from a rare English recipe.
- SMITHFIELD HAM & PRODUCTS CO.** Smithfield, Va. World-famous hams; also their canned Brunswick Stew merits attention.
- SMITH, GLADYS WHITAKER**, Box 396, Cashiers, N. C. Wild-strawberry preserves; also red mountain raspberry and other Carolina-fruit varieties.
- SMOKIN'-HICKORY HANK**, 783 Briar Brae Road, Lafayette, La. Their hams have great merit.
- SOUTHALL'S FOOD PRODUCTS**, 15 Academy Hill Road, Brighton, Mass. Fine specialties include wild beach-plum jelly, plum-rum marmalade, wild blueberry products.
- STUCKEY'S**, Box 301, Eastman, Ga. Old-South confection delicacies, particularly pecan candies and spiced nuts.
- STURDEVANT'S WINDING RIVER FARM**, Ulster, Pa. Exceptional wild-strain pheasants, meaty and flavorful, available frozen or canned in rich broth ready for oven-browning.
- SWISS COLONY**, The, Monroe, Wis. Wide variety of extra-fine cheeses, including select Swiss cheese, creamy Port du Salut.
- TILLAMOCK COUNTY CREAMERY Association**, Tillamook, Ore. Specialty: aged, Oregon cheddar cheese.
- TONTZ HONEY FARM**, Highway 71, Elsinore, Calif. Regional honey-products including an avocado honey; also nuttered fudge and natural nut-butters.
- TORIGOE, JAMES K.**, 1760 Wainanue St., Hilo, Hawaii. Hawaiian fruits made into tangy, unusual jams, including one made of pineapple and papaya.
- VERMONT COUNTRY STORE**, Weston, Vt. Stone-ground flours, old-fashioned New England specialties of many kinds. Catalog.
- VICTORI'S**, 164 Pearl St., New York. Rare cask-distilled vinegar made of fine Spanish sherry wine. Superfine grated Cuban coconut in rich syrup, guava and imported orange shells; also Spanish and Mexican imports of many kinds.
- WALNUT ACRES**, Penns Creek, Pa. Numerous varieties of flours, grains, seeds, cereals, nuts; also imports such as goat-sheep-milk cheese.
- WISCONSIN CHEESE MAKERS GUILD**, 4527 W. Forest Home Ave., Milwaukee, Wis. Large variety of cheeses.
- WHITE HERON GROVES**, Box 620, Bradenton, Fla. Specialize in tangeloes and a February orange called Mineola, considered "Queen" of citrus fruits.
- YOCUM GAME FARMS**, R.F.D. 2, Chariton, Iowa. Fancy wild-strain game fowl including pheasants, ducks, bronze double-breasted turkey. Recipe book for preparing them is an epicurean gem. Barbecued beef slices and Hereford beefsteak also available.





# HOW TO BETTER YOUR HOME ...

## BETTER YOUR LIVING



Products advertised in **HOUSE BEAUTIFUL** are your guide to satisfaction. Ask for them by name to "BETTER your home ... better your LIVING." An asterisk (\*) beside the name of a product indicates that a booklet, or other information is offered in the advertisement. Write to the manufacturers for your copies today.

### **Appliances, Major & Small**

Clements Cadillac Quik-Vac	176
Dominion Electric Appliances	190
Knapp-Monarch Liquidizer & Redi-Baker	111
*Regina Polisher & Scrubber	173
Landers, Frary & Clark	
Universal Appliances	17
White Sewing Machine	9

### **Automotive**

*Allegheny Ludlum Stainless	189
-----------------------------	-----

### **Bathrooms**

*Theodore Efron SheweRite Shower Door	192
*Eljer Plumbing Fixtures	Inside Front Cover

### **Building Materials**

*Cutler-Hammer Unit Breaker	202
*Stylon Ceramic Tile	20, 21
*U. S. Ceramic Tile	199
*Wasco Products, Inc.	191

### **Carpets & Rugs**

Bigelow Rugs & Carpets	169
Carpet Institute, Inc.	179
*Firth Carpet	95
*Hardwick & Magee Carpets	40
Ozite Carpet Cushion	110

### **China, Glass, Silver & Tableware**

*Alvin Sterling	23
Sascha Brastoff Dinnerware	174
Gladding, McBean Franciscan Ware	61
Gorham Sterling	3, 27
*Herman C. Kupper, Inc.	187

*Lenox China	118
Oneida Heirloom Sterling	15
*Stieff Sterling	12
*Paul A. Straub & Co. Inc.	184
Tiffany & Co.	1
Wallace Sterling	5, 6, 7, 8

### **Curtains, Draperies & Upholstery**

*F. Schumacher	12
----------------	----

### **Decorative Furnishings**

Airguide Weather Instruments	194
*Chelsea Clock	186
*Colonial Williamsburg	12
*Herschede Hall Clock	188
Jefferson Electric Clock	194
*Howard Miller Clock	112
Ronson Table Lighter	2
Schatz Clocks	10, 11
*Virginia Metalcrafters	12

### **Fireplaces & Accessories**

*Centre Brass Fireside Setting	182
--------------------------------	-----

### **Floor Coverings**

(HARD SURFACES)

*Armstrong Cork ... Inside Back Cover	
---------------------------------------	--

### **Foods & Beverages**

*Browne Vintners Co., Inc.	196
*Cointreau, Ltd.	200
*Cresca Co., Inc.	16
Renfield Importers	
Piper-Heidsieck	106
Renfield Importers Remy Martin	170
*Schenley Cherry Heering	175
*Schieffelin Chartreuse	195
*Schieffelin Hennessy	181
Schieffelin Teacher's Scotch	178

### **Furniture**

*American Walnut Manufacturers' Association	24
*Baker Furniture	208
Baltaflex Vinyl Upholstered Furniture	Back Cover
*Burns Case Goods	113
*Cavalier Furniture	105
*Craddock Furniture	180
Goodrich Texfoam Cushioned Furniture	96
Hamilton Cosco Stools, Utility Tables & Carts	62

Jamestown Lounge Co.	193
*Kittinger Furniture	12
*Niagara Cyclo-Massage Chair	41
*Ritts Co.	196
Romweber Furniture	191
Sanford Furniture	182
*Stakmore Furniture	185
*Union-National Furniture	113
*Unique Furniture	52
Virtue Metal Dining Furniture	174
Weiman Table	186

### **Garden Fertilizers**

& Insecticides	
----------------	--

Hyponex Plant Food	205
--------------------	-----

### **Garden Seeds, Bulbs & Plants**

*Inter-State Nurseries	205
*Stark Nurseries	205
*Ty-Tex Rose Nurseries	205
*Wayside Gardens	205

### **Garden Tools & Equipment**

*Ariens Rotary Tiller	205
Roovers Garden Label Embosser	205

### **Housewares & Supplies**

Ekco Flint Kitchen Tools	19
General Slicer	42
Monsanto Dishwasher All	172
Rival Ice-O-Matic	51
Zim-Matic Can & Jar Opener	202

### **Lamps & Lighting**

*Superior Luxtrol Lamp Control	39
--------------------------------	----

### **Linens & Bedding**

Quaker Lace Placemat & Napkin Sets	177
Martex Towels	116, 117
St. Marys Blankets	22
Wamsutta Supercalc Sheets & Pillow Cases	115
Wool Bureau, Inc.	18

### **Paints**

*Pittsburgh Paints	12
--------------------	----

### **Sporting Goods & Toys**

Spalding Desk Caddy Sets	185
--------------------------	-----

### **Stationery & Books**

Crane's Fine Papers	14
The Heritage Club	13

### **TV, Radios, Records, & Musical Instruments**

*Altec Lansing High Fidelity	183
*Bogen Hi-Fi Set	202
*Conrac, Inc.	109
*Electro-Voice High-Fidelity Equipment	26
*Hardman Piano	192
*Kranich & Bach	204
Magnavox High Fidelity	25
*National Piano Corp.	187
Philco Phonorama	171
*Pilot High-Fidelity	195
*University Loudspeakers, Inc.	201
*Wurlitzer Organ	188

### **Travel**

*City of Miami Chamber of Commerce	197
Union Pacific Railroad	197

### **Miscellaneous**

Anacin	202
*Beattie Jet Products	204
Beauty Appliance Vibrosage	184
*Chicago School of Interior Decoration	204
*Syd Kushner	204
*Lowe's Inc.	204
*Wilhold Products	204

### **Department, Furniture, Jewelry & Specialty Stores**

Bonwit Teller	83
*Celebrity House, Inc.	48
*Cobbs	33
David P. Ehrlich Co.	34
*The Forsts	35
Goldfarb	36
Julius Goodman & Son	47
Harry & David	37
Jordan's Old Virginia Smokehouse	65
*Merrin Jewelers	57
*The Mission Folk	45
Spear Engineering Co.	31
Stuckey's	55
Tourneau, Inc.	49



CONTINUED FROM PAGE 113

# BAKER



THE BAKER FURNITURE LIBRARY, AN INSPIRATION OF IDEAS, \$1.00

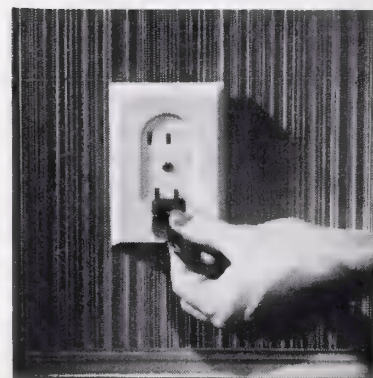
BAKER FURNITURE, INC., 25 MILLING ROAD, HOLLAND, MICHIGAN

NEW YORK • CHICAGO • GRAND RAPIDS • LOS ANGELES • DALLAS • ST. LOUIS • ATLANTA



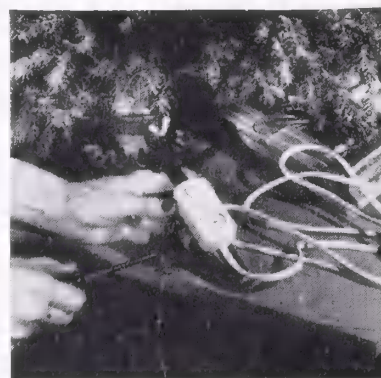
**Alvin** range hood attaches to wall or cabinet floor; either way, key-hole slots permit its instant removal for cleaning. Replaceable fiberglass lines channeled edge to trap cooking steam and grease. Utensil hooks hang anywhere along back apron. Sizes 24" or 36" x 16" x 4". White-enameled or coppertone steel \$7.95, \$9.95; stainless steel \$14.95, \$19.95. Available with wall-shield attachment. From Goldsmith's, 77 Nassau Street, New York, N.Y.

**Sav-A-Shock** protects probing tots from electric shock by automatically sealing wall outlets. As plug is drawn from outlet a hidden plate activated by strong springs slides over the outlet; inserting plug entails a side twist that pushes aside the plate, an operation kids can't manage. Sav-A-Shock replaces existing outlet plate. Durable polystyrene; ivory. \$1.50 for 3 two-outlet plates; from Peerless Specialties, Culver City 4, Calif.



**Professional** pastry decorating tips are made available for home use by this Baker Boy Set. Roses are made on the hand "turntable" using petal tips; other tips make leaves, ribbon edging, stars, forget-me-nots, "written" decorations, scroll designs. You also get step-by-step instructions and cardboard pattern for waxpaper pastry bags. Tips are apt for decorating canapés as well as pastries. \$1.25. From Gay Gifts, Box 55, Cedar Grove, N.J.

**Cabana Cone** used here for popcorn supplies an 18-inch indestructible bowl made of a Fiberglas laminate. Versatile bowl is primarily a planter; useful in nursery for toys; handy in living room for magazines and newspapers, knitting. Fiberglas insulation makes bowl ideal for iced "cokes" or ice cubes. Red, dark green, chartreuse, yellow, black, turquoise; black wrought-iron stand. \$9.75, from Valco Corp., St. Paul 4, Minn.



**Clamp** attached to Bell's 2-outlet extension cord fastens the unit to a Christmas-tree stand, portable barbecue, kitchen cart, ironing table or what-you-will. Devised for safe use on metal equipment and equipped with safety caps that automatically close the outlets on plug removal. UL-approved. Clamp is removable. Set with 9-foot, heavy-duty cord in ivory, \$1.45; brown, \$1.39. Bell Electric Co., 1844 West 21st St., Chicago, Ill.















